



REQUEST FOR BRIEF PROPOSALS

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It's Time to Bond: Paid Family & Medical  
Leave Outreach Grants for Pierce and  
Yakima Counties

*Submission Deadline: July 24th, 2020*



**Perigee Fund** 500 E. Pike St., Suite 100C, Seattle, WA 98122

## REQUEST FOR BRIEF PROPOSALS

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### It's Time to Bond: Paid Family & Medical Leave Outreach Grants for Pierce and Yakima Counties

*Submission Deadline: July 24, 2020*

#### Key Contacts

- For technical issues with the application, contact:  
Teresa Gonzalez [RFP@perigeefund.org](mailto:RFP@perigeefund.org).
- If you have questions about this funding opportunity or if applying is a barrier, contact:  
Mariel Mendez [mariel@perigeefund.org](mailto:mariel@perigeefund.org).
- If applying online in English or Spanish is a barrier, contact:  
Mariel Mendez [mariel@perigeefund.org](mailto:mariel@perigeefund.org).

#### Information Session

An informational webinar for interested organizations will be held at 10:00am on June 30th, 2020, in English and 2:00pm on July 7th, 2020, in Spanish. The webinar slides and FAQ will be posted online for those who cannot participate. Due to COVID-19, we regret that local, in-person information sessions will not be offered.

#### To Apply

Brief online applications are due by **5pm on July 24th, 2020**.

The grant year will run September 1st, 2020 – August 31, 2021.

## Overview

### Funding Opportunity Summary

Perigee Fund is pleased to announce the availability of outreach grants to help maximize Washington state's new Paid Family & Medical Leave ("PFML") program. Our aim is to ensure that all working parents and primary caregivers know about the income they are entitled to and that more are able to choose options that give them time to bond with their babies without undermining their family's financial security. We prioritize groups for whom paid family leave has historically been inaccessible or underused (see page 4).

Funded organizations will receive grants, training, communications support, and resources to connect expectant parents and families with very young children to PFML information, education, and enrollment assistance in Pierce and Yakima Counties. Three types of grants are available:

1. **Convener Organization** up to \$75,000 over 12 months. Convener Organizations will play a leadership role with families, communities, traditional and non-traditional organizations, and systems leaders in their area. (One expected to be funded in each county)
2. **Community Partner Organization** up to \$15,000 over 12 months. Community Partners will see and seize creative opportunities within their existing programs, services, and local communications channels to raise understanding of the benefits of PFML, particularly bonding leave. (About 15 organizations, individually or in collaboratives, are expected to be funded in each county)
3. **Collaborative** Collaboratives will be groups of organizations working together in creative ways to accomplish more than any one organization could individually with PFML outreach, education, and enrollment assistance. (About 15 organizations, individually or in collaboratives, are expected to be funded in each county).

Together, Conveners, Community Partners, and Collaboratives will form a local web to increase understanding, shift norms, and ensure more families benefit from PFML.

### About Perigee Fund

*A baby's future starts now.*

Perigee Fund is a philanthropic endeavor committed to advancing work in the field of early childhood mental health and perinatal mental health. We envision communities where all parents and primary caregivers are supported in caring for their children with confidence, competence, and joy. We are driven by the fact that the most influential period of brain development is between the prenatal period until about three years of age. Our deepest work is in Washington state, but we also seek to build the capacity of the field and to advance national policy and partnerships.

For more information, visit [www.perigeefund.org](http://www.perigeefund.org).

## Perigee's Interest in Washington PFML

Reducing parental stress is a way to support foundational early parent-child relationships. Perigee Fund operationalizes reducing parental stress, particularly for parents affected by poverty, trauma, and racism, as supporting parents with more time and more money. PFML does just that at a special time for families.

In January 2020, after [years of work by dedicated advocates and policy champions](#), [Washington's Paid Family & Medical Leave](#) policy took effect.

Washington is the 6<sup>th</sup> region (after five states and Washington, D.C.) in the nation to respond to increasing public demand to systematically support working people through births, adoptions, foster care, and serious health issues. PFML is one of the most significant extensions of the social safety net in years.

While groundbreaking, PFML implementation involves a complex insurance product, highly personal family decisions, connections between multiple systems (e.g., state, employer, health care), and norms changes.

Perigee Fund has made a multi-year commitment to enhancing the rollout of Washington's PFML for several mission-aligned reasons:

- **Promotes family bonding and foundational relationships:** Bonding leave (also referred to as maternity leave, family leave, parental leave) enables new parents and primary caregivers to bond with babies during their critical first months. Bonding, attachment, and attuned early relationships are the building blocks of future social relationships, health, and learning. In some cases, newborns have health needs (e.g., neonatal intensive care unit stays, feeding issues, developmental delays) and PFML supports families in being there for that care.
- **Supports postpartum recovery and mental health for parents:** Birthing parents need time for their bodies to recover from delivery and to get treatment for health issues like postpartum depression, the most common pregnancy complication. Additionally, PFML is a policy that supports other positive health factors like breastfeeding.
- **Includes fathers and second parents:** Washington's PFML is available to fathers, second, and non-birthing parents who have historically not had access to paid leave or have had pressures to return to work more quickly. Societal norms around fathers taking bonding leave are starting to shift and are bolstered by paid leave.
- **Provides higher wage replacement to lower income workers:** Before PFML, the need for a paycheck drove countless birthing and non-birthing parents back to work before they and their babies were ready. The federal Family and Medical Leave Act (FMLA) provided the most well-known pathway for caregiving leave, but FMLA provides time without income and has not been available to many workers. Washington's PFML provides time and income and is structured to enable lower income workers to replace higher percentages of their wages.
- **Reduces need for infant care:** Infant care is unaffordable for many families and infant slots in quality childcare sites have long waiting lists. PFML is a tool that gives families greater flexibility to delay and shorten the need for costly infant care (e.g., if a single mother returns to work after 12 weeks instead of two weeks; if two parents can both take and stagger their leave).
- **More equitable access to paid family leave:** PFML has the potential to improve equity by making paid family leave more accessible to groups that have not historically had access to such a benefit. Experience from the states that implemented PFML before Washington, however, tells us that financial concerns, less supportive employers, cultural norms, lack of job protection, language barriers, challenges navigating system

complexity, and distrust of government authorities remain barriers we must navigate around. Ultimately, the ability to take time out of the labor force to bond with a new baby should be accessible to all working parents rather than a privilege.

## The Opportunity

Perigee Fund hopes that organizations that serve Pierce and Yakima area families are as excited about PFML as we are, while being realistic about its challenges, including new challenges because of COVID-19.

Through this funding opportunity, our aim is to ensure that all eligible parents and primary caregivers who wish to take PFML to bond with their babies have the information and support they need.

The opportunity is designed to prioritize expectant parents and young families from groups for whom PFML has historically been inaccessible or underused:

- **People of color**
- **Immigrants and refugees**
- **People with limited English proficiency or other language barriers**
- **People with low educational attainment or other literacy barriers**
- **Low-wage and part-time workers who meet eligibility**
- **Fathers and non-birthing primary caregivers**
- **People who distrust government or could be targets of law enforcement**

*\*The above is not exhaustive, and people may fall in more than one category.*

Perigee Fund will provide funded organizations with outreach grants for 12 months of work, training, communications support, and resources. The outreach approaches, envisioned as substantially in-person before COVID-19, are expected to be enabled with technology with room to evolve as pandemic conditions unfold.

Three types of grants are available:

- **Convener Organization** (One expected to be funded in each county) up to \$75,000 over 12 months. Convener Organizations will play a leadership role with families, communities, traditional and non-traditional organizations, and systems leaders in their area. Responsibilities include convening Community Partners and Collaboratives 2-3 times virtually and/or in-person, providing resources and problem-solving support to Community Partners and Collaboratives, promoting PFML in the community, and assisting residents with applications. The ideal Convener is positioned to reach many expectant and new parents, well-networked with a wide range of partners across their county, deeply trusted, and able to allocate staff time to the role. Convener Organizations should dedicate 20 hours per week, in part to follow-up with families who inquire about the program through the campaign. In addition to grant funding, Conveners will have flexible discretionary funds to support their work and that of Community Partners and Collaboratives with emerging needs like food for community meetings, interpretation and translation services, and Wi-Fi hotspots.
- **Community Partner Organization** (About 15 organizations, individually or in collaboratives, are expected to be funded in each county) up to \$15,000 over 12 months. Community Partners will see and seize creative opportunities within their existing programs, services, and local communications channels to raise understanding of the benefits of PMFL, particularly bonding leave. They will also support residents in the

application process with respect, confidentiality, and cultural and linguistic effectiveness. Community Partner Organizations may range from community-based to grassroots to health and human service. Community Partner Organizations should dedicate 5 hours per week to the role.

- **Collaborative** (About 15 organizations, individually or in collaboratives, are expected to be funded in each county) Collaboratives will be groups of organizations working together in creative ways to accomplish more than any one organization could individually with PFML outreach, education, and enrollment assistance. For example, three organizations may apply for \$45,000 to maximize different strengths and share resources commensurate with the role each organization plays. Each collaborative must designate a lead organization.

Together, Conveners, Community Partners, and Collaboratives will form a local web to increase understanding, shift norms, and ensure more families benefit from PFML.

## Local Promotion

Concurrently, Perigee Fund will invest in local-market media campaigns in Pierce and Yakima Counties to spread the word about bonding leave using traditional (e.g., Spanish language radio) and social media (e.g., Facebook). The campaign will include letting the community know the organizations funded through this RFP are available to help with applications and questions. Our partner is [Brink Communications](#).

## Goals

The goals for “PFML: It’s Time to Bond” as a whole are to:

- Increase capacity of trusted community organizations to engage in outreach
- Increase community awareness and understanding of PFML, particularly bonding benefits
- Support use of PFML among groups that have historically had low access/use
- Begin to shift norms around PFML use (e.g., fathers)
- Enable families to spend time with their baby during a critical developmental timeframe
- Capture lessons that can be looped back to advocates and policy leaders

## Why Pierce and Yakima Counties?

As a new philanthropic endeavor with much to learn, Perigee Fund made the decision to start with a place-based effort in two counties. Pierce and Yakima counties were selected because they welcome many new babies each year; include urban, suburban, rural, tribal, and military communities; and they have strong networks that embrace collaboration. Through the differences and similarities, Perigee Fund expects to gain insights about how to effectively circulate PFML knowledge and uptake that can be looped back to policy advocates to strengthen the program.

Learnings will inform the evolution of future Perigee funding, PFML and beyond, in Pierce and Yakima counties.

# How to Apply

## Information Session

An optional informational webinar for prospective applicants will be held June 30th, 2020, at 10am in English and July 7th, 2020, at 2pm in Spanish. Slides and an FAQ will be posted online for those who cannot participate in real time.

## Brief Online Application

Click here to apply online in [English](#). Click here to apply online in [Espanol](#). The proposal is designed to be brief and low barrier. Please plan to complete the online proposal in one sitting. The contents of the online form are provided below to aid with planning.

Proposals must be submitted by **5pm on July 24th, 2020**. If applying online in English or Spanish is a barrier, please contact Mariel Mendez ([mariel@perigeefund.org](mailto:mariel@perigeefund.org)) to discuss options.

## Proposal Contents

Name of Applicant Organization (lead organization in the case of a collaborative):

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Nonprofit EIN: -----

Address: -----

Website: -----

Organization Annual Budget: -----

County of focus:

- Pierce
- Yakima

Language spoken among communities you serve:

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Contact Name: -----

Phone: -----

Email: -----

**Applying for:**

- Convener Grant
- Community Partner Grant

Collaborative Grant

List organizational members of proposed collaborative: \_\_\_\_\_

Requested amount \$\_\_\_\_\_

**Narrative Questions (each response should be no more than three paragraphs):**

Why is getting involved in PFML in your community a good fit for your organization or collaborative?

*Convener Organization applicants only:*

Why are you interested in serving as a Convener and how would you approach the role?

*Collaborative applicants only:*

What would working as a collaborative enable you to do beyond what you could accomplish as individual organizations? Have you worked together in the past?

**Which of Perigee Fund's priority populations are you primarily equipped to reach? Check up to three.**

  
  
  
  
  
  
  
  
  
  
  

People who are pregnant or likely to become pregnant

Families with babies under one year of age

Families with young children five and under

People planning to adopt or foster

People of color

Immigrants and refugees

People with limited English proficiency or other language barriers

People with low educational attainment or other literacy barriers

Low-wage and part-time workers who meet eligibility

Fathers and non-birthing primary caregivers

People who distrust government or could be targets of law enforcement

Tell us more about your relationship with the populations you indicated. How have you earned and kept the trust of the communities and people you serve?

What existing programs, initiatives, events, services, and/or communication channels do you have that you could use to help people understand PFML?

How much are you requesting and how would you spend the grant dollars? For Collaboratives, please describe how you would share resources among collaborating organizations.

How do you anticipate adapting the work of promoting, educating, and convening community and stakeholders under COVID conditions?



## After Submission

### Review Process and Timeline

Complete applications will be reviewed in two sessions, one dedicated to applications from each county. Reviewers will include Perigee Fund's PFML staff along with at least two neutral anonymous reviewers with local expertise from each county.

Reviewers will be looking for organizations that strike a balance between the quantity of people they can reach and the quality of their trusted relationships. Reviewers will also be looking to balance each local effort to ensure that a range of organizations with the ability to reach different segments and regions of the prioritized communities are included. We intend to forge as many aligned partnerships as possible but may not be able to fund all proposals.

Applicants will be notified August 14<sup>th</sup>, 2020. Those who receive funding will need to submit verification of their 501(c)(3) or public entity status. Grants will become effective September 1<sup>st</sup>, 2020.

### Expectations of Funded Organizations

Training on the ins and outs of PFML and effective bonding messaging will be funded by Perigee and conducted by Moms Rising and Brink Communications. Each funded organization is required to send a minimum of two people to training, but there is no maximum. We welcome all who want to be trained.

Training dates will be scheduled in September with community outreach work starting in October. While in-person training is preferable, because of COVID-19, it may be conducted over Zoom.

Community Partners and Collaboratives will be convened locally by their county's Convener Organization 2-3 times, virtually and/or in-person, over the funding year in addition to training.

Perigee Fund does not intend to evaluate individual organizations, but does plan to use "It's Time to Bond" to learn from the local implementation of the state program and its own place-based approach. It is therefore important for each funded organization to work with its local Convener to capture stories and themes.

**Thank you for considering joining this shared effort. Perigee Fund hopes you agree that IT'S TIME TO BOND with PFML.**