

Board Meeting Agenda

Tuesday, June 14, 2022, at 5:30 PM
Board of County Commissioners Chambers
Ernie Lee Magaha Building
221 Palafox Place, Pensacola, FL 32502



| | |
|--|-----------------------|
| Call to Order | Stephanie White, Esq. |
| Approval of Agenda | All |
| Approval of Minutes | All |
| Treasurer's Report | Dr. Tim Smith |
| <ul style="list-style-type: none">Management Financial Report as of May 31, 2022 | |
| Grants Committee Report | Tori Woods |
| Executive Director's Report | Tammy Greer |
| Action Items for Approval | All |
| <ul style="list-style-type: none">Recommendations for Funding – <i>Kindergarten Bridge Project Proposals</i>RFP for Public Education & Outreach Campaigns – <i>Water Safety and Resources and Importance of Early Childhood Education</i>Benefits for ECT Staff – <i>Health, Dental, Vision, and Life Insurances and Retirement Plan</i> | |
| Public Comment* | |
| Adjournment | Stephanie White, Esq. |

* *The Escambia Children's Trust welcomes comments from the public. Those who wish to address the Board may do so at this time. Those addressing the Board should complete a Public Comment Form prior to speaking and should state their full name and affiliation for the official record. In the interest of time, we ask that one person be designated to speak on behalf of a constituency and that all comments are limited to three (3) minutes. Thank you.*

Next meeting:

Tuesday, July 12, 2022
Ernie Lee Magaha Building
221 Palafox Place, Pensacola, FL, 32502

Board Meeting Minutes

Tuesday, May 10, 2022, at 5:30 PM
Board of County Commissioners Chambers
Ernie Lee Magaha Building
221 Palafox Place, Pensacola, FL 32502



Members in attendance were Lumon May, David Peaden, Stephanie White, Pastor Lonnie Wesley, Patty Hightower, Dr. Rex Northup, Melissa Sidoti, and Tori Woods. Others in attendance were Tammy Greer, ECT Executive Director, Meredith Crawford of Clark Partington Law, and Aviyonne Tart, ECT Board Liaison.

- **Call to Order was made at 5:30 PM by Stephanie White, Chair.**
 - White took a moment to thank Carolyn Appleyard for all her efforts in getting the Escambia Children's Trust together. A plaque and flowers were gifted to her in appreciation and all board members expressed gratitude towards Appleyard.
- **Approval of Agenda**
 - White suggested a few organizational changes to the agenda, Patty Hightower moved to adopt these changes and White motioned to approve them. Dr. Rex Northup seconded, and the motion passed unanimously.
- **Approval of Minutes from 4/15**
 - Dr. Northup moved to approve the previous minutes and Hightower seconded. The motion passed unanimously.
- **Treasurer's Report**
 - Dr. Tim Smith, the treasurer, was absent from the meeting, so White called to approve the finance report that was included in the packet. White motions for approval, Pastor Lonnie Wesley seconded, and all present agreed.
- **Personnel Committee Report**
 - David Peaden explained that Tammy Greer, the executive director, has been searching for a program director and manager of finance with no highly qualified candidates at the current salary and benefits package that had been revised.
 - Peaden explained that although the scope of paying a high salary may not be appealing to the public due to the funds being taxpayer dollars, in order to find a highly qualified individual with experience, the Trust will need to pay more so that it can properly serve the children.
 - Mr. Peaden announced that the committee has decided to raise the finance director's pay to \$85,000 - \$99,000 per year and raise the director of programs to a range of \$80,000 - \$90,000 per year while advertising both for another week.
 - Ms. Greer explained her doing of combining the director of programs and performance positions to make one and how it appears to be more efficient.

- Lumon May acknowledged that there was a bit of opposition in the discussion of raising the pay.
- **Executive Director's Report**
 - Ms. Greer explained upcoming plans for the future and the proposal for the Kindergarten Readiness Summer Bridge RFP. Please see attached Executive Director Report presentation.
- **Action Items for Approval**
 - Policy Revision to Allow for Executive Director to Serve on ELC Board
 - Chair moved to revise policy to allow Ms. Greer to serve on the Early Learning Coalition's Board of Directors. Dr. Northup moved, Tammy seconded, and the motion passed unanimously.
 - Needs Assessment Proposal – Kleinhaus Consulting Group
 - Board discussed that Kleinhaus proposed \$30,000 for the cost of the proposal, but the new program director that will be hired may be able to create a proposal instead. The chair asked for a motion to postpone the proposal to wait on a new program director. Mrs. Hightower moved and Mr. May seconded.
 - Dr. Northup expressed concerns about postponing, but Ms. Greer explained that the people that she will be interviewing can handle it, so the proposal should not be postponed for too long.
 - Chair asked if everyone is in favor of tabling, and the motion passed.
 - RFP for Kindergarten Bridge Project
 - Ms. Hightower moved to authorize Kindergarten Summer Bridge Project RFP, Lonnie and David seconded the proposal, and the motion passed unanimously.
 - Development of ITBs for Public Education Campaigns
 - The board discussed the importance of kindergarten, early learning, and water safety and the chair asked if there is a motion for the board to be interested in developing an ITB for these topics. Pastor Lonnie moved, Dr. Northup seconded, and the motion passed.
- **Public Comment**
 - There are no public comments.
- **Chair adjourned the meeting at 6:35 PM.**

Next meeting:

Tuesday, June 14, 2022, 5:30 PM

Ernie Lee Magaha Building

221 Palafox Place, Pensacola, FL, 32502



REQUEST FOR PROPOSALS (RFP)
PUBLIC EDUCATION & OUTREACH CAMPAIGN
RFP# 2022-02

Complete RFP available at www.escambiachildrenstrust.org

| Important Dates | |
|--------------------------------------|-------------------|
| Release of ECT RFP | June 15, 2022 |
| Proposal Submission Deadline | July 27, 2022 |
| Grants Committee Meeting | August 5, 2022 |
| Funding Recommendations to ECT Board | August 9, 2022 |
| Anticipated Contract Start Date | September 1, 2022 |

Escambia Children's Trust (ECT)
1000 College Blvd., Ste. 1100-F
Pensacola, FL 32504
(850) 475-4980

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SECTION 1: RFP TIMELINE

| | |
|--|---|
| 06/15/2022 – 07/27/2022 | RFP available on ECT website: www.escambiachildrenstrust.org |
| 07/01/2022 | Deadline for submission of questions regarding clarification of RFP |
| 07/05/2022 | Final posting of questions and answers and/or clarification or addenda to RFP (if any) on ECT website www.escambiachildrenstrust.org |
| <i>Please review Q&A and any addenda prior to proposal submission as it may affect outcome</i> www.escambiachildrenstrust.org | |
| 07/27/2022 | RESPONSE DEADLINE – All RFP Proposals are due by 3:00 PM CST |
| 07/27/2022 | Proposal(s) opened beginning at 3:30 PM CST |
| 07/28/2022 | Stage 1: ECT technical review of Proposals to verify required documentation was submitted |
| 07/29/2022 – 08/05/2022 | Stage 2: Grants Committee conducts due diligence and review of written Proposal(s) |
| 08/05/2022 | Grants Committee Meeting Time: 3:00 PM to 5:00 PM CST Location: TBA |
| 08/06/2022 | Notification by email to Proposer(s) and list of those recommended for funding posted on ECT website: www.escambiachildrenstrust.org |
| 08/09/2022 | Funding recommendation(s) submitted to the Board for approval |
| 08/10/2022 | Notice of Intent to award contract(s) posted on ECT website: www.escambiachildrenstrust.org |
| 08/11/2022 – 08/31/2022 | Contract discussion and finalization |
| 09/01/2022 | Contract Period Begins |

ECT reserves the right to adjust the timeline. Any adjustments will be published on the ECT website.

SECTION 2: OUR MISSION AND VISION

2.1 About Escambia Children's Trust

Escambia Children's Trust (ECT) is an independent special district established by Escambia County voters in 2020. ECT exists to provide leadership, funding, education, and research on behalf of Escambia County's children to ensure they grow up to be healthy, productive, stable community members. ECT invests in prevention and early intervention programs which reduce the need for more costly services later in life.

2.2 Racial and Ethnic Equity Impact Statement

As an equal opportunity organization, the Escambia Children's Trust (ECT) will not discriminate based upon religion, race, ethnicity, age, economic status, disability, citizenship, gender identity or expression, or sexual orientation. At ECT, we celebrate diversity, which fosters happy, healthy, and thriving children. We are dedicated to promoting equity through our processes. We acknowledge that inequities exist, and we choose to be part of the system that challenges them.

ECT recognizes that equity and equality are different. Equity requires that the community provide more support and resources to the families in our community that are challenged by compounding inequities that put them at a disadvantage and limit their ability to thrive. ECT's goal is that socio-economic status, race, and ethnicity are no longer predictors of life outcomes.

SECTION 3: INTRODUCTION

3.1 Background

The Escambia Children's Trust (ECT) invites proposals for the creative development and placement of print, video, digital, and/or social media content to support the two education and outreach campaigns described below and to encourage engagement of the target audiences.

ECT seeks a public awareness and education campaign targeting current and future parents and other caregivers raising children (from prenatal to age 18) in Escambia County. The goal for this universal campaign is to provide information to parents/caregivers to help them raise healthy and safe children; build awareness of local resources and how to access them; and increase parent and community engagement with related programs and services. ECT is looking for creative and innovative approaches to reach new audiences, particularly among communities that are difficult to penetrate.

3.2 Scope of Services/Scope of Work

ECT invites collaborative groups to work together to design, produce, and disseminate a comprehensive education and outreach campaign for EITHER or BOTH of the two topics stated in the next section, 3.3 Project Goal.

3.3 Project Goal

The goal of the Public Education & Outreach Campaign is to raise awareness among parents and communities in Escambia County regarding the following matters:

- Strategies to keep children safe around water and resources to obtain swim lessons, including a directory of lessons offered at no or reduced costs for low-income families across the county.
- The importance of formal early childhood education to include messaging regarding brain development and positive interaction with infants and toddlers; this campaign should also stress that early childhood educators are professional educators whose roles go beyond 'babysitting.'

3.4 Minimum Requirements

ECT funds not-for-profit corporations, incorporated organizations, neighborhood organizations, and local government organizations. For-profit organizations may apply for ECT funds so long as the project does not generate a profit for the organization.

For the purposes of this RFP, **Proposers must apply in partnership with at least one other organization to develop a comprehensive campaign**, with one agency serving as the lead applicant and fiscal agent for

the group. For example, an ideal collaborative may include a marketing firm, a children's hospital, a research entity, direct service providers, etc.

Proposers may be part of more than one partnership under this RFP. Proposers may submit more than one application under this RFP.

Organizations or programs that operate under the exclusive jurisdiction of the public school system are prohibited from applying for funds directly from ECT.

Programs requiring worship or religious instructional activities, as a condition of participation, shall not be funded.

ECT funding shall not supplant existing resources.

The target population for the purposes of this RFP is limited to Escambia County residents, with a focus on current or future parents and other caregivers raising children (from prenatal to age 18).

ECT will not provide funding to organizations for the acquisition of real property.

3.5 Term of Contract

The successful Proposer(s) will be awarded a contract for one (1) year (i.e., September 1, 2022 – August 31, 2023). All requests for project cost reimbursement must be submitted to ECT on or before September 30, 2023.

SECTION 4: RFP PROTOCOL

4.1 Limitations of Contact

This Request for Proposals is issued by the Escambia Children's Trust. The sole point of contact for this RFP is the ECT Communications Specialist, Aviyonne Tart, via email at info@escambiachildrenstrust.org.

Proposers are prohibited from contacting ECT staff or Board members other than the person identified above regarding this solicitation. Any occurrence of a violation may result in the disqualification of the Proposer.

During the RFP period, Proposer(s) must not submit to ECT staff or Board members any forms of marketing or promotional materials that may raise the Proposer's profile or give the Proposer an advantage or benefit.

4.2 Proposer Disqualification

Failure to have performed any contractual obligations with ECT in a manner satisfactory to ECT will be sufficient cause for disqualification. To be disqualified as a Proposer under this provision, the Proposer must have had a contract terminated by any other county or state agency, or by any other children's services council for cause.

4.3 Acceptance of Proposal Applications

All completed Proposals must be submitted electronically via email to info@escambiachildrenstrust.org no later than 3:00 PM CST on July 27, 2022.

IMPORTANT: *Proposals will be accepted only via email to info@escambiachildrenstrust.org. No other delivery formats will be accepted, including USPS, FedEx, UPS, or Hand-Delivery.*

- ECT will send email confirmation of receipt of your email. However, receipt of the email submission does not verify that ECT has received a completed Proposal – that will be determined after opening all Proposals at the time set forth in Section 1: RFP Timeline.
- No changes, modifications, or additions to the responses submitted will be accepted by or binding on ECT after the deadline for submissions has passed.

ECT reserves the right to reject any and all responses or to waive minor irregularities when doing so would be in the best interest of ECT. A *minor irregularity* is defined as a variation from the RFP terms and conditions that does not affect the substance of the Proposal, or does not give the Proposer an advantage or benefit not enjoyed by other prospective Proposers, or does not adversely impact the interest of ECT.

SECTION 5: RFP SELECTION PROCESS

5.1 Inquiries

All inquiries requesting clarification regarding this RFP must be made in writing and emailed to info@escambiachildrenstrust.org by 5 PM CST on July 1, 2022. Copies of responses to all inquiries that require clarifications and/or addenda to the RFP will be made available no later than 5:00 PM CST on July 5, 2022, on ECT's website.

5.2 Stage 1: Technical Review

ECT staff will verify required documentation through a technical review of Proposal(s) received by the deadline. The purpose of this review is to ensure all submissions meet the requirements as stated in the RFP Guidelines and Instructions. **Incomplete or ineligible proposals will not move forward to Stage 2: Grants Committee Proposal Evaluation.**

5.3 Stage 2: Grants Committee Proposal Evaluation

The Proposals that have successfully passed the technical review and document inspection under Stage 1 (see Section 5.2) are forwarded for a more thorough review, evaluation and rating by the Grants Committee. The Grants Committee will be made up of ECT Board members and content experts – all of whom will sign disclosures for potential conflicts of interest. The Grants Committee will evaluate Proposals using the scoring criteria listed in Section 5.4 RFP Response Review and Selection Criteria.

5.4 Response Review and Selection Criteria

Proposer selection will be based upon the following criteria:

| Criteria | Points |
|--|------------|
| Program design/proposed services | 30 |
| Capacity to provide required services | 20 |
| Demonstrated experience and qualifications | 30 |
| Cost effectiveness | 20 |
| Total Possible Points | 100 |

5.5 Board Approval

ECT will post a list of Proposers recommended by the Grants Committee for funding by 5:00 PM CST on August 6, 2022, on ECT's website: www.escambiachildrenstrust.org. ECT will also provide email notification to Proposer(s) selected for contract discussion(s). The ECT Board of Directors will vote to approve or reject the Grants Committee's recommendations at its regular meeting on Tuesday, August 9, 2022, at 5:30 PM CST.

THE ESCAMBIA CHILDREN'S TRUST RESERVES THE RIGHT TO REJECT ANY AND ALL PROPOSALS OR INFORMALLY NEGOTIATE CERTAIN PROVISIONS OF THE FINAL AGREEMENT WITH QUALIFIED PROPOSER(S).

5.6 Execution of Contract(s)

ECT will post the Notice of Intent to award contracts on its website on August 10, 2022, and will set appointments to meet with the selected Proposer(s) to review conditions of award of the contract. The contract period will begin September 1, 2022.

SECTION 6: RFP RESPONSE

6.1 Compliance with Section 287.133, Florida Statutes

In accordance with Section 287.133, Florida Statutes, persons and affiliates who have been placed on the convicted vendor list may not submit responses, contract with, or perform work (as a contractor, supplier, subcontractor, or consultant) with ECT in excess of the threshold amount provided in Section 287.017, Florida Statutes, for Category Two for a period of thirty-six (36) months from the date of being placed on the convicted vendor list. Any response received from a person, entity or affiliate who has been placed on the convicted vendor list shall be rejected by ECT as unresponsive and shall not be further evaluated.

6.2 Insurance Requirements

The Proposer shall furnish a Certificate of Insurance, naming the Escambia Children's Trust as an additional insured with respect to the Commercial General Liability of at least \$1,000,000 each, no later than ten (10) days after award.

The successful Proposer(s) shall comply with the following insurance requirements:

- i. Commercial General Liability, Required \$1,000,000 per occurrence.

- ii. Workers' Compensation Insurance limits per applicable state statute. Required if Proposer has employees engaged in the performance of work under this Agreement.

6.3 Scrutinized Companies

Proposer certifies that it is not listed on the Scrutinized Companies that Boycott Israel List, created pursuant to section 215.473, Florida Statutes, nor is Proposer engaged in a boycott of Israel (as defined in 215.4725, Florida Statutes). If selected to execute an Agreement as a result of the RFP, Proposer agrees, pursuant to section 287.135, Florida Statutes, that the Council may immediately terminate this Agreement if the Proposer is found to have submitted a false certification or if Proposer is placed on the Scrutinized Companies that Boycott Israel List or is found to be engaged in a boycott of Israel during the term of the Agreement.

6.4 Public Records

Pursuant to Chapter 119 Florida Statutes, materials submitted by Proposers as well as the Proposal review materials will be open to public inspection, unless subject to a statutory exception.

6.5 E-Verify

Pursuant to Section 448.095 Florida Statutes, if Proposer is selected to enter into a contract with ECT, Proposer shall register with and use the E-Verify system (E-Verify.gov) to verify the work authorization for newly hired employees. If applicable, selected Proposer(s) must also obtain and retain an affidavit from a subcontractor stating that the subcontractor does not employ, contract with or subcontract with anyone who is not duly authorized to work in the United States.

6.6 Incomplete Responses

Failure to respond to any item, including providing requested information, or failure to follow these instructions shall be considered submission of an incomplete response and may result in disqualification from further consideration.

6.7 Response Format

Proposals should address the selection criteria that reviewers will use to evaluate your application.

Proposers may apply to develop campaigns around EITHER topic OR both of the following topics:

- Strategies to keep children safe around water and resources to obtain swim lessons, including a directory of lessons offered at no or reduced costs for low-income families across the county.
- The importance of formal early childhood education to include messaging regarding brain development and positive interaction with infants and toddlers; this campaign should also stress that early childhood educators are professional educators whose roles go beyond 'babysitting.'

Proposers may submit multiple applications with different partners/collaborative groups under this RFP, but each application must be separate and stand alone (i.e., each project must be viable if another submission by the same Proposer is not selected for funding).

Please limit application narratives to no more than fifteen (15) pages. The budget pages, signature sheet, and acknowledgment of addenda are not included in the page count. Please use the following standards:

- A "page" is 8.5" x 11", on one side only, with 1" margins at the top, bottom, and both sides.

- Double space all text in the application narrative, excluding titles, headings, footnotes, quotations, references, and captions as well as all text in charts, tables, figures, and graphs, which may be single-spaced.
- Use either Times New Roman, or Arial font, 12 point or larger in the narrative sections of the application. Smaller font – 10 point or larger – may be used in charts, tables, figures, graphs, and footnotes.

The maximum number of points a proposal may earn is 100 points. Points will be awarded for each section of the proposal narrative as follows:

- Program design/proposed services (up to 30 points)** – Describe the campaign you intend to implement and the outcomes you anticipate in relation to selected topic(s). For example, include the media/delivery methods to be used, the locations where outreach/education will be targeted, community events to be hosted, how content and messaging will be developed, etc. Describe the types of activities you will facilitate to engage parents in learning. Describe how you will measure success – your deliverables – and track progress. (Grantees will be expected to report success against their proposed deliverables. A report template will be provided by ECT along with the contract for services.)
- Capacity to provide required services (up to 20 points)** – Describe the Lead Organization: how long in business, IRS tax status (for profit vs. not for profit), prior experience either serving the target population or providing marketing/outreach services, etc. Explain how the Lead Organization will be able to manage the project (e.g., convene Partners, handle fiscal operations, etc.). List and describe the role of each Partner organization.
- Demonstrated experience and qualifications (up to 30 points)** – Describe the experience and qualifications of the Partners who will implement the proposed project. For the maximum point value, describe how you will involve a variety of community Partners in the design and implementation of the campaign.
- Cost effectiveness (up to 20 points)** – Provide a budget that shows, by line item, how much the project will cost to deliver. Line items could include but are not limited to personnel, supplies, food, transportation, outreach events, advertising, etc. Grant funds will be paid on a cost-reimbursement basis. There is no minimum or maximum grant amount, but budgets must be reasonable, and each cost must be related to the direct provision of project services. Each Partner's project costs should be reflected and identifiable in the budget.

6.8 Instructions for Submitting a Response to the RFP

A complete Proposal must include the narrative, budget, signature sheet, and acknowledgement of addenda. Proposals must be submitted electronically via email to info@escambiachildrenstrust.org no later than 3:00 PM CST on July 27, 2022.

Any Proposal documents not submitted by the deadline will be considered ineligible. Please ensure you allow ample time for the transmission of files as email delivery may not be immediate. ECT will not be responsible for Proposals received after the deadline. Proposals received after the deadline will not be considered.

SIGNATURE SHEET

RFP#2022-02 / Public Education & Outreach Campaign

The undersigned, as Proposer, does declare that no other persons other than the Lead Organization and Partners herein named have any interest in this proposal or in the contract to be taken, and that it is made without any connection with any other person or persons making a proposal for the same articles, and it is in all respects fair and without collusion or fraud. The undersigned further declares that he has carefully examined the specifications and is thoroughly familiar with their provisions and penalties.

Lead Organization: _____

EIN: _____ Total Amount Requested: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name and Title: _____

Contact Email: _____ Telephone: _____

Collaborative Partner(s): _____

Topic Area(s) to be Addressed (may select one or both):

- Early Childhood Education Water Safety

Authorized Signature: _____

Name: _____

Title: _____

**To receive consideration for award,
this signature sheet must be returned as part of your proposal.**

ACKNOWLEDGEMENT OF ADDENDA

RFP#2022-02 / Public Education & Outreach Campaign

The Proposer shall acknowledge receipt of any addenda issued to the RFP by completing the table below and including it in the proposal. Failure to acknowledge an addendum that has a material impact on the RFP may negatively impact the responsiveness of your proposal. Material impacts include but are not limited to changes with specifications, scope of work, delivery time, performance period, insurance, qualifications, etc.

| Addendum Number | Date | Signature |
|-----------------|------|-----------|
| | | |
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| | | |
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ESCAMBIA
CHILDREN'S TRUST

Our Children. Our Community. Our Future.

Executive Director's Report

June 14, 2022

Progress Update

- Welcomed new Director of Programs & Performance, Dr. Kimberly Krupa
- Redesigned website, implemented email MFA, and moved docs to Sharepoint
- Continued to meet with community agencies
 - Pensacola Women's Alliance
 - United Way of West Florida
 - Pensacola Chamber of Commerce
 - Central Gulf Coast Children's Defense Fund Freedom Schools
 - PSC Foundation
 - Lakeview Center
- Obtained benefits for ECT staff
- Received responses to RFP for Kindergarten Bridge Program
- Drafted RFP for Education & Outreach Projects:
 - Water Safety
 - Early Childhood Education



Staff Benefits

Budgeted Amount = **\$102,696** (calculated at 25% of salaries/wages)

| Benefit | Annual Cost* |
|------------------------|--------------|
| Florida Blue PPO | \$14,400 |
| Aetna Dental | 2,880 |
| EyeMed Vision | 1,512 |
| 401K (3% match) | 8,266 |
| STD/LTD/Life Insurance | TBD |

** Three employees participating; one taking allowance for insurances*

Action Items

- Recommendation for funding of Kindergarten Bridge Program
- RFP for Education & Outreach (both issues)
- 100% Percent of Cost of Benefits for ECT staff



Next Steps

- ❑ Onboard new ECT staff (Director of Finance & Operations starts 6/21)
- ❑ Prepare contracts for new grantees
- ❑ Finish FY 2022-23 budget/TRIM process
- ❑ Continue working on needs assessment report
- ❑ Host “meet and greet” for providers/prospective grantees
- ❑ Manage second RFP process
- ❑ Review software platforms for data collection and financial management for grantees
- ❑ Explore partnerships for joint funding of nonprofit training and certification programs
- ❑ Begin implementation of Results Based Accountability process

