



## **Business Leader Summits on Early Childhood Investment** *Request for Proposals*

### **Overview**

The Partnership for America's Economic Success (Partnership) is pleased to invite businesses and community organizations to apply for awards of up to \$10,000 to help finance Business Leader Summits on Early Childhood Investment. Funds are available for up to 15 states, with one award per state. Generous funding for this project has come from Scholastic, Inc., as well as the other members of the Partnership for America's Economic Success.

**Purpose:** To support Business Leader Summits on Early Childhood Investment that will share information about the importance of early childhood investment for developing employees who will be competitive in the 21st Century workplace; provide opportunities for business leaders to connect with peers who share their commitment to the future; and engage business leaders to advocate for additional investments in proven strategies that encourage the successful development of young children.

**Eligibility:** All applicants must identify a business entity or organization as sponsor/convener or co-sponsor/co-convener of the event. This could include a corporate employer with demonstrable leadership in the state; a state or region-wide business entity (e.g., Chamber of Commerce, economic development authority); or the state agency or official responsible for economic and/or workforce development. Non-profit, for-profit and public organizations are eligible to apply.

**Allowable Use of Award Funds:** Funds may be used to support all activities directly related to the summit and immediate follow-up, completed before December 31, 2009. Please note that the Partnership cannot pay for costs incurred prior to the date that the contract is approved.

**Selection Process:** A committee consisting of representatives from the Partnership's Advisory Board will review all proposals and recommend award allocations, with final decisions made by The Pew Charitable Trusts (which manages the Partnership). Only one award will be given in each state, so applicants are encouraged to coordinate with other groups within their state. Selected applicants should demonstrate the following:

1. Desire to use an economic message and data to advocate for increased funding in proven early childhood investments;
2. Ability to plan and host a summit that will engage business leaders in moving the early childhood agenda;
3. Ability to attract a business audience to the summit;
4. Ability to use the summit to build a sustainable network of business leadership in the state.

**Timeline:** Details are available in the “Submission and Selection Process” section. Any changes to this schedule will be posted on our website.

December 12, 2008: An informational conference call will be held to answer questions 3:00-4:00 PM (EST) from interested applicants. Dial 877-366-0711 and passcode 2712 4033# to join the call. No RSVP needed.

December 16, 2008: Interested organizations should notify the Partnership of intent to apply, via email to Grace Lee, [glee@pewtrusts.org](mailto:glee@pewtrusts.org). (Organizations may apply even if they do not respond by this deadline.) Please indicate all partner organizations and the state you are representing.

January 16, 2009: Proposals are due.  
5:00 PM (EST)

February 17, 2009: Awards will be announced.

Spring-summer 2009: Conference calls held with each awardee to discuss summit planning.

Spring-summer 2009: Joint conference call among all summit planning leaders to share information (optional).

December 31, 2009: Contracts between Pew and selected organizations end; summits must be held prior to this date.

**Contact:** Grace Lee, Associate, Partnership for America’s Economic Success ([glee@pewtrusts.org](mailto:glee@pewtrusts.org), 202-552-2163) or Sara Watson, Director, Partnership for America’s Economic Success ([swatson@pewtrusts.org](mailto:swatson@pewtrusts.org), 202-552-2134). (Please note that the PAES/Pew offices will be moving as of December 19, 2008; email addresses will remain the same but the phone number may change. Check [http://www.pewtrusts.org/about\\_us\\_contact.aspx](http://www.pewtrusts.org/about_us_contact.aspx) for more information.)

## **Background**

Over the past few years the evidence has become overwhelming that: 1) America needs more skilled workers to compete in the global economy; 2) too many children are not given the opportunity to succeed; and 3) the best way to reverse both of these troubling trends is to invest in children from the very beginning. Research shows that increased investment in high-quality parenting support and education, housing, health conditions, food and nutrition, pre-kindergarten, and raising the family income to above the poverty level for children prenatal to age five results in higher lifetime earnings, lower rates of incarceration, and an overall lower cost to taxpayers.

The Partnership for America’s Economic Success was formed in 2006 by a consortium of business leaders, foundations and economists; it is funded by 13 organizations and managed by The Pew Charitable Trusts. Partnership funders are the Buffet Early Childhood Fund; Robert

Dugger; George Gund Foundation; Horace Hagedorn Foundation; The John D. and Catherine T. MacArthur Foundation; Paul Tudor Jones; Ohio Children's Foundation; Peppercorn Foundation; The Pew Charitable Trusts; PNC Financial Services Group, Inc.; Scholastic, Inc.; The Schott Foundation for Public Education; and Anonymous.

The purpose of the Partnership is to assess the overall economic impacts of investing in children from before birth to age five. Utilizing this research, the Partnership also works to engage business leaders in making investments in children a national priority.

To meet these goals, the Partnership has hosted a number of major events, including three annual conferences, and two Economic Summits on Early Childhood Investment in Telluride, CO. The Partnership also hosts monthly Invest in Kids Working Group discussion forums. These meetings, which have seen an increasingly large response, have been successful at calling attention to the economic impacts of investments in children. Descriptions, including lists of speakers and agendas of the Partnership's previous conferences, can be found at <http://www.PartnershipforSuccess.org>. However, the hard work of changing policy and practice is done mostly in states and localities. Time and travel costs have prevented many business owners and local policy makers from attending, which makes it more difficult to reach those who are not already convinced of the validity of the economic data. There is an urgent need to hold locally-targeted events in cities and states across the nation.

## **Contract Overview and Section Process**

With support from Scholastic Inc., the Partnership is pleased to announce that it will award up to \$10,000 to state and local organizations to host Business Leader Summits on Early Childhood Investments by the end of 2009. The purpose of these summits is to share emerging evidence on the economic benefits of investments in young children and to engage business leaders in advocating for policy changes that will promote the healthy development of children. We expect to offer up to 15 contracts nationwide, with one available per state.

### **Award Details**

Funds would be made available through a contract with selected organizations. Half of the payment will be made available upon the notification of the award, with the second half awarded upon completion of the event, which must be held by December 31, 2009.

Awards may be used to fund any activities related directly to the summit, including post-summit reporting. Awards may not be used to finance current projects or for any expenditures that are not directly connected to the event.

### **Technical Assistance**

The Partnership will provide advice on structuring the agenda and identifying speakers. We will also work with the planners to connect them to additional business networks to encourage business participation. The Partnership will also make its materials on the economic benefits of investments in children available to meeting planners. We ask that the Partnership and any other

fundere be listed on materials, and invited to participate in the meeting in a manner agreeable to both the organizers and the Partnership/funders.

### **Award Reporting**

The Partnership will host a conference call with each awardee during the spring and summer (depending on the date of the summit) to discuss the summit planning. During these calls, awardees will discuss their expected goals and outcomes, draft agenda and progress in securing business participation. We will also host at least one call for planners from the different states to share information with each other. Conference planners must ask participants to complete a conference evaluation that should include opportunities for participants to indicate willingness to participate in follow-up activities.

Upon completion of the contract period, the contracted groups will have 30 days to submit a progress report in order to secure the final payment. This report would consist of the meeting binder/materials and participant list; evaluation results; and a short description of the discussion during the event, expected follow-up, and any agreements obtained or business leaders who agree to participate in follow-up activity.

### **Required Proposal Materials, Selection Criteria, and Application Process**

Any organization (public, non-profit or for-profit) with a business entity as a co-sponsor may submit a proposal.

#### **Required Materials**

All applicants must have a corporate employer with demonstrable statewide leadership, an appropriate business entity (e.g. Chamber of Commerce, economic development authority) or a state agency head with responsibility for economic development as the sponsor/convener or co-sponsor/co-convener of the event.

#### *Proposal narrative:*

Proposals should address the following topics. The numbers in parentheses represent the relative weight for each topic in making final sections (out of 100 points):

- Demonstrated desire to use the economic data to advocate for increased investments in proven strategies for young children prenatal to age five. (10)
- Goals, expected outcomes, planning process, proposed topics and speakers for the summit. Explain the intent of the summit, initial ideas for content and structure, the planning team, connections to existing efforts, source of additional funds needed to carry out the event and how the planning process will ensure a successful event. (25)
- Specific plan to attract business leaders who are not already engaged in children's advocacy and not in the early childhood field. Plan should include the goal for number

of business people in attendance, percentage of audience that consists of business people, and steps to achieve those goals. (25)

- Follow-up plan to use the summit to engage business leaders as ongoing champions for young children, including connections with existing business organizations and efforts. (25)
- Capacity of the applicants to carry out the work, including securing additional funds, and history of collaboration, if any. (15)

*Format:*

Proposals should aim for a maximum of four to five pages in length (12-point Times New Roman font, single-spaced, not including any attachments or cover page as described below). Longer or shorter proposals are acceptable.

All proposals should also include the following:

1. *Cover page:* The cover page should include the applicant's name and full contact information. If the applicant is not a business organization (as defined above), the cover page must list the full contact information for the business entity.
2. *Letter of commitment:* If the applicant is not a business organization, the proposal must include a letter of commitment from the business organization. Additional letters of support from other business organizations are welcome.
3. *Proposed Budget:* The proposed budget should include all projected costs from hosting the summit, including those above and beyond the amount of the awarded contract. (Costs may be approximate.) The budget should describe where the applicant will obtain the additional funds needed, and make assurance that the funds will be secured.
4. *Tentative Timeline:* The timeline should begin with the initial planning phase and should end with post-summit reporting.

### **Submission and Selection Process**

We invite organizations intending to apply to inform Grace Lee ([glee@pewtrusts.org](mailto:glee@pewtrusts.org)), Associate for the Partnership for America's Economic Success, by December 16, 2008. Please provide information on your partner organization and indicate your state. She will alert respondents if more than one organization in a state is intending to apply. An informational conference call will be held from 3:00 to 4:00 PM (EST) on December 12, 2008 to answer questions from interested applicants. Dial 877-366-0711 and passcode 2712 4033# to join the call. No RSVP needed.

Interested organizations should submit their applications by 5:00 PM (EST) on Friday, January 16, 2009 via email to Grace Lee at [glee@pewtrusts.org](mailto:glee@pewtrusts.org). Applications should be sent in one document (Word or PDF file). Confirmation will be sent via e-mail verifying receipt of the

proposal. Any organization that has not received confirmation by Monday, January 19, 2009 at 5:00 PM (EST) should contact Grace Lee. Organizations may apply even if they do not provide advance notice, however only one award will be made per state. If not all awards are given to applicants that submit by the deadline, later applications may be considered.

A committee composed of members from the Partnership's Advisory Board, a representative from any other funders, and potentially others will convene to review proposals will convene to make their recommendations regarding the selection. Final selection is made by The Pew Charitable Trusts. All awards will be announced no later than Tuesday, February 17, 2009 (earlier if possible).

Conference calls will be held with each awardee to discuss summit planning in spring-summer 2009. At least one additional joint conference call among all summit planning leaders will be offered in spring-summer 2009; it is optional but may be helpful to share strategies.

Please note that the PAES/Pew offices will be moving as of December 19, 2008; email addresses will remain the same but the phone number may change. Check our website for more information. Any changes to this RFP will be posted on our website.

<p><b>Note:</b> This Request for Proposal does not represent a contractual agreement by The Pew Charitable Trusts to any applying organization. Selected organizations will enter into a contractual agreement with Pew upon award. Pew retains the right to modify or cancel the RFP at any time. Pew is not liable for any costs incurred for the preparation and submission of a response to this RFP.</p>
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