

RFP Response Form

Self-Care and Social Exposure Program for Children and youth involved in CYF

REQUIREMENTS

Please respond to the following questions. The maximum score a Proposal can receive is 100 points. Your response to this section should not exceed 13 pages.

Organizational Experience (15 points)

1. Describe your organization's experience in serving the target population.

Founded in 1999, Small Seeds Development, Inc. (SSDI) is a social service organization that provides a range of services for children and youth. These engagements include life skills, education, and a platform to share ideas, mentoring, financial literacy, concrete goods, supplies, youth leadership development (public speaking, dining and etiquette instruction, community service projects and character development, health activities, well-being and self-esteem building, counseling, field trips and transportation. Our experience working with this population started with the Mother to Son program and has extended over the past 10 years to other models which include Family Group Decision Making, Family and Community Teaming, the Inua Ubuntu Program, Teen Discovery, Youth All Access, and Black Emerging Adolescent Males. Our current programming includes the work of two departments, one specializing in youth work and the other in family work, and best describes our current ability to serve the population addressed in the RFP:

Department of Diverse Intervention Response for Effective Change (DIREC)

The goal of DIREC is to empower children, teens and young adults, ages 8 to 24, by providing direct services facilitation that yields changes in character, academic achievement, lifestyle, behavior and attitudes. The objective is to address child and teen issues head-on while offering supports for those who need it most.

Mother to Son (MTS): MTS is a unique model that offers single mothers and their African American son(s) ages 8-15 and their sibling's social support, education, a platform to share ideas, training/workshops, a safe environment, and mentoring. Our goal is to improve the quality of life for single mothers, sons, and siblings.

Teen Discovery (TD): TD empowers adolescents and youth, ages 10 to 18, providing direct service facilitation and coordination that yields change in character, academic achievement, lifestyle, behavior and attitude by collaborating with community resources to divert youth who are at-risk of negative conflict and safety.

Youth All Access (YAA): YAA offers youth the opportunity and capacity to develop the tech-savvy skills needed to shape the new generation of change. Through this opportunity, youth will be

RFP Response Form

Self-Care and Social Exposure Program for Children and youth involved in CYF

able to display their talents by creating a youthful following of consumers through social media websites.

Black Emerging Adolescent Male (BEAM) Project: BEAM employs effective strategies designed to encourage young black males 3rd to 8th grade reach their academic, social and leadership potential. All activities will provide Leadership, Opportunity, Voice, and Empowerment (L.O.V.E.).

Department of Community Enhancement Services (CES)

The goal of CES is to provide families with the necessary tools to keep their children safe and at home. CES works with families on meeting their needs, building off of family strengths, connecting with community resources and reconnecting with natural supports, without the involvement of the Office of Children, Youth, and Families (CYF).

Family & Community Teaming (FACT): FACT is a voluntary service that helps families to develop a plan based on family-identified needs, outcomes, and action steps. FACT works to continually integrate individual and family actions with professional services, as needed.

Family Group Decision Making (FGDM): FGDM is a court-ordered program that concentrates on family strengths to empower families to think, plan, and use their resources to address family concerns. FGDM provides families with opportunities to be involved in the decisions for protecting and caring for their children.

Specialized Family Therapy (SFT): SFT is a court-ordered, family intervention for co-parents who have been unsuccessful at resolution of custody conflicts and/or establishing or reestablishing a relationship with child/children.

ACT Raising Safe Kids Program (ACT): ACT is a universal promising evidence-based parenting program designed to promote positive parenting and prevent child maltreatment by fostering knowledge and skills that change or improve parenting practices.

SSDI is diverse, African American led, and has significant expertise providing children and youth services, specifically African American males, with enhancements in wellness, self-esteem and the promotions of developmental normalcy. The organization is associated with good health strategies and partners with UPMC Healthy Communities 365, 3ENow, and Highmark Healthy Communities. Our activities and promotions include violence prevention education, personal development, relationship building and stress reduction, healthy eating, exercise and spiritual fulfillment. We also view well-being in its broadest context and, as a result, this encompasses self-care learning objectives that include other topics such as:

RFP Response Form

Self-Care and Social Exposure Program for Children and youth involved in CYF

- Self-Worth
- Self-Discipline
- Self-Compassion
- Self-Indulgence

2. Describe your organization's experience in providing programming that enhances the health and well-being of children and youth with or at risk for involvement with CYF.

Youth Driven Process: SSDI utilizes a Youth Driven development and leadership process guided by evidence-based and best practice models that put youth in the driver's seat with supportive adults to help guide the way. As a leader on Community, Youth, and Young Adult Engagement, SSDI facilitates and coordinates functions using the guidance of Youth Driven, Inc. YDI works on the premise that youth programs run better with youth input and that meaningful youth engagement must be incorporated in all levels and into the science of implementation.

SSDI strives to achieve life-changing results among children and youth by adapting programs that measure young people's mindfulness of emerging social concerns; understanding priorities of internal and external stakeholders; creating a welcoming, harmonious, and multicultural environment; serving as a vital leadership anchor for children and youth. The organization is committed to delivering services that are inclusive and supportive of children and youth. SSDI values and recognizes the importance of technology in working with the youth of today. Initial outcomes for children and youth in transition are expected to include changes in knowledge and attitudes with regard to the following: Self-Care; Social Exposure; and Well-Being.

Through a continuum of services, SSDI will be able to better address the complexities and adaptive nature of youth. With knowledge gained over 17 years of service to children and youth of Allegheny County, SSDI is positioned to conceptualize, develop and evaluate a self-care and social program model, which we have titled: The Barbershop B.O.Y.S (Building Opportunity that Yields Success) to address African-American children and youth needs related to the following ABCs:

- Awareness – Be attuned to your needs and practice self-acceptance. Develop the habit of “checking yourself.”
- Balance – Maintain a healthy balance among your activities. Balance school, family life, rest and leisure. Remind yourself that you deserve to have a meaningful and enjoyable life outside of school.
- Connection – Maintain supportive relationships to elicit support and avoid isolation. Connections can also increase feelings of hope.

The Barbershop B.O.Y.S. will exercise building opportunities through the ABC's while yielding success with these anticipated outcomes:

RFP Response Form

Self-Care and Social Exposure Program for Children and youth involved in CYF

- Enhancing appearance of participants on an ongoing basis when attending school, hearings, home visits, and social activities.
- Reducing truancy due to embarrassment and/or bullying from unkempt appearance
- Improving self-esteem, demeanor, and behavior
- Increasing knowledge and skills about how to maintain healthy hair and a neat appearance
- Exposing participants to potential careers in self-care and related vocational fields
- Increasing social exposure and cultural knowledge and skills

3. Describe your organization's experience in providing culturally-competent, linguistically appropriate and gender-responsive services.

SSDI respects the traditions, beliefs and customs of all people. SSDI has a "culture" of policies, procedures, programs, and processes, and that we believe when with the right supports in place can incorporate certain values, beliefs, assumptions, and customs. We recognize culture in its sense of time orientation and perception. We bring together knowledge about different groups of people and then we transform it into standards, policies, and practices that make things work. We serve all individuals regardless of gender, religion, sexuality or other concern. Our experience over the past 17 years working with at-risk youth and families through our Allegheny County Department of Humans Services contract for our Mother to Son, Family And Community Teaming (FACT) , Family Group Decision Making, Inua Ubuntu, and Youth and Family Engagement programs. These programs have given SSDI the some of the greatest experiences related to the diversity and response needed working with Children, Youth, and Families. Our staff has also attended trainings on working with LGBTQAI youth as well as other competencies such as working with the homeless population and serving youth involved in the human trafficking system. The majority of our staff also has their certificate in Competent Youth Work from the Academy for Competent Youth Work out of Texas.

Meeting Program Standards (70 points)

4. Describe your organization's plan to provide Self-Care services and supplies.

SSDI will target African American children and youth, with differing services based on consideration of age, gender, race, and ethnicity, as well as individuals involved in foster or kinship care, immigrants, refugees, homeless youth, LGBTQIA youth, and young people who represent other specialized target communities. We have chosen to focus on African American children based on their disproportional involvement in the CYF system and our expertise in working with African American children and youth. SSDI is presenting The BARBERSHOP "B.O.Y.S" (Building Opportunity that Yields Success) initiative to link children and youth to hair salons and barber shops in their geographical area capable of meeting their self-care needs. Please note that the name Barbershop B.O.Y.S. does not mean that we will not work with all sexes, genders, races, etc.

RFP Response Form

Self-Care and Social Exposure Program for Children and youth involved in CYF

SSDI's Barbershop-BOYS initiative will be responsible for scheduling appointments to receive hair care services such as facials, manicures, pedicures, hair washing, cuts or styling. This will be accomplished via the participant's "Youth Coach" to ensure travel to and from appointment, and acting as the fiduciary for payment of services. SSDI's partnerships with the hair salons and barbershops will provide the needed expertise related to the supplies and information needed for all participants' ongoing self-care needs such as combs, brushes, shampoo's and other hair and personal care products.

Quarterly workshops will be organized on site at the hair salon and barbershops as well as off site at SSDI, various community sites coffee shops, school and libraries, church and other local hair care business to educate participants and caregivers about a variety of topics, including haircare and other self-care techniques. These workshops will provide short and long term, mini and robust in depth sessions as needed for the advancement of Self-Care and Social Exposure.

In-addition to advancing the development of African American boys, barbers and stylists of our partnering businesses will act as community mentors for the children and youth as extending support and sustainable achievement beyond the initial program. Our goal is to act as facilitators in this process of community building that culturally, for African Americans communities, has been a staple in our barbershops and hair salons.

5. Provide examples of the Self-Care workshops your organization plans to offer, how they will accomplish Program goals and why your organization chose these activities.

SSDI will provide participants with activities and practices that they can engage in on a regular basis to reduce stress and maintain and enhance short and longer term wellness and self-esteem. The goal of the workshops will be to teach children and youth to practice everyday maintenance and well-being. They will learn to embrace the importance of self-care and not view it as a one-time or reactionary event. Many children and youth do not have the resources to deal with self-care issues.

Our self-care workshops will include the following topics and learning objectives but are not limited to:

- What is Self-Care
 - Understanding self-care and why it is important for personal growth and development
- The Benefits and Stressors of Self-Care
 - Understanding the secondary/vicarious stress and trauma and its potential effects on your overall health and well-being
- Strategies for maintaining Self-Care

RFP Response Form

Self-Care and Social Exposure Program for Children and youth involved in CYF

- Being able to identify strategies to promote resilience and self-care in the home and community

Our intention in presenting these topics and learning objectives is that children youth and families will be able to:

- Define self-care and talked about its relationship to stress management and personal growth and development
 - Discuss self-care stressors and what they are frequently exposed to
 - Reflect on the benefits and rewards of being more self-care aware
 - Review self-care secondary or vicarious trauma and its causes, effects, warning sign
6. Provide examples of the social exposure activities your organization plans to offer, how they will accomplish Program goals and why your organization chose these activities.

SSDI will provide social exposure activities that emphasize opportunities to support African American children and youth in developing a sense of a competence, usefulness, belonging, and empowerment. We will use a youth development approach to include a continuum of activities that youth need to grow into healthy people. The activities we have selected include giving youth the chance to form relationships with caring adults, building skills, exercising leadership, and helping in their school and communities. These activities will be part of a holistic approach, preventative and positive, focusing on the development of assets and competencies in all participants.

Our goal is to support and facilitate group learning and peer-connectedness that will advance personal wellness through Social exposure activities that can be integrated into their lifestyles. SSDI wants those African American children and youth participants to succeed in the social world--to learn how to cooperate, make friends, and negotiate conflicts. We want them to develop strong perspective-taking skills, and treat other people with fairness and compassion we help them do in a variety of ways.

Barbershop B.O.Y.S. Initiative will expose participants through activities such as but not limited to:

- College, Trade and Technical School Field Trips and Site Visits
 - Guest Speakers (Professionals in the Self-Care Area)
 - Leadership & Entrepreneurial Development
 - Dating Violence Workshops
 - Public Speaking Training
7. Describe your organization's plan to market the program.

Involving community stakeholders in the development of this engagement and better understanding of the needs for children and youth to improve self-care, wellness and exposure can be a challenging

RFP Response Form

Self-Care and Social Exposure Program for Children and youth involved in CYF

and resource-intensive process. It is also be a highly creative, energizing, and rewarding experience leading to significant improvements in young people's lives. Our plan for marketing this engagement will meet children and youth where they are, physically and mentally. Our marketing strategy will stay true to our mission and represent the youth we serve, and promise only what we can deliver. In this way we can gain an advantage and the plan will be well-organized and strategic to include using these channels:

- SSDI website
- Community outreach
- Social media (Facebook, Twitter, blogs, and so on)
- (Google AdWords, print or online banner ads)
- PSAs with our partner Comcast; local TV stations WPXI, KDKA and WTAE; and radio
- Communications via newsletter
- Special events
- Brochures

The marketing approach will also include a connected learning approach that offers educational workshops, listening-and-learning tours throughout the county, and what we are calling "Let's Talk About It" (a street outreach series that will act as pop-up events to engage young people on their terms). In addition, there will be very deliberate formal, informal, and social media campaigns to support outreach, allowing for information to be gathered and geographical mapping related to high-target area engagement for the harder to reach young people.

8. Describe your organization's plan to facilitate partnerships with service providers and to coordinate their services with children and youth, their guardians and caseworkers.

Partnerships with Service Providers/Other Community Organizations

SSDI's plan to facilitate partnerships is to use a variety of systematic approaches/methods to facilitate partnerships. SSDI has established alliances and partnerships with existing organizations. The approaches and methods to be engaged by SSDI include:

- Use asset mapping which engages community partners to identify the resources in their communities that can be mobilized to improve self-care, wellness and appearance for youth.
- Bring current and future partners together as community stakeholders on this engagement to serve specific youth.
- Provide Town Hall Meetings/Community Forums to gather data and inform of this service for youth as a broad based community initiative.
- SSDI is a member of several community development initiatives and community groups
- Provide focus groups for existing partners and new ones to enhance our ability to receive referrals.

RFP Response Form

Self-Care and Social Exposure Program for Children and youth involved in CYF

- Build capacity with community partners to help them understand how to access this service.

In terms of the partnership between SSDI and barbers/stylists, SSDI will assume the lead role, acting as a facilitative leader, to ensure that we not overly influence the process for children, youth, and families to engage and participate in the program by carefully balancing the inputs and biases that sometimes are involved with partnerships:

1. SSDI will ensure that all partners participate in an information sharing orientation that will assist us in moving the program along smoothly, while allowing the partners to take the lead on what works best for how we will schedule on-site and off-site appointments and workshops.
2. The barbers and stylists will be highly influential members of the partnership who will aid in the mentoring of group efforts and guide children, youth and families in using his/her knowledge and ability to provide direction for positive self-care outcomes.
3. The Youth Coaches will act as the liaison for blended model coordination between all parties to support and intertwine both the content and the added benefits of self-care practices understanding the dynamics between all parties

Coordination for Services with CYF

CYF and SSDI will work together to best support children and youth with wellness, self-care and self-esteem needs and their families by:

- Working with children and youth with these needs require information and expertise of another entity is relevant to service and case planning,
- Collaborating to determine who is able to provide the required supports and services,
- Coordinating the provision of the supports and services with no overlap, gaps or duplication of services,
- Proactively identifying and addressing the child/youth and family's needs through joint case planning, including transition planning for child or youth,
- Working effectively as a team with the family to ensure they are supported,
- Meeting with CYF worker regularly regarding the needs of a child or youth at any time where it is identified services may be needed or possible intervention concerns exist,
- Neither CYF nor SSDI will close their file without facilitating the appropriate transition from consulting with the other to ensure that the child, youth and family are receiving the services and supports they require.

Coordination Protocol

- SSDI and CYF will work together to identify the child/youth self-care and wellness needs,

RFP Response Form

Self-Care and Social Exposure Program for Children and youth involved in CYF

- CYF caseworker and SSDI staff will determine if there are other intervention concerns for the child or youth,
 - Where there are intervention concerns that support the need for services, SSDI will work collaboratively with the child/youth and family to address their needs and ensure that there is no duplication of services.
9. Describe your organization's plan to staff the Program. Provide your organization's strategy for recruiting and retaining qualified staff.

Core Staffing Strategy:

SSDI staffing structure is a critical organizational function concerned with the acquisition and attainment of highly qualified staff, deployment and engagement of delivering services throughout Allegheny County, and retention for authentic relationship building between children, teens and young adults. We will use a dynamic concept referred to as strategic staffing, and put together a combination of staff that is strategically designed to meet the needs of the population served. This begins with a look at the nature of staffing patterns and strategic capacity building. Staff will be hired within 30 days of the initial job posting once the funding is awarded. Our recruitment process will be timely and hiring deadlines met once awarded funding. Our view is to present a local recruitment campaign and strategic outline consisting of online internet, social media sites, webmail and others in advertising for all positions.

Self-Care Program Staffing Structure:

Our staffing will consist of 2 Youth Coaches to provide direct service to the boys and youth in the program. These Youth Coaches will be supervised by one Program Coordinator at 0.25 FTE. These Youth Coaches will be required to have at least 2 years of youth work experience as well as culturally competent experience as part of work with African American youth.

10. Describe the challenges inherent in implementing the Program and how your organizations plan to address those challenges.

Helping youth to understand and embrace a comprehensive set of cognitive and non-cognitive skills and abilities, connecting behavior, attitudes, and knowledge, which youth can develop and retain throughout their lives will be the initial challenge. The second challenge is to get youth involved and keep them involved in their communities and with necessary services. The third challenge will be to provide services in areas with little to no transportation and community services.

There is much to commend in this model that proposes comprehensive, culturally appropriate services in that are accessible to underserved youth. This model is designed to help youth see the

RFP Response Form

Self-Care and Social Exposure Program for Children and youth involved in CYF

potential to improve youth wellness, self-esteem and exposure by delivering flexible services directly to large numbers of young people in need. These life skills will help to increase young people's well-being and help them to develop into active and productive members of their communities. SSDI has long worked with law enforcement, neighborhood councils, municipal officials, and youth themselves to increase awareness, promote dialogue, and build trust between everyone involved. These efforts will continue, with the goal of ensuring the trust and safety of all participants, particularly those who are underserved, economically challenged, and high-risk in the service area. Once trust is established and the value of the services is seen by the youth and their families, we believe recruitment and retention will continue through advertising and simple word of mouth.

We recognize the difficulty of delivering all of the required services with the available funding, and will develop partnerships and other resources to support youth. We will develop "hubs" in communities that lack adequate transportation, to provide intake spaces to engage youth in programs and services, coordinate transportation, and otherwise facilitate youth access to services. Access will also be increased by providing services during non-traditional hours.

SSDI is dedicated to providing services that reflect the diversity of the communities we serve, regardless of race, ethnicity, language, gender, economic class, education, or other considerations. A central concept underlying these beliefs is hiring staff that prioritizes hiring individuals from the communities being served by the programs they will be working in, and training and supervision that stress the value of diversity in the delivery of services on an everyday basis. SSDI promotes individuals representative of the communities being served into supervisory roles, thus ensuring that street-level knowledge of the community continually informs us about the planning, service delivery, and evaluation practices.

Financial Management and Budget (15 points, not included in page count)

11. Provide evidence of your organization's financial health by attaching its most recent audit or other financial documentation.

A copy of our 2014 Audit is attached. Our 2015 Audit will be finished by the end of the current month.

12. Attach a detailed start-up budget and annualized budget that clearly supports the Program and the implementation plan.

See attached.

13. Provide a budget narrative that reflects a realistic estimate of the costs associated with implementing the Program.

RFP Response Form

Self-Care and Social Exposure Program for Children and youth involved in CYF

SSDI's build out costs are minimal due to our already large program working with children, youth, and young adults. Our request of \$10,000 for build out costs includes the costs of 2 desks, 2 computers, 2 iPads which we use in the field for paperwork, and 2 smart phones for staff as well as the costs of advertising for the two youth coach positions and the program at large.

Our annual budget of \$175,000 includes the cost of two FTE Youth Coaches at a salary of \$30,000 per year, the 0.25 FTE Program Coordinator position (\$36,000 per year position), and 7% (an estimated cost allocation) of the cost of three administrative staff (CEO, Director of Finance and Development, and Office Manager) plus the costs of staff training (CPR, First Aid, CYC, etc.) as well as the cost of the staff's taxes and benefits. The budget includes the cost of haircuts, hygiene supplies, and social activities for 200 youth, the largest expense after the cost of the staff required to perform the program. Transportation costs are the costs of bus passes for youth to get to their social activities after they complete our program and reimbursed mileage for staff. Indirect costs include the costs of: office rent/utilities, parking, percentage of the cost of annual audits required by Allegheny County and other funders, payroll services, office supplies, general insurance, outreach, etc.

ATTACHMENTS

Please submit the following attachments with your Proposal. These can be found at <http://www.alleghenycounty.us/dhs/solicitations>.

- Cover Page
- MWDBE Participation Statement or Waiver Statement
- W-9
- Allegheny County Vendor Creation Form
- Audited Financial Report
- Audited Financial Report
- Start-up and annualized budget

CERTIFICATION

Please read the below statement and check the box to indicate agreement with its content.

By submitting this proposal, I certify and represent to the County that all submitted materials are my work and that all responses are true and accurate.