

THE KRESGE FOUNDATION

Detroit ECE Support

Support for early childhood programs in Detroit

Application Guide

The Kresge Foundation

Troy, Michigan

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Table of Contents

- Introduction 3
- Eligibility 3
 - Program Eligibility 3
 - Organizational Eligibility 4
- Grant Structure 5
- The Application 6
 - Application Components (to be answered on [Kresge.fluxx.io](https://kresge.fluxx.io)) 6
- Review Process..... 9
 - Review Criteria 9
- Appendix 10
 - Appendix I: Kresge Detroit Program’s Commitment to Racial Equity 10
 - Appendix II: Frequently Asked Questions 11

Introduction

Detroit ECE Support is part of the Kresge Foundation's 5-year, \$25 million commitment to support implementation of the [Hope Starts Here framework](#). This initiative provides three-year program support for Detroit-based, high-quality early childhood programs that take a whole-child approach to serving young children ages 0-5. This initiative supports these organizations to:

- Continue providing high-quality programming that incorporates whole-child tenets to provide wraparound services to Detroit young children ages 0-5; or
- Expand existing models of high-quality programming that currently provide wraparound services to school-age children to serve Detroit young children ages 0-5.

Hope Starts Here is a citywide early childhood framework developed through an extensive community and stakeholder engagement process convened by the W.K. Kellogg Foundation and The Kresge Foundation. Through community-driven partnerships, Hope Starts Here has created a first-of-its-kind citywide community framework to coordinate a high-quality early childhood system that ensures children are born healthy, prepared for kindergarten and ready for success for third grade and beyond. This initiative supports Hope Starts Here **Imperative #3: Increase the overall quality of Detroit's early childhood programs**.

Eligibility

To qualify for funding through this initiative, applicants must meet two sets of eligibility criteria, which are outlined below:

- The **PROGRAM** for which funding is sought;
- The **ORGANIZATION** in which the program is housed.

Program Eligibility

Detroit is home to many organizations that already incorporate whole-child tenets to provide child-focused programming. Many of these organizations recognize that it is important to add to the educational experience of the child; for example, by addressing their social-emotional or health care needs.

This initiative seeks to support programs that:

1. **Take a whole-child approach to serving young children.** Specifically for this initiative, this means the program should incorporate two or more of the following tenets:
 - 1) The program promotes a healthy lifestyle that enables emotional and physical well-being of young children;
 - 2) The program actively and creatively engages young children in learning that connects them with the history, culture and heritage of their community;
 - 3) The program equips caring adults with the tools and resources to best serve young children;

- 4) The program prepares young children for kindergarten through learning that challenges them physically, socially, cognitively, creatively, and emotionally.
2. **Demonstrate a track record of providing high-quality, evidence-based programs to young children ages 0-5.** This means that:
 - a. The program must incorporate best practices identified through rigorous research and evaluation; and
 - b. The program can show measurable impact for young children ages 0-5, whether in Detroit or elsewhere.

Organizational Eligibility

We welcome applications from organizations that meet the following criteria:

- **Demonstrate a history of authentic, collaborative partnerships to implement child-focused programming in the city of Detroit.**
 - Organizations will be expected to demonstrate their track record of authentic partnerships with other organizations in Detroit to best serve the needs of young children.
 - While the organization does not have to have a history of providing early childhood services, it does have to have a track record of serving children in the city of Detroit.
- **Deliver programs through a network of formal, licensed early childhood centers;**
 - These can include but are not limited to: licensed child care centers, Head Start centers, school-based Pre-K programs.
 - Eligible organizations can only seek funding to deliver programs through multiple formal, licensed center operators. Individual centers or center operators are not eligible to apply for funding.
- **Meet minimum requirements to receive funding from the Kresge Foundation. The organization must:**
 - Be incorporated in the State of Michigan and primarily operate in the City of Detroit;
 - Have an IRS-designated 501 (C)(3) status or operate under a college or university;
 - Have operated within the City of Detroit for at least two years;
 - Be able to provide an independently prepared audit for the most recent fiscal year, but no earlier than 2016. Organizations with annual budgets of less than \$250,000 must provide a qualified review or a copy of their IRS Form 990 for the most recently completed fiscal year, but no earlier than 2016.

This grant is not open to:

- Elementary and secondary schools.
- Individual child care or early childhood center operators.
- Religious congregations.
- For-profit organizations.
- Individuals.

Grant Structure

This initiative awards three-year grants between \$30,000 and \$100,000 per year (a total of \$90,000 to \$300,000 over three years). The grant period will begin on January 1, 2019, and end on December 31, 2021. The grant award will depend on the program size and scope.

This initiative is intended to award flexible funds for the grantee organization to implement and sustain high-quality programming serving Detroit children ages 0-5 through a whole-child approach. These funds can be used for the design, implementation and evaluation of the program for which funding is sought, including:

- Staff salary and benefits costs;
- Technical assistance or consultant fees;
- Transportation for program staff and participants;
- Supplies and materials;
- Program design and development;
- Evaluation of program effectiveness toward stated outcomes;
- Marketing costs, including printing or multimedia production;
- Parent and community engagement;
- Partner engagement to facilitate collaboration and provide capacity for partners for program implementation;
- Appropriate facilities renovations;
- Administrative costs for the organization to administer the program.

Funding may not be used for:

- Fundraising events;
- Endowments;
- Political activity;
- Prior year deficits;
- Cash prizes and awards;
- Regranting to other organizations or individuals;
- Programs that only serve children ages 6 or above.

The Application

We invite interested organizations to submit applications on the Fluxx ([Kresge.fluxx.io](https://kresge.fluxx.io)) online portal by **5:00 p.m. on Tuesday, August 14, 2018. (Applications will ONLY be accepted through Fluxx.)** Applicants that have not previously applied for grant funding from the Kresge Foundation must create a new account *at least one week* prior to beginning their application online.

The application system will require applicants to provide information about their organization and the grant request, answer a set of narrative questions, and submit additional documentation. Helpful tips on how to use Fluxx can be found on tinyurl.com/fluxxtips.

Application Components (to be answered on [Kresge.fluxx.io](https://kresge.fluxx.io))

#1 – Organizational Information

All applicants will be asked to provide basic background information about their organization, such as contact and address information.

#2 – Grant Request Information

All applicants will be asked to provide information about their grant request. In the system:

- Select “Detroit ECE Support” under the first dropdown
- Enter the name of the program as the project title
- Enter 1/1/2019 as the grant start date
- Enter “36” as the grant duration
- Enter “Project Support” in the grant type

#3 – Demographic Data

All applicants will be asked to provide demographic data about their organization and the populations they serve. The Kresge Foundation is committed to gathering these data in keeping with our value to promote racial, ethnic and gender diversity.

#4 – Narrative Questions

Please see character limits for each question. Character limits include punctuation and spaces.

ORGANIZATION INFORMATION

1. Please provide a concise overview of your organization’s mission, programs, services, and the target population those programs seek to serve. *(Maximum 3,500 characters)*
2. Please describe your organization’s track record in serving young children in the city of Detroit. Please use specific examples. *(Maximum 2,500 characters)*

3. How has your organization measured the success of your programs? How do you know that they have effectively served the needs of your constituents? *(Maximum 3,500 characters)*
4. How does your organization collaborate with other stakeholders to design and implement programming? For example, how do you work with public institutions, other nonprofit organizations, community groups, schools or other groups? *(Maximum 2,500 characters)*
5. How has your organization engaged with residents and families you serve to shape your organization's ongoing goals and activities? *(Maximum 2,500 characters)*

PROGRAM INFORMATION

6. Please describe the population and geography that your program serves. *(Maximum 2,000 characters)*
7. Please provide an overview of the program for which you are seeking funding. Please ensure that your overview addresses the following: *(Maximum 3,500 characters)*
 - a. The program's expected outcomes (please list 2-3 in bullet points);
 - i. For example, this could be: *"Incidences of asthma among program participants decrease by X% by the end of the first year."*
 - b. The program's activities that will contribute to the expected outcomes;
 - c. How your program takes a whole-child approach to serving children ages 0-5. Specifically, this initiative defines a whole-child approach as one that incorporates two or more of the following tenets. Please list and describe which of these tenets your program incorporates.
 - i. The program promotes a healthy lifestyle that enables emotional and physical well-being of young children;
 - ii. The program actively and creatively engages young children in learning that connects them with the history, culture and heritage of their community;
 - iii. The program equips caring adults with the tools and resources to best serve young children;
 - iv. The program prepares young children for kindergarten through learning that challenges them physically, socially, cognitively, creatively, and emotionally.
8. Please describe any research and/or evidence that demonstrates the past success of the program in meeting its goals in serving children ages 0-5. Specifically, please explain to what extent the program met its expected outcomes, and how the program's activities contributed to those outcomes. *(Maximum 2,500 characters)*
9. How does the program partner with formal, licensed centers to deliver programming? Specifically, how do you:
 - a. Provide capacity and support to these centers and families to access and implement your programming; and
 - b. Incorporate your program's principles into the fabric of these centers' programming? Please provide specific examples of how programming is delivered day-to-day. *(Maximum 2,500 characters)*

10. Assuming Kresge funding will not be renewed after the three-year grant period, how do you expect to continue implementing this program to serve children in Detroit aged 0-5? (*Maximum 2,500 characters*)
11. How do you expect to engage residents and families you serve to continually inform the design and implementation of the program? (*Maximum 2,500 characters*)

RACIAL EQUITY

As an optional component of this process, you are welcome to share responses to the following questions. **Kresge will not evaluate your proposal based on your answers to the questions below**, and what you share will be kept confidential. We recognize that racial equity may mean different things to organizations, and that starting and sustaining this work is in itself a journey. Without judgment, we seek to more deeply understand racial equity work. Information about the Kresge Detroit Program's commitment to racial equity can be found on Page 10.

12. Does your organization have a shared definition of racial equity?
 - a. If yes, please share details. Also, we would appreciate learning more about why your organization thought it was important to develop a definition.
 - b. If not, your thoughts on your organization's approach or journey in this work are also welcome.
13. How does racial equity inform how you develop and implement projects and programs?

Attachments

- **Letter of request** – On applicant's letterhead, signed by an individual (typically the chief executive officer) authorized to enter into contracts on behalf of the organization.
- **Annual organizational operating budgets** – The organization's operational budget-to-actual for the prior two fiscal years and the current fiscal year budgets.
- **Projected program budget** – The program's projected line-item operating budget for the next three years.
- **Board member list** – Current board members, with officers noted, and all members' professional affiliations. Please identify any community representatives as a "volunteer" or "community member."
- **Financial statements** – A copy of your audit, qualified financial review or IRS Form 990 from the most recently completed fiscal year. Organizations with annual budgets of more than \$250,000 must submit an audit.
- **Project personnel** – The names and qualifications of the key individuals who lead and manage the work of the program. Please describe the expertise and experience each brings to the work.

OPTIONAL ATTACHMENTS

- **Letters of support** – Letters of support from licensed child care centers that have been identified through which the program will deliver services. The letters must be signed by the chief executive of the organization (such as an executive director or superintendent) or the individual in charge of approving external partnerships (such as a district or operator representative).
- **Past program budget** – If this is an existing program, the program's line-item operating budget for the most recently completed fiscal year.

Review Process

Each application will be reviewed by a committee consisting of Kresge Foundation staff members and external reviewers representing Detroit's early childhood sector. We expect the review process to conclude by October 2018, with grants announced in November 2018. Grants will begin on January 1, 2019.

Review Criteria

The most competitive applications will:

- Be from an **organization** with a track record of successfully providing high-quality services to young children in Detroit;
- Be an **organization** and **program** with a demonstrated experience and commitment to authentically collaborate with and engage stakeholders, including providers, other programs, families and community members in Detroit to achieve its goals;
- Be for an evidence-based **program** that supports the Hope Starts Here framework through a whole-child approach in serving children ages 0-5;
- Be for a **program** that authentically partners with and supports formal, licensed centers to deliver programming.

Appendix

Appendix I: Kresge Detroit Program's Commitment to Racial Equity

The Detroit Program team is committed to advancing racial equity, both in our work as a team, and in the community. This commitment is central to our ongoing process to embed principles of equity and empowerment in the financial support we provide, and to our journey to continuously improve the way we work.

Challenges in Detroit are not only about current issues. They stem, as in all parts of the United States, from a deep and complex legacy of structural racism and bias. This legacy manifests itself in how our society has invested – and *disinvested* – in communities. The critique of this legacy is embedded in social justice movements seeking community engagement and empowerment for a more equitable future. For all Detroiters to fully thrive, we recognize that as a community we must address the root causes of the city's challenges. For that reason, the Kresge Detroit Program is deepening its racial equity work.

Our working definition of racial equity

We understand and are committed to advancing racial equity not just in outcomes, but in how we do our work. By *outcomes*, we mean that race should no longer predetermine how one fares in our city. In regard to our work, we understand that it is necessary to evolve our own practices and programs to reflect racial equity. We pursue racial equity by taking time to explore and learn from others, by asking new, hard questions about equity, structural racism, and power, and by taking intentional actions as a team to advance the work.

Our principles of racial equity

As we strive to advance this work, we commit to operationalizing the following principles: listening first to learn; being humble, respectful and inclusive; challenging power narratives, our own included; and acting with intention.

Appendix II: Frequently Asked Questions

ELIGIBILITY

We are a national organization that has served Detroit children for a number of years. We are not incorporated in Michigan, but have worked in Detroit for many years. Are we eligible to apply?

- Applicant organizations must be incorporated in Michigan and primarily operate in the city of Detroit. In order to receive funding, national organizations that are incorporated outside of Michigan must partner with an organization that meets eligibility requirements. The Detroit-based organization must be the applicant of record and meet all eligibility requirements as an individual organization.

My organization has served Detroit children for a number of years and has partnered with many other organizations in Detroit to serve children. However, we are headquartered outside of Detroit. Are we eligible to apply?

- Yes. Applicant organizations must be incorporated in Michigan and primarily operate in the city of Detroit. An organization may be eligible if it primarily operates within Detroit, even if it is headquartered outside of Detroit. Such organizations are encouraged to describe in Question 2 of the application their history working in the city of Detroit.

Can one organization seek funding for multiple programs?

- Yes, but each application must only represent one specific program. It is unlikely we will fund more than one application from an organization, so we recommend that applicants prioritize which programs they believe are most aligned with the initiative guidelines and review criteria.
- Acting as a fiscal sponsor for another organization, however, will not have an impact on the sponsor's application for grant-funding for the sponsor's direct programming.

We are a Detroit-based organization that is interested in bringing to Detroit an evidence-based program that has shown success outside of Detroit. Would this program qualify under the eligibility criteria?

- This grant initiative primarily seeks to sustain or expand existing programs in Detroit that serve young children. Organizations that meet the organizational eligibility requirements and wish to bring a proven program model from outside of Detroit will be considered on a case-by-case basis. In such cases, the applicant must provide compelling reasons explaining:
 - Why existing program models in Detroit are insufficient to meet a specific need;
 - The research and evidence demonstrating how the program model can be successful in meeting the needs of Detroit children; and
 - How the organization will partner with existing stakeholders in Detroit, as well as licensed child care centers, to deliver programming.

My organization operates multiple centers that serve young children. Are we eligible to apply?

- Center operators are not eligible to apply for funding for programs within centers they directly operate. However, center operators that wish to expand their programs to other centers that they do not directly operate, are eligible to apply for funding.
 - Centers that wish to seek funding to bring programming from a partner organization to the center should contact the program provider. If the program provider meets the above eligibility requirements, the program provider can apply for funding for programming that serves multiple centers.

My organization partners with school-based early childhood programs to deliver programming. Does this meet the requirement for organizations to partner with licensed child care centers?

- Yes. Early childhood programs based in traditional public or public charter schools are considered formal centers for the purposes of this application.

My organization provides programming for young children aged 0-5, but does not do so in partnership with licensed child care early childhood centers. Are we eligible to apply?

- Organizations that do not currently provide programming in partnership with licensed early childhood centers, but wish to expand to deliver programming through these centers, are eligible to apply.
- Organizations are not eligible to apply for funding to continue deliver programming without partnering with formal, licensed early childhood centers. Organizations that only partner with unlicensed, or informal child care centers (such as family child care homes) are not eligible to apply.

My organization provides programming in partnership with licensed, registered home care centers, but not licensed early childhood centers. Are we eligible to apply?

- This initiative is open to organizations that primarily partner with licensed early childhood centers to provide programming. Organizations that primarily partner with licensed early childhood centers, and wish to bring best practices from these centers to partner with a select group of licensed, registered home care centers are eligible to apply. These applications will be considered on a case-by-case basis, and we ask that applicants state this clearly in the application.

My program currently serves elementary-aged children, and wishes to expand to serve young children aged 0-5. Are we eligible to apply?

- Yes. However, applicants wishing to do so must clearly explain in Question 8 the research and evidence that suggests the existing program can be adapted to meet the needs of young children aged 0-5, who often have very different needs and require differentiated approaches to program design and delivery.

GRANT APPLICATION

What does it mean for a program to have demonstrated impact in serving young children?

- Question 8 of the application asks applicants to describe how the program has demonstrated measurable impact in serving young children aged 0-5. This means that:
 - The program's success in serving young children was defined by a set of specific outcomes;
 - The application provides quantitative and/or qualitative data demonstrating to what extent those outcomes were met;
 - The application clearly and explicitly explains how the program's activities contributed to the expected outcomes.

My organization does not have a financial audit. Can I submit alternate documents?

- Organizations with annual operating budgets above \$250,000 must submit a financial audit. Organizations with annual operating budgets under \$250,000 may submit a copy of their IRS Form 990 in lieu of the financial audit.

The attachments section asks for letters of support from licensed early childhood centers. However, while my organization is planning on providing programming through licensed centers, we have not yet identified all of the centers we will partner with. What should we do?

- At the time of application, applicants do not have to have already identified all the centers at which programming will be provided. If any centers have already been identified, we ask that letters of support from those centers are included.

GRANT INFORMATION

If my organization is awarded a grant through this initiative, when will the grant period begin?

- The grant period will begin on January 1, 2019. The first grant payment will also be made in January 2019.
- Grant periods will be 36 months, ending on December 31, 2021.

Will there be an opportunity to renew these grants after the three-year grant period?

- Grantees should not expect that funding will continue beyond the three-year grant period. Since this is a pilot initiative, we will evaluate the impact of the initiative after the three-year grant period before making future decisions.
- Kresge's Detroit Program is committed to supporting grantees to meet their expected outcomes. To do so, Kresge will provide cohort-building opportunities for grantees' collective

learning. Additionally, interim and final reports will be required for all grants during and at the end of the grant period.

- The most competitive applications will provide a clear plan to sustain the quality and scope of the program beyond the grant period, assuming no further Kresge funding will be provided. We ask that applicants clearly explain their sustainability plans in Question 10 of the application.