



REQUEST FOR APPLICATIONS

Dolly Parton's Imagination Library (DPIL) Expansion

Grant Period: FY 2017-18 & 2018-17

SECTION I - OVERVIEW

Background

North Carolina Session Law 2017-57 Section 11B.9 provides funding to the Smart Start network to implement Dolly Parton's Imagination Library (DPIL) for FY 2017-18 and FY 2018-19. Currently 49% of counties implement Dolly Parton's Imagination Library, serving 8% of eligible children across the state. The goal is to take the initiative statewide. **The statewide goal is to have over 41.5% (250,000/602,152) enrolled by FY 2019.**

Scope of Work

This request for proposal is seeking Project Lead to coordinate and manage the Dolly Parton's Imagination Library Expansion Initiative in Durham County, NC.

- **Recruit Families**
 - Create and implement a Dolly Parton recruitment plan
 - Recruit **3,500** new DPIL enrollee for fiscal year 2017-18 (by June 30, 2018)
 - Recruit **3,500** new DPIL enrollee for fiscal year 2018-19 (by June 30, 2019)
- **Outreach Communication**
 - Promote registration through a variety of outlets.
- **Data Entry**
 - Enter information from paper applications into the centralized Dolly Parton's Imagination Library Expansion Funds database.
- **Handle Undelivered Books**
 - Pick up undelivered books from the post office and deliver them to other locations for public use on a weekly basis.
- **Enrollment Reporting and Verification**
 - Provide regular enrollment updates to ensure that targets are fine-tuned.
- **Participate in the Evaluation**
 - Encourage families to participate in the survey.



System of Support

DPfC will provide a system of support in all aspects to meet the Scope of Work and deliverables provided by the Project Lead.

Funding

The funding methodology contains two parts: **Program Support Base** is determined by the number of eligible children in Durham County, determined amount set by the North Carolina Partnership for Children. \$10,000 is the funding amount for Durham County. **Funding per Child Enrolled:** The Project Lead will receive a supplement of \$1.80 per enrolled. These funds will be used to support implementation of the program. **The books will be purchased by the North Carolina Partnership for Children**

SECTION II – APPLICATION SUBMISSION REQUIREMENTS AND DATES

Complete and submit the following questions via email to:

Brittany Gregory, Program Coordinator
Durham's Partnership for Children
1201 S. Briggs Avenue, Suite 210
Durham, NC 27703
(919) 403-6963 ext. 224
brittany@dpfc.net

Completed questions must be received **by 4:00 pm January 8th, 2018**. The decision and announcement of the lead agency will be made by **January 22nd, 2018**.

Name and Title: _____

Organization Name and Address: _____

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1. Describe the strength of your organization.
 - a. How long has agency delivered proposed or similar services?
 - b. What is the number of staff, volunteers and partner organizations in program?
 - c. How have they leveraged funding?
 - d. What is your capacity to carry out project, board strength and support?
 2. How do you plan to engage early childhood, family support and early literacy initiatives in collaborating with Imagination Library?
 3. How do you plan to use various media outlets to promote Imagination Library?