

# RFP Response Form

*Be Strong Parent Cafés*

## PROPOSER INFORMATION

Proposer Name: YWCA Greater Pittsburgh

Authorized Representative Name & Title: Magdeline E. Jensen, Chief Executive Officer

Address: 305 Wood Street, Pittsburgh, PA 15222

Telephone: 412-255-1237

Email: [mjensen@ywcapgh.org](mailto:mjensen@ywcapgh.org)

Website: [www.ywcapgh.org](http://www.ywcapgh.org)

Legal Status:     For-Profit Corp.     Nonprofit Corp.     Sole Proprietor     Partnership

Date Incorporated: 1892

## REQUIRED CONTACTS

	Name	Phone	Email
Chief Executive Officer	Magdeline E. Jensen	412-255-1237	<a href="mailto:mjensen@ywcapgh.org">mjensen@ywcapgh.org</a>
Contract Processing Contact	Hilary Marcella	412-255-6747	<a href="mailto:hmarcella@ywcapgh.org">hmarcella@ywcapgh.org</a>
Chief Information Officer	Monique McIntosh	412-255-1678	<a href="mailto:mmcintosh@ywcapgh.org">mmcintosh@ywcapgh.org</a>
Chief Financial Officer	Lisa Scanlon	412-255-1484	<a href="mailto:lscanlon@ywcapgh.org">lscanlon@ywcapgh.org</a>
Administrative Contact	Teresa Kowalecki	412-365-1910	<a href="mailto:tkowalecki@ywcapgh.org">tkowalecki@ywcapgh.org</a>

## BOARD INFORMATION

Provide a list of your board members as an attachment or in the space below.

Please see attached list of board members.

Board Chairperson Name & Title: Marsha Jones, Executive Vice President & Chief Diversity Officer, PNC Financial Services

Board Chairperson Address: [REDACTED]

Board Chairperson Telephone: [REDACTED]

Board Chairperson Email: [REDACTED]

# RFP Response Form

## *Be Strong Parent Cafés*

### REFERENCES

Provide the name, affiliation and contact information [include email address and telephone number] for three references who are able to address relevant experience with your organization.

*Please do not use employees of the Allegheny County Department of Human Services as references.*

#### Pittsburgh Public Schools

Carol Barone-Martin, Early Childhood Education Executive Director

[REDACTED]  
[REDACTED]  
[REDACTED]

#### Homewood Children's Village

Larry L. Meadows Jr., Director of Program Development and Community Engagement

[REDACTED]  
[REDACTED]  
[REDACTED]

#### Parent

Daryl Hayman

[REDACTED]  
[REDACTED]

### PROPOSAL INFORMATION

Date Submitted 9/28/17

Amount Requested: \$7,800

#### Proposal Abstract:

*Please limit your response to 750 characters*

YWCA will host Parent Cafés using the Be Strong Families model to provide a welcoming space for parents to learn and share support. We will facilitate sessions at our Homewood-Brushton Community Center – the site of a STAR 4 child care facility accessed daily by parents of children enrolled in our Pre-K Counts programs. Parent Cafés will enable YWCA to strengthen our relationships with these parents and others who access our services. We will staff Parent Cafés with teachers from our early learning programs and leverage our integrated service model to connect families with community resources. Our

## **RFP Response Form**

### *Be Strong Parent Cafés*

site is accessible by public transit and equipped with many spaces appropriate for Parent Cafés, like classrooms, conference rooms, and a gym.

#### **CERTIFICATION**

Please check the following before submitting your Proposal, as applicable:

I have read the standard County terms and conditions for County contracts and the requirements for DHS Cyber Security, EEOC/Non-Discrimination and HIPAA.

By submitting this proposal, I certify and represent to the County that all submitted materials are true and accurate, and that I have not offered, conferred or agreed to confer any pecuniary benefit or other thing of value for the receipt of special treatment, advantaged information, recipient's decision, opinion, recommendation, vote or any other exercise of discretion concerning this RFP.

#### **ATTACHMENTS**

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

- MWDBE documents
- Allegheny County Vendor Creation Form
- W-9

# RFP Response Form

## *Be Strong Parent Cafés*

### REQUIREMENTS

Please respond to the following. The maximum score a Proposal can receive is 100 points. Your response to this section should not exceed 10 pages.

#### **A. Organizational Experience (40 points)**

1. Describe your organization's experience working in the community with demonstrated success in engaging and recruiting parents to events.

YWCA Greater Pittsburgh has 150 years of experience working in the community to serve families, including demonstrated success engaging parents and recruiting them to events. Every year, YWCA serves more than 70,000 women, children, and families. We offer comprehensive services to economically vulnerable families – including supportive housing and enrollment assistance for local, state, and federal benefit programs. We administer child care subsidy, helping to ensure low-income families can access child care. We erode health inequities by connecting families to health care they can afford, including Medicaid and CHIP. We nurture girls' educational ambitions, encouraging interest in Science, Technology, Engineering, and Math.

Additionally, YWCA offers child care to assist working parents and provide high quality early education for children. Our Homewood-Brushton Community Center houses a STAR 4 Early Child Development and Education Center where more than 50 children are currently enrolled in Pre-K Counts programs.

Through these early learning programs, YWCA already engages and recruits parents. Our Pre-K Counts programs set parental engagement/involvement as a metric for success, and YWCA has a track record of meeting all benchmarks related to these goals.

Examples of YWCA's current parental engagement/recruitment efforts include:

- Frequent communication through in-person conversations, print publications, and YWCA's online presence. YWCA's Communications and Development Department supports outreach and engagement by producing fliers, brochures, and newsletters for distribution to clients, potential clients, and supporters – including to more than 50 parents/caregivers served through YWCA's early learning programs. Additionally, YWCA reaches the general public through our website and social media pages, which reach more than 3,800 followers.
- Quarterly "Family Fun Nights" hosted for parents and families of the children enrolled in our early learning programs. "Family Fun Nights" encourage positive adult/child interactions, promote social connections between community members, and give parents an opportunity to strengthen relationships with YWCA staff/early learning teachers who care for their children.

## **RFP Response Form**

### *Be Strong Parent Cafés*

- Regular convening of a Parent Council comprised of the primary caregivers for children placed in our care. The Parent Council influences decisions regarding activities for children, field trip destinations, content for YWCA's Parent Handbook, and more.

**2. Explain how implementing the Be Strong Parent Café model fits well within your organization's mission and business model.**

The Be Strong Parent Cafe model fits well within YWCA's Strategic Plan, which aims to position the YW as a leader for "empowerment, equity, and growth for women, girls, and vulnerable communities." YWCA identifies two strategies for achieving this goal: 1) "serve as a networking hub for community integration and connection," and 2) "provide high-quality, relevant programming that promotes self-sufficiency and equity." YWCA views the responsibility for hosting Parent Cafes as an opportunity to advance both of these strategies. Parent Cafes will help to establish YWCA's Homewood-Brushton Community Center as a networking hub for interaction and connection between parents, and add to the YW's repertoire of programming that promotes self-sufficiency through protective factors, family support, and parent leadership.

The Parent Café model also aligns with YWCA Greater Pittsburgh's vision of a community that "advances education, opportunity, and equity regardless of gender, race, or background." To achieve this vision, YWCA already employs strategies similar to those underpinning the Parent Café model, such as the support of protective factors identified in the Strengthening Families Approach. For example, YWCA connects families with concrete support to meet basic economic needs through our Resource Center (detailed in our response to question #3). YWCA programs also strengthen families' social connections through events like "Family Fun Nights." And YWCA works to develop the social and emotional competence of children through our early learning curriculum.

Finally, YWCA already works with parents daily through our implementation of early learning programs, administration of child care subsidy, and provision of safety net resources. Parent Cafes are an opportunity for YWCA to strengthen our existing relationships with parents, and to build on the programs and services we already offer them. The Parent Café model will also enable YWCA to leverage and strengthen our relationships with early learning professionals, stakeholders, social service agencies, and community organizations.

**3. Describe your organization's understanding of and relationship with community resources so that appropriate referrals can be made.**

YWCA Greater Pittsburgh has extensive knowledge of community resources and an established network of referral agencies. We already employ an integrated service delivery model to fulfill families' individualized needs, which we intend to leverage in our implementation of Parent Cafes. Our Resource Center provides a single point of entry and centralized intake for access to comprehensive community resources such as: local, state, and federal benefit enrollment assistance

## RFP Response Form

### *Be Strong Parent Cafés*

(LIHEAP, SNAP, rent rebates, etc.); financial assistance grants; no-cost tax preparation services; health insurance/Medicaid/CHIP enrollment assistance; prioritized referrals for legal and job search assistance; transportation assistance; and resource referrals to address child care, food insecurity, housing, and other needs. In 2016-17, YWCA's Resource Center served 3,345 adults and 1,538 families.

YWCA's ability to connect families with community resources is strengthened by our extensive network of human service agencies and social service organizations. This network includes partnerships with Homewood Children's Village, the Homewood Community Development Collaborative, Community Empowerment Association, YMCAs, Neighborhood Legal Services Association, PA Women Work, Urban League Hunger Services, the Greater Pittsburgh Community Food Bank, Catholic Charities, and more.

As part of YWCA's integrated service delivery model, all parents who apply for child care enrollment are also screened for needs and program eligibility. YWCA will extend this practice to the Be Strong Parent Cafés by screening attendees for needs and connecting them with YW- and community-resources, as appropriate.

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

YWCA Greater Pittsburgh and our staff have extensive experience providing culturally-competent, linguistically appropriate, and gender-responsive services through the execution of our organizational mission – “to eliminate racism, empower women, and promote peace, justice, freedom, and dignity for all.”

Our programs and services target disparities faced by woman, communities of color, and low-income families. As a result, the majority of our clients represent marginalized populations. In particular, YWCA Greater Pittsburgh serves a large proportion of African American women and girls, compared to the local population overall. YWCA also serves a significant number of women and families with limited English proficiency.

In response to gender, racial, and economic disparities, YWCA develops targeted, strength-based, and holistic responses. Examples of these responses include:

- YWCA's out-of-school programming for middle school girls – the majority of whom are girls of color from low-income households – that pairs STEM education with life skills curriculum, and provides a safe space for girls to thrive.
- YWCA's breast health programming, including education and navigation services, for women facing high risk of breast cancer and access barriers to breast health. All of the women served through our breast health programs are low-income, and many are women of color

# RFP Response Form

## *Be Strong Parent Cafés*

and/or women with limited English proficiency. YWCA assists these clients by removing access barriers through transportation assistance, connection to no-cost cancer screenings, and interpretive services.

YWCA's Center for Race and Gender Equity conducts diversity training with all YWCA employees. YWCA's early learning staff – who will be directly involved in this project – receive additional diversity and cultural competence training, as required for our Early Child Development and Education Center's STAR 4 designation. Additionally, YWCA employs bi-lingual staff and contracts with the Language Line and Echo International, as needed, to ensure language is never a barrier to our programs and services.

### **B. Meeting Program Standards (40 points)**

5. Describe your strategy to recruit a team of six to eight individuals split evenly between parents and professionals who are committed to implementing Parent Cafés and your plan for recruiting additional staff and parents to plan Parent Cafés and serve as table hosts.

YWCA will market across multiple channels to recruit parents and professionals who will help plan and implement Parent Cafes. We will employ print materials, online adverts, and – most importantly – leverage our existing relationships with parents and organizations serving parents. In particular, YWCA will target parents from our own early learning programs, including those who already participate in YWCA's Parent Council. Alongside these parents, at least three of YWCA's early learning staff will attend the Center for Schools and Communities (CSC) training and help to plan and implement Parent Cafes.

YWCA will recruit additional staff and parents to plan Parent Cafes and serve as table hosts by continuing to recruit from our early learning programs and by leveraging our relationships with other early learning and community stakeholders such as Pittsburgh Public Schools, Homewood Children's Village, YMCA, Community Empowerment Association, and the University of Pittsburgh's Office of Child Development. We will provide these organizations with materials, such as fliers, to be shared with their clients and constituents.

6. Describe the venue that you plan to use to host the Parent Cafés. How will you use the space to effectively host the Café sessions?

YWCA will host Be Strong Parent Cafes at our Homewood-Brushton Community Center, located at 6907 Frankstown Road, Pittsburgh, PA 15208. A description of the venue's location, accessibility, security, hours, size, and layout follows:

- YWCA signage marks the property at the front of our building, facing Frankstown Road.
- The property is accessible to bus routes including the 77, 86, and 71D. We also have on-site parking at the building's side and rear.

## RFP Response Form

### *Be Strong Parent Cafés*

- Our building is ADA-compliant, incorporating elements like automatic doors and elevators to ensure mobility challenges do not prevent individuals from accessing our services.
- The building is secure. Building visitors are required to sign-in upon entering the building, and a pass-key access system is in place to maintain building security. In addition, security cameras are installed in classrooms, playground areas, and at the building's front and back entrances.
- The building is open from 7am-8pm Monday through Friday and from 8:30am-1:30pm on Saturday. YWCA is prepared to open the building outside of these hours for Parent Cafes, as needed.
- The facility is two stories high, a total of 10,090 square feet, and equipped with a full kitchen, classrooms, conference rooms, a computer lab, and a large gymnasium/multi-purpose room.

YWCA will host Parent Cafes in various spaces throughout our facility, depending on the session theme or activity. YWCA will equip areas used for Parent Cafes with round tables and chairs (seating no more than 5 per table), comfortable furniture, visuals, and décor customized for each session's theme or activity. We will provide child care for Parent Café attendees on-site, in an area separate from Parent Café activities.

7. Describe the strategies and activities that you will use to recruit at least 15 parents per monthly Café session. How will you retain the participation of the parents that you recruit to participate in the Café sessions?

YWCA will recruit at least 15 parents to each monthly Parent Café session by marketing across multiple channels. We will target parents of children enrolled in YWCA's early learning programs; parents who access other YWCA services; and parents who access the services of partner organizations in the Homewood-Brushton community.

YWCA has far-reaching access to potential Parent Café participants through our early learning programs, Resource Center, and Child Care Information Services (child care subsidy). YWCA's early learning programs serve the parents and families of more than 50 children. Our Resource Center serves more than 3,000 adults and 1,500 families every year. And through CCIS, YWCA serves thousands of parents across Allegheny County, including more than 150 parents in the Homewood-Brushton neighborhood alone.

YWCA will employ print materials, online adverts, and also leverage our existing relationships with parents and organizations serving parents. For example, YWCA will market Parent Cafe dates and activities through fliers hung at our Homewood-Brushton Center, our downtown headquarters, and at the sites of partner organizations, such as Homewood Children's Village. YWCA staff will inform parents about Parent Cafes during one-on-one interactions. We will also market Parent Cafes through YWCA's website and on our social media pages, which collectively reach more than 3,800



## **RFP Response Form**

### *Be Strong Parent Cafés*

followers.

YWCA will retain parent participation by providing a comfortable, safe, and welcoming experience so parents are encouraged to come back. We will offer free child care to Parent Café attendees, provide free snacks/meals, and give away small door prizes to incentivize attendance. Additionally, YWCA will solicit parent feedback to support the continuous quality improvement of our program, ensuring we meet parent needs and achieve client satisfaction.

#### **C. Data (10 points)**

**8. Describe your organization's experience collecting and reporting data.**

YWCA Greater Pittsburgh has extensive experience collecting and reporting data to fulfill our contractual obligations to foundation, corporate, and public funders – including local, state, and federal agencies. We collect client data such as demographics, income, family composition, needs assessment results, services rendered, and more. Additionally, we maintain client data using internally-administered case management software, as well as County, State, and Federal data systems such as PELICAN.

Specifically, YWCA is equipped with experience collecting and reporting data relevant for Parent Cafés, such as attendance and satisfaction surveys. Through the implementation of our Pre-K Counts programs, YWCA already collects and reports attendance data as required by the state. We use the Ages and Stages Questionnaire and Pearson's Work Sampling System to assess and track the development of children in our programs. We also administer, evaluate, and report the results of client/parent satisfaction surveys.

**9. Describe your plan to report data required by the child welfare office on behalf of Project LAUNCH.**

YWCA has data reporting processes in place, and will utilize existing methods to report data required by the child welfare office on behalf of Project LAUNCH. YWCA staff conducting Parent Cafés will collect attendance data and administer short evaluations/satisfaction surveys. YWCA's Director of Early Learning will be responsible for reporting data, as required. As explained in our response to the previous question, YWCA already reports data like attendance through PELICAN, per DHS requirements.

#### **D. Financial Management and Budget (10 points)**

**10. Provide a budget that reflects a realistic estimate of the costs associated with implementing the Parent Cafés.**

## RFP Response Form

### *Be Strong Parent Cafés*

	Rate	Units	# Months	Total	
<b>Personnel</b>					<b>\$3,600</b>
Staff	\$50	6	12	\$3,600	
<b>Operations</b>					<b>\$4,200</b>
Parent Café in a Box	\$25	6	1	\$150	
Dads Parent Café in a Box	\$25	6	1	\$150	
Get Real Guide to Getting Kids Back	\$5	6	1	\$30	
Get Real Guide to Keeping Kids at Home	\$5	6	1	\$30	
Parenting Resource Books	\$5	6	12	\$360	
Flipchart Paper	\$35	1	12	\$420	
Markers	\$3	1	12	\$36	
Craft Activity Kits	\$15	6	12	\$1,080	
Tablecloths	\$2	6	12	\$144	
Plates, Cups, Forks, Spoons	\$20	1	12	\$240	
Food/Drink	\$3	30	12	\$1,080	
Door Prizes/Incentives	\$20	2	12	\$480	
<b>TOTAL</b>					<b>\$7,800</b>

**11. Provide a budget narrative that describes and justifies the proposed Parent Cafés budget.**

YWCA requests a total of \$7,800 for implementing Parent Cafes. We calculated line items based on one Parent Café per month for 12 months, with the average participation of 30 adults (six tables).

Our projected budget includes personnel costs of \$3,600 for staffing each Café with six YWCA staff at \$50 per staff member, per Cafe.

Our budget also includes \$4,200 in operations costs. These costs include:

- Six sets of “Parent Café in a Box” (\$25 each). According to the Be Strong Families online store, “Parent Café in a Box is a portable, easy-to-use resource to support your local parent engagement efforts. Each box includes a guidebook and 40 question cards (200 total questions) that focus on the five protective factors, which assists in strengthening families.”
- Six sets of “Dads Parent Café in a Box” (\$25 each). According to the Be Strong Families online store, “Dads Parent Cafe in a box provides the foundation for hosting Dads Cafes or cafes with fatherhood involvement themes, complements Parent Cafe in a Box, comes with a full deck of bilingual (English/Spanish) cards with over 200 questions, and a guide book for running a successful Parent Cafe.”
- Six sets of “Get Real Guide to Getting Kids Back” (\$5 each). According to the Be Strong Families online store, “Written by parents who have had their children taken away by the child welfare system...and gotten them back. Provides parents with 1) a strategy, 2) clear information to support that strategy, and 3) emotional and spiritual support.”

## **RFP Response Form**

### *Be Strong Parent Cafés*

- Six sets of “Get Real Guide to Keeping Kids at Home” (\$5 each). According to the Be Strong Families online store, “Once a parent makes it through the process of getting their kids back, they may find that the finish line can be a lonely place. Many parents might feel that there is no one there to support them on their new journey and unsure of what to expect. This guide shares a perspective of understanding about where parents are and some of the challenges that lie ahead.”
- Parent Resource Books at \$5 per book for every table each month. Books aligned with Parent Café themes and the Be Strong Families model will be selected and made available for parents.
- Flipchart paper (\$35 each) and markers (\$3 each) to use at Parent Café each month.
- Craft activity kits at \$15 each, for every table each month. Craft activity kits will encourage parents to interact and work together at their tables.
- Tablecloths (\$2 each) for every table each month.
- Plates, cups, forks, and spoons at \$20 per Parent Cafe.
- Food and drink at \$3 per anticipated attendee for each Parent Café.
- Two door prizes at \$20 per prize to incentivize attendance at each Parent Café.