



**KNOW  
& GROW**  
OKLAHOMA

Request for Proposal

FRC Navigator Conference

Rooted & Responsive: Navigating Families Through  
Complex Systems

## **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: March, 25, 2026

LOIs Due: April 3, 2026

### **Contact Information :**

AJ Griffin

[ARPA@pottsfamilyfoundation.org](mailto: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 that work to prevent ACEs<sup>1</sup> and strengthen 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 money<sup>2</sup> 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 2019<sup>3</sup>, 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.

The Potts Family Foundation (PFF), through the Know & Grow initiative, is seeking a qualified organization to plan and execute the **2026 FRC Navigator Conference**, a 1.5-day convening on June 11–12, 2026.

This conference will strengthen the capacity of FRC Navigators to navigate families through complex systems using trauma-informed, NEAR-informed, and protective factors–aligned practices.

Selected applicants will enter into a short-term contract to design, coordinate, and execute the conference in partnership with PFF leadership. We look forward to reviewing your proposal.

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 training and technical support conference in June 2026. A single contract will be issued for up to \$30,000 for the delivery of required services.

If you have questions about this LOI process or content, please submit them to: [ARPA@pottsfamilyfoundation.org](mailto:ARPA@pottsfamilyfoundation.org) by **5:00 pm, Monday, March 25**. Answers to all submitted questions will be posted on March 27, 2026, on a dedicated page on the Potts Family Foundation website at <http://www.pottsfamilyfoundation.org/arpa>.

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<sup>1</sup> 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)

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

<sup>3</sup> 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 contract with Potts Family Foundation to plan, promote, coordinate, and execute a statewide Navigator-focused training conference.

**Why:** Family Resource Center Navigators are central to Oklahoma’s family strengthening infrastructure. As families experience increasingly complex needs—housing instability, behavioral health challenges, childcare shortages, and systems fragmentation—Navigators require tools, peer learning opportunities, and skill development to respond effectively.

This convening will:

- Build Navigator competencies
- Increase cross-site collaboration
- Strengthen consistent statewide practices
- Deepen NEAR-informed and protective factors–aligned engagement

**Funding:** The selected organization will receive a contract not to exceed \$30,000 to plan, execute, and report on the training and conference if a minimum of 40 participants are in attendance.

**Who Can Apply:** A non-profit, for-profit, public entity or a group with at least ten years of experience planning, promoting and executing large-scale events.

**Where:** The convening should be provided in the Oklahoma City Metro area.

**How & When:** Please submit a Letter of Intent no later than **5:00 pm, Friday, April 3, 2026**, 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](mailto: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 will begin April 10, 2026 and end June 30, 2026.

**Final Deliverable:** The deliverable, **due June 30, 2026**, will be a narrative report summarizing the conference outcomes.

## 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 planning and managing events.*
2. *How will the organization support PFF staff during the convening?*
3. *What potential for future collaboration could be an outcome of the conveying?*
4. *Please affirm your understanding of the following:*
  - Contract will be up to \$30,000 paid in two installments.
  - The contract will result in the submission of an outcomes report, no later than **June 30, 2026**, or a mutually agreed upon date after that time. Guidance will be provided by the 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](mailto:ARPA@pottsfamilyfoundation.org) by **5:00 pm, March 25, 2026** . The LOI Review Team will post answers to all questions received by the deadline at <http://www.pottsfamilyfoundation.org/arpa> by **5:00 pm, ???? .**

## TIMELINE

DATE	ACTION
Wednesday March 11, 2026	LOI Released
Wednesday, March 25, 2026	Bidder Questions due to PFF
Friday, March 27, 2026	Answers posted <a href="http://www.pottsfamilyfoundation.org/arpa">http://www.pottsfamilyfoundation.org/arpa</a>
Friday, “April 3, 2026	Bids/LOI due to PFF
Wednesday, “April 8, 2026	Contract Announced
April 10, 2026 to June 30, 2026	Work Period
June 30,2026	Final Report 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](mailto:ARPA@pottsfamilyfoundation.org)  
**All materials must be received by the 5:00 pm March 13, 2026.**

## **CONTRACT REQUIREMENTS**

Upon receipt of a contract, qualifying communities will be expected to:

***Work with the PFF Know & Grow leadership to plan and execute a convening teams including 5 individuals from 6 identified communities.***

### **SCOPE OF WORK**

The selected contractor will:

- Collaborate with PFF Know & Grow leadership on conference design
- Secure venue, catering, and A/V coordination
- Develop detailed run-of-show and facilitation guides
- Coordinate speaker recruitment and logistics
- Manage registration and participant communications
- Design peer-learning and skill-building sessions
- Ensure integration of trauma-informed, NEAR-informed, and protective factors frameworks
- Facilitate on-site conference management
- Collect evaluation data
- Submit a comprehensive narrative outcomes report within 30 days of the event

The conference must include:

- Peer-to-peer learning opportunities
- Skill-building workshops
- Systems navigation case-based learning
- Opportunities for reflection and cross-site collaboration
- Practical tools and templates for immediate use

Estimated attendance: 30-50 participants.

**We look forward to working with you to Raise Resilient Oklahomans. We are excited to see the useful information and creative and meaningful ideas you bring forth through this process and the partnerships and collaborations that are developed and/or strengthened!**

### **Planning & Implementation Phase**

- Kickoff meeting with PFF
- Finalize venue contract
- Confirm conference framework & objectives

April 10 – April 17, 2026

- Speaker outreach & confirmation
- Draft agenda development
- Branding & registration materials finalized

April 20, 2026

- Registration Opens

April 20 – May 22, 2026

- Ongoing promotion & communications
- Vendor coordination (catering, A/V, materials)
- Finalize run-of-show

May 29, 2026

- Registration Closes (or transitions to late registration)

June 5, 2026

- Final participant count
  - Print materials deadline
  - Final logistics confirmation
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#### Conference

June 11, 2026 – Day 1 Set up 8 AM (9:00 a.m. – 5:00 p.m.) Evening Activity (5:00-8:00 PM)

June 12, 2026 – Day 2 Set up 8 AM (9:00 a.m. – 1:00 p.m.)

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#### Post-Conference

June 15 – June 26, 2026

- Evaluation data collection & analysis
- Follow-up communication to participants

June 30, 2026

- Final Narrative & Outcomes Report Due to PFF

## APPENDIX A: Principles of Self-Healing Communities Work

Six principles create the integrity of the Self-Healing Communities Model (SHCM). The use of these principles requires a fundamental understanding of meta-leadership and a commitment to consider everyone who wants to help as a leader of culture change. In order to fully infuse these principles into community capacity-building work, community members participate in learning, skill-building, as well as design and implementation of new strategies for improving health. They participate in regular reflective dialogue about the degree to which all aspects of community strategy and activities are consistent with the principles.

1. ***Inclusive Leadership with Downward Accountability***: Leaders are accountable to the communities they support, and they engage and improve the lives of people most affected by adversity. When people who are directly affected by policy reforms become decision-makers about the ways to innovate, adapt and coordinate efforts, those reforms are better able to address the problems for which they were created. The ability of leaders to build trust, listen, and acknowledge their own roles in the dynamics that produce status-quo outcomes are central to the SHCM.
2. ***Learning Communities***: Self-Healing Communities create and participate in iterative cycles of change that move from learning to innovative action, to evaluating, examining, and frequently changing previous assumptions based on new information. This creates a new level of learning that initiates the cycle again. Recognizing that cultural assumptions must be changed and developing the ability to drill down into cultural autopilots to make those changes are some of the great accomplishments of communities using the SHCM.
3. ***Emergent Capabilities***: New lines of communication, peer support systems, self-organizing networks, and communities of practice augment the formal service-delivery system and generate an infrastructure for change.
4. ***NEAR-Informed Engagement***: Self-Healing Communities practice inclusion, compassion, and appreciation for the core gifts of every person while recognizing that offering those gifts can be more difficult for people most affected by ACEs or other adversities. Choice, safety, and collaboration are intentionally designed as primary features of engagement.
5. ***Right-Fit Solutions Given Available Resources***: Communities using the SHCM address complex, severe, and multigenerational problems by building ingenious solutions around available resources. They employ a multipronged, layered and aligned set of strategies to produce significant impact.
6. ***Hope and Efficacy***: Self-Healing Communities nurture hope and efficacy by noticing, supporting and celebrating hope-filled action that transforms community identity, inspires peer helping systems, and builds the capacity of a community to generate well-being.

## **APPENDIX B: Principles of Family Support Practice**

- 1) Staff<sup>i</sup> and families work together in relationships based on equality and respect.
- 2) Staff enhances families' capacity to support the growth and development of all family members – adults, youth, and children.
- 3) Families are resources to their own members, to other families, to programs, and to communities.
- 4) Programs affirm and strengthen families' cultural, racial, and linguistic identities and enhance their ability to function in a multicultural society.
- 5) Programs are embedded in their communities and contribute to the community-building process.
- 6) Programs advocate with families for services and systems that are fair, responsive, and accountable to the families served.
- 7) Practitioners work with families to mobilize formal and informal resources to support family development.
- 8) Programs are flexible and continually responsive to emerging family and community issues.
- 9) Principles of family support are modeled in all program activities, including planning, governance, and administration.

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<sup>i</sup> For the purposes of the Know & Grow: Building Resilient Children, Families & Communities contract, the terms “staff, programs and practitioners” can be assumed to refer to individuals who fulfill those roles across the community, rather than referring to an association with any one entity or organization.