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Date February 11, 2008

WHEREAS, the City of Des Moines and United Way of Central Iowa have a long history of partnering in joint efforts in school readiness and neighborhood programs; and

WHEREAS, United Way of Central Iowa is submitting an application to the National League of Cities Institute for Youth, Education and Families for a grant for the "Promoting School Readiness in FFN Care Setting Phase II" technical assistance project – a project to ensure that low-income and minority children are developmentally ready for kindergarten; and

WHEREAS, the City of Des Moines understands that family, friend and neighborhood care (FFN) is the most widely used form of child care in Des Moines and believes that this technical assistance project will enable the FFN partnership to accelerate planning by identifying families, and building upon the strength of families and the community through enhanced and accessible training and the distribution of early care materials; and

WHEREAS, under the terms of the grant proposal, a partnership of State Empowerment, Annie E. Casey Foundation – Making Connection, the Des Moines Public Library, the City of Des Moines, and United Way of Central Iowa will develop a more aggressive FFN Action Plan for the community ; and

WHEREAS, United Way of Central Iowa requests that the city of Des Moines submit a letter of support for its grant proposal indicating that the City of Des Moines believes the project will create a new learning environment for promising practices and the creation of new strategies with critical input from the FFN caregivers who reside in its neighborhoods; and

WHEREAS, the City Council finds it to be in the best interests of the City to support this program.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Des Moines, Iowa that the Mayor is hereby authorized and directed to send a letter of support on behalf of the City for the above described grant application.

Moved by _____ to adopt.

APPROVED AS TO FORM:

Bruce Bergman, City Attorney

★ Roll Call Number

Agenda Item Number

28

Date February 11, 2008

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
HENSLEY				
KIERNAN				
MAHAFFEY				
MEYER				
VLASSIS				
TOTAL				

MOTION CARRIED

APPROVED

Mayor

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

City Clerk



United Way
of Central Iowa

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February 6, 2008

Diane Rauh
City Hall
City Clerk's Office

Dear Diane:

As we discussed here is letter of support for the United Way of America and National League of Cities "Promoting School Readiness in Family, Friend and Neighbor Care Settings".

Our understanding is this item will be placed as a resolution item on the City Council's agenda for Monday February, 11th, 2008. We have spoken to Councilmember Chris Coleman and he has agreed to sponsor the item.

Please call Maureen Tiffany at 515-246-6531 or email mtiffany@unitedwaydm.org with any questions or if any further clarification is needed. Thank you for your time and support of this effort.

February 5, 2008

Cities and United Ways Promoting School Readiness Project
c/o Tonja Rucker
National League of Cities
Institute for Youth, Education, and Families
1301 Pennsylvania Avenue, N.W., Suite 550
Washington, DC 20004-1701

In Re: Promoting School Readiness in Family, Friend & Neighbor
Care Settings Phase II

Dear Ms. Rucker:

The City of Des Moines, Iowa is pleased to lend our support to United Way of Central Iowa in their application for the “Promoting School Readiness in FFN Care Settings Phase II” technical assistance project.

The goal to ensure low-income and minority children are developmentally ready for kindergarten has been a long-standing priority for United Way. To achieve this goal, a partnership of State Empowerment, Annie E. Casey Foundation - Making Connections, the Des Moines Public Library, the City of Des Moines, and United Way of Central Iowa has committed to develop a more aggressive FFN Action Plan for our community.

Our partnership has been built on a long history of the City of Des Moines and United Way demonstrating support for early care and education through the following activities:

- Commitment of CDBG dollars for working poor families who are over income guidelines for state subsidy.
- Participation and leadership of the Assistant City Manager toward our School Readiness – Leadership in Action Program.
- The Public Library of Des Moines administers the United Way Read Rover I – Literacy Van which travels to child care centers with a Librarian to read to the children.
- City of Des Moines is an active partner in our Lead Prevention Coalition that focuses on birth through age 5.

We understand that family, friend and neighbor care (FFN) is the most widely used form of child care in Des Moines. This technical assistance project would enable our FFN Partnership to accelerate our planning by identifying these families in our neighborhoods, and building upon the strengths of families and communities through enhanced and accessible training and the distribution of early care materials and books using our public libraries, our Parents As Teachers team, the making Connections Resident Outreach Workers and the United Way Play & Learn groups. In addition, we believe this technical assistance would create a new learning environment for promising practices and the creation of new strategies with critical input from the FFN caregivers who reside in our neighborhoods.

The City of Des Moines believes in its neighborhoods. The voices of the residents are always valued for their perspectives as FFN providers.

Our joint efforts in school readiness have brought significant resources to the table, including State Empowerment, the Greater Des Moines Community Foundation and the Des Moines Public Schools. This technical assistance project will complement our existing work and allow the community to go beyond the limits of each of the individual stakeholders.

We hope you will act favorably on United Way of Central Iowa's application.

Sincerely,

Mayor Frank Cownie
400 Robert Ray Drive
Des Moines, Iowa 50309



REQUEST FOR PROPOSALS:
An Invitation to Submit Proposals for Technical Assistance

**PROMOTING SCHOOL READINESS
IN FFN CARE SETTINGS PHASE II**

**A Technical Assistance Project to Help Local Elected Officials,
Senior Municipal Staff, United Way Executives, Born Learning Leaders, and
Making Connections Leaders Improve School Readiness in
Family, Friend and Neighbor Care Settings**

Made Possible With Generous Support From the Annie E. Casey Foundation.

**DEADLINE FOR SUBMISSION:
FEBRUARY 21, 2008**

National League of Cities
Institute for Youth, Education, and Families
1301 Pennsylvania Avenue, N.W.
Washington, DC 20004

United Way of America
701 North Fairfax Street
Alexandria, VA 22314

I. Goal

To assist community leaders in developing programs and initiatives to promote school readiness in family, friend, and neighbor (FFN) care settings.

II. Project Overview

The National League of Cities' (NLC) Institute for Youth, Education, and Families (YEF Institute) and United Way of America (UWA) invite communities to apply for a technical assistance project that will continue until the end of 2008. Only communities that participated in the *Cities and United Ways Promoting School Readiness Project Phase I* are eligible to apply for this project. We will select approximately six communities from the original pool of teams to participate in *Phase II*.

The purpose of *Promoting School Readiness in FFN Care Settings Phase II* is to provide practical assistance to mayors, city councilmembers, senior municipal staff, leaders of United Way of America's *Success By 6* and *Born Learning* initiatives, and leaders from the Annie E. Casey Foundation's *Making Connections* sites to improve their capacity to support school readiness.

The *Promoting School Readiness in FFN Care Settings Phase II* initiative is designed to help communities develop local school readiness action plans and provide concrete ideas and tools to implement these plans. The centerpiece of the project is a technical assistance initiative involving a group of approximately six cities. NLC and UWA will assist teams from each participating city to develop and implement FFN school readiness initiatives. Key elements of this technical assistance may include:

- Tailored research about promising practices;
- Assistance with developing and implementing local plans;
- Connections to national experts and resources;
- Site visits by staff if needed;
- Opportunities for peer learning and sharing across project sites;
- A cross-site, in-person meeting; and
- Bi-monthly topical conference calls to facilitate focused discussions of design and implementation challenges, link team members to peers working on similar initiatives, and promote cross-site sharing of best practices.

III. Benefits to Selected Communities

Selected communities will gain access to a broad range of benefits, including:

- Ongoing technical assistance in developing and implementing school readiness strategies that meet the needs of local families and are based on best practices;
- Links to school readiness resources and expertise through conference calls, peer support and learning, sharing of materials, and review of community action plans;
- Assistance in preparing relevant, site-specific materials and resources;
- Access to existing programs that can share best practices and innovative strategies;
- An opportunity to apply for travel scholarships to attend NLC's and UWA's *Supporting School Readiness in FFN Care Settings Cross-Site Meeting* in early summer 2008; and
- Heightened stature and national visibility through participation in this selective NLC and UWA project.

IV. Technical Assistance Process

Following the selection of communities for this project, initial conversations with selected project cities will allow NLC and UWA staff to help each city focus on their localized team plan for the technical assistance project. At a minimum, communities selected to participate in the project should be prepared to:

- Establish and/ or enhance a local team consisting of city leaders, United Way representatives, and Annie E. Casey Foundation *Making Connections* leaders (if appropriate) to lead and coordinate local activities. This team will identify a leader responsible for corresponding with NLC and UWA as well as local team members;
- Create a local FFN school readiness plan that includes specific action steps to promote school readiness and support informal caregivers;
- Participate in ongoing technical assistance calls, coordinate site visits (if appropriate), connect with peers and participate in a cross-site meeting; and
- Implement key components of the local plan by the end of 2008.

V. Proposal Guidelines

Only communities that participated in the *Cities and United Ways Promoting School Readiness Project Phase I* are eligible to apply for this project.

In order to be considered for selection, communities must submit a proposal that includes the elements outlined below.

- *A proposal narrative, not to exceed five pages (single-spaced, 12 point font), prepared by the team member who will serve as the team lead for the project that addresses the following questions:*

- ✓ Which aspects of school readiness in FFN settings is the team interested in addressing and why?
 - ✓ What initiatives, commitments, and/or investments have already been made that provide a foundation for this project?
 - ✓ What are some of the challenges or obstacles the team might encounter in implementing this project?
 - ✓ How would technical assistance from NLC and UWA help the team overcome these challenges or obstacles?
- *A letter from the mayor or City Council president and the local United Way president supporting the project, with a specific emphasis on the city and local United Way working together on additional projects that address early care and education.*
 - *A completed technical assistance application cover sheet (see attached).*

IV. Selection Criteria

Selection of communities for participation in the *Promoting School Readiness in FFN Care Settings Phase II* will be based upon evidence of the following factors:

- **Articulation of a clearly defined purpose.** A successful application will describe the goal and purpose of developing an FFN school readiness agenda, the benefits for young children, their families, and the community as a whole, and how a local plan will be designed and implemented to meet this purpose.
- **A vision of how technical assistance from NLC and UWA can make a difference.** The proposal should provide a clear sense of how the city's goals and plans will be advanced by the types of assistance that can be provided through this project.
- **High-level commitment.** During the application review process, NLC and UWA will look for compelling evidence that the city and local United Way will dedicate the time, staff, and resources necessary to participate in and benefit from the project. A strong expression of intent from high-ranking public officials and leaders to support and sustain a leadership role is a key expression of this commitment.
- **Breadth, depth, and influence of proposed team.** As with any project, selection for participation in the *Cities and United Ways Promoting School Readiness Project Phase II* requires an investment of leadership. The composition of the team must consist of city, United Way, and Annie E. Casey Foundation *Making Connections* leaders (if appropriate). Having all three constituencies represented will be viewed as a key reflection of the strength and likely effectiveness of partnerships forged to advance the goals of the project.

IMPORTANT APPLICATION INFORMATION

Deadline for Submission: February 21, 2008

Confirmation of Site Selection: On or before March 3, 2008

Project Contacts: Nina Sazer O'Donnell
Director of National Strategies, Success By 6
United Way of America
(919) 477-7137

Tonja Rucker
Senior Program Associate, Early Childhood
NLC's Institute for Youth, Education, and Families
(202) 626-3004

Mailing Address: Cities and United Ways Promoting School Readiness Project
c/o Tonja Rucker
National League of Cities
Institute for Youth, Education, and Families
1301 Pennsylvania Avenue, N.W., Suite 550
Washington, DC 20004-1701

TECHNICAL ASSISTANCE APPLICATION COVER SHEET

Cities and United Ways Promoting School Readiness Project

City: _____

Mayor or Council Member: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____

Local United Way President: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____

Project Lead: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____

CITY DEMOGRAPHICS

City Population: _____ Median Family Income: \$ _____

_____ % White _____ % African-American _____ % Hispanic _____ % Asian

_____ % Other

Proposals Due:	February 21, 2008
Mailing Address:	Cities and United Ways Promoting School Readiness c/o Tonja Rucker National League of Cities Institute for Youth, Education, and Families 1301 Pennsylvania Avenue, N.W. Washington, DC 20004-1701