



**KNOW
& GROW**
OKLAHOMA

Request for Letter Of Intent

Know and Grow: Building Resilient Children, Families & Communities

(Oklahoma's Recovery Plan for Infants & Toddlers: Protecting the Future of Oklahoma's Workforce and Economy, funded by the American Rescue Plan Act through the Potts Family Foundation)

Due Dates:

Questions: Friday, March 28, 2025 5 p.m.

LOIs Due Tuesday, April 8, 2025 5 p. m.

Contact Information :

AJ Griffin

ARPA@pottsfamilyfoundation.org

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WELCOME LETTER

Dear Colleagues,

Thank you for all you do to support families raising resilient Oklahomans!

We know work to prevent ACEs¹ and strengthening families is not easy. It requires us to look inward as individuals and as communities. And it demands that we build the capacity to do things differently. From developing community partnerships around addressing ACEs and building resilience to generating robust community engagement that grows within any coalition gathering, all kinds of people are starting to take note.

The state legislature has made federal ARPA money² available through the Potts Family Foundation to support a focus on the well-being and resilience of children born around the time of the pandemic and their families. Born around or after March 2019³, these young children may face barriers to their healthy development unknown to previous generations. Although this is a critical moment for them, it's not too late to act.

Oklahoma nonprofits are invited to submit a Letter of Intent (LOI) no later April 8, 2025, to be considered for a contract to provide PFF-contracted data collection and investigation into the needs of families with young children to support the work of PFF Know and Grow programming.

The Potts Family Foundation will convene an LOI Review Team to review LOIs. Accepted LOIs will result in a short-term contract to host and execute a data collection project investigating the needs of families planning for a child, expecting a child, or raising a child under the age of seven. A minimum of ten contracts will be issued for up to \$20,000 to deliver the required report.

If you have **questions** about this LOI process or content, please submit them to: ARPA@pottsfamilyfoundation.org by **5:00 pm, March 28, 2025**. Answers to all submitted questions will be posted on Wednesday, April 2, 2025, on a dedicated Potts Family Foundation website page at <http://ww.pottsfamilyfoundation.org/arpa>.

¹ ACEs refers to 10 childhood experiences strongly associated with lifelong physical, mental, behavioral, relational, and work-related outcomes in the Adverse Childhood Experiences study led by Robert Anda, MD, MS and Vincent Felitti, MD (e.g., Felitti et al. 1998 and Dong et al., 2004)

² The federal American Rescue Plan Act delivered to each state and county, and many local jurisdictions.

³ Children born during the time of the pandemic, beginning about March, 2019, through the years that follow were born into a very stressful time for parents, grandparents, caregivers and the community. (See Appendix A for an explanation of how pandemic stressors may have affected the family, and by extension, the infants, toddlers, and pre-school age children born during this time.)

CONTRACT OVERVIEW

Know and Grow: Building Resilient Children, Families & Communities

What: An opportunity to receive funding via a short-term contract to investigate the needs of families planning for the birth of a child, expecting the birth of a child, or parenting children under the age of seven. **Contractors are expected to plan and/or collaborate with scheduled community events that families and caregivers of children under age seven will attend to collect a predetermined data set provided by PFF.** Examples include coordination with childcare facilities, health care providers, a community baby shower, a health fair, or other events. Each community should attempt to survey a minimum of 100 families during the allotted time frame.

Why: Infants, toddlers, and preschool-age children born around or after March 2019 (during the pandemic) may face barriers to healthy development unknown to previous generations. The challenges can follow children into life unless they are addressed early. Additionally, the state has made money available through PFF to focus on expectant and new families and their infants to discover the support and services they need.

Funding: The selected organization will receive \$20,000, payable in two installments, to plan, organize, and execute a data collection project.

Who Can Apply: A non-profit serving children and families, a public entity or political subdivision, or a community collaborative formed to address services for children and families.

Where: Entities must service an area not addressed by an existing Know and Grow-funded family resource center. Special consideration will be given to entities serving the following counties: Comanche, Logan, Washington, Pontotoc, Pittsburgh, Jackson, Bryan, Muskogee, LeFlore, and Grady counties.

How & When: Please submit a Letter of Intent no later than **5:00 pm, April 8, 2025**, to:

Potts Family Foundation, Attn: AJ Griffin
909 E Britton Rd. Oklahoma City, OK 73114

Or, if delivering electronically, please send to:
ARPA@pottsfamilyfoundation.org

You do not need to hire or rely on a grant writer to complete your Letter of Intent.

Timeline for Contracts: The contract may begin as early as April 15, 2025, and end on or before August 31, 2025.

Final Deliverable: The final report, due **August 31, 2025**, will be the completed data set.

WHAT TO INCLUDE IN YOUR LETTER OF INTENT

The LOI should be no more than 2 pages (double spaced, 1-inch margins, 12-point font), and respond to the following questions:

1. *Describe the entity's experience supporting families with children.*
2. *What potential for future collaboration could be an outcome of data collection for the community?*
3. *Include in your response a copy of the following:*
 - *Entity W-9*
 - *IRS determination letter for 501 c (3) organizations*
4. *Please affirm your understanding of the following:*
 - Contract will be \$20,000 paid in two installments.
 - The contract will result in the submission of an outcomes report, no later than **August 31, 2025**, or a mutually agreed upon date after that time. Guidance will be provided by the PFF TA Team.
 - Participation in this project will not result in preferential treatment for future ARPA contracts or grants managed by the Potts Family Foundation.

QUESTIONS

The LOI Review Team understands that there may be questions from organizations engaging in this opportunity. Please send any questions you may have by email to ARPA@pottsfamilyfoundation.org by **5:00 pm March 28, 2025**. The LOI Review Team will post answers to all questions received by the deadline at <http://www.pottsfamilyfoundation.org/arpa> by 5 pm, April 2, 2025.

TIMELINE

DATE	ACTION
Friday, March 21, 2025	LOI released
Friday, March 28, 2025	Bidder questions due to PFF
Wednesday, April 2, 2025	Answers posted http://www.pottsfamilyfoundation.org/arpa
Tuesday, April 8, 2025	Bids/LOI due to PFF
Tuesday, April 15, 2025	Contract announced
April 15 to August 31	Work period
August 31, 2025	Final data set due to PFF

BIDDER CONTACT INFORMATION

Name of Organization/Agency:
Primary Contact:
Primary Contact's phone number:
Primary Contact's email address:
Organization/Agency Mailing Address:
Organization/Agency Phone Number:
Organization/Agency Website Address:

TO SUBMIT YOUR LOI

If delivering hard copies, send to:
Potts Family Foundation
Attn: AJ Griffin
909 E Britton Rd.
Oklahoma City, OK 73114

If delivering electronically, send to: ARPA@pottsfamilyfoundation.org
All materials must be received by the 5:00 pm April 8, 2025.

CONTRACT REQUIREMENTS

Upon receipt of a contract, qualifying communities are expected to:

Collect information on the needs of families with young children utilizing a survey provided by PFF. Each contractor should aim to collect information from no fewer than 100 families. Contractors should plan a unique event or collaborate with organizations serving children to locate survey participants. Data collected will not contain personal identifying information.

Final report.

- The final product for this project will be the complete data set provided to PFF in the required format and containing a minimum of 100 unique sets of data.

We look forward to working with you to raise resilient Oklahomans. We are excited to see the valuable information you contribute to this process, along with the partnerships and collaborations that will be developed or strengthened!