

**SAN FRANCISCO OFFICE OF FINANCIAL EMPOWERMENT
2017-2018
KINDERGARTEN TO COLLEGE FAMILY ENGAGEMENT AND OUTREACH**

I. INTRODUCTION AND OVERVIEW:

Introduction:

The San Francisco Office of Financial Empowerment (OFE) is accepting applications from organizations and collaboratives interested in providing family engagement and outreach services to promote the San Francisco Kindergarten to College program to participating families in elementary schools in the San Francisco Unified School District.

Program Overview:

In Spring 2011, the City and County of San Francisco launched Kindergarten to College, the first universal matched Children's Savings Account (CSA) program in a public school system in the country. All kindergarten students entering a SFUSD school automatically receive a college savings account designed to build college aspirations and increase family savings for postsecondary education.

K2C is an initiative of the San Francisco Office of Financial Empowerment, supported by the San Francisco Mayor's Office, the Department of Children, Youth, & their Families and the San Francisco Unified School District.

Program Status:

Currently over 27,000 students throughout 74 SFUSD public elementary schools have a K2C account. Beginning Fall 2017, all SFUSD elementary school students K-5 will have K2C accounts. A list of K-8 schools grade level coverage is included in the Appendix IX.

II. MINIMUM QUALIFICATIONS:

Applicants must have 501(c)(3) status, be an approved city vendor or have a fiscal agency who is an approved city vendor (for example: if you currently received DCYF funding, you are an approved city vendor) have strong existing connections/partnerships with schools in the SFUSD, and have a proven track record of working with families. Applicants must have existing partnerships with at least three SFUSD elementary schools.

III. ANTICIPATED CONTRACT TERM:

The grant is for a one-year period and will run from July 1, 2017 – June 30, 2018.

IV. ANTICIPATED AVAILABLE FUNDING:

The San Francisco OFE will provide grantee recipients with up to \$9,999 per twelve month period. Award amounts will be determined by the number of priority schools and families reached, as well as the outreach strategy proposed.

V. SCOPE OF WORK:

K2C is seeking partner organizations to participate in the “K2C Family Engagement and Outreach Initiative” to support the outreach efforts of the program. The goals of the K2C Family Engagement and Outreach Initiative are to:

- Increase the number of families and students contributing to their K2C college savings account, preferably in target communities where K2C has a lower percentage of savers and where a high percentage of students qualify for the National School Lunch (free and reduced lunch).

The K2C program is seeking to provide funding to support partner organizations to serve as the main point of contact for K2C outreach at target schools, neighborhoods, or in priority communities.

- Serve as the main K2C outreach contact at a minimum of three SFUSD elementary schools (2 of those schools must have an active saver rate below 10%). Please see appendix for current school saver rate.
- Engage and identify at least 3 parent school ambassadors to provide K2C outreach. 2 of the ambassadors should be at schools with active saver rate below 10%.
- Organize at least four K2C outreach activities/events, 3 at schools with active saver rate below 10%, and present on K2C at 2 Kindergarten Orientations or Back to School Nights to provide families information on K2C.
- Coordinate with K2C staff at least four K2C Citibank field trips for K2C students and/or for parents, 2 during each semester. If field trips are not possible, organize an equivalent amount of save for college events at site/bank to take K2C deposits. Two of these field trips (or save for college events) should be for students from schools with active saver rate below 10%.
- Conduct outreach events with 3 other organizations in the neighborhood (e.g. nonprofits, religious organizations, public libraries). Two of these events should be with community organizations near schools with saver rate below 10%.
- Distribute and collect a survey designed by K2C to families you serve in your organization to strengthen our understanding of families’ awareness of K2C, opportunities to better engage and serve them and insights to strengthen the program.
- Interview at least 3 K2C families. K2C will help you develop a set of questions for the interview as well as consent form, and you would be responsible for conducting the interview and writing up the interview for us. This will help K2C share the stories of the families we are reaching with K2C.

Commit to at least 2 of these Additional Engagement or Outreach Activities:

- Work with K2C to test an innovative approach to engaging families in K2C. For example, work with K2C to start a savings circle with K2C families, where money saved could be used for short-term emergencies or saved in their child's K2C account
- Create an incentive structure and designate a set amount of grant funds to be deposited into students' K2C accounts. For example, organizations can design a scholarship incentive for students or create a match incentive for families to increase savings rates. Alternately, organizations can provide non-monetary incentives to increase saver rates. K2C will work with your organization to design and implement this incentive.
- Create and execute a K2C PSA or other media/social media outreach strategy.
- Create and send out text based alerts for families on K2C.
- Develop and execute a school-based competition to increase saver rates.
- Provide interpretation and/or translation support for the K2C program

VI. EVALUATION AND REPORTING:

Grantee recipients will submit a total of two reports per year to the Office of Financial Empowerment, providing updates on progress towards outreach goals. Templates will be provided.

- 1st Mid-Year Report: Due December 31, 2017
1st Year End and Proposed Second Year Activities Report: Due June 15, 2018

Grantee recipients will receive training and materials on the K2C program as well as ongoing/as needed technical assistance support from the K2C Outreach Coordinator. Grantee recipients will be required to attend the following each year:

- K2C Orientation and Updates Event (Summer 2017)
- Individual Planning Meeting with K2C (by October 2017)
- Mid-Year Partner Meeting (January 2018)

VII. FORMAT AND CONTENT OF THE PROPOSAL:

Proposals must be no more than two to three pages in length, excluding project budget and timeline.

A) Proposal Summary: Summarize your proposed approach, why you are requesting this grant, what outcomes you hope to achieve, and how you will spend the funds if a grant is made.

B) Narrative: Describe the work of your organization, addressing each of the following: (Please limit responses to questions #1-2 to 250 words or less.)

1. What is the overall purpose or mission of your organization?

2. Describe how your organization is currently working with families of children in the SFUSD.

3. Explain in further detail how your organization plans to achieve the required K2C outreach activities. Include any additional/optional activities you will engage in.

4. List your target outreach schools.

5. List the number of families or students you plan to reach.

C) Project Budget: Please include a brief budget for the funds you are requesting for this grant.

Budget Item	Amount
TOTAL REQUEST:	\$

D) Project Timeline: Please provide a brief timeline of key activities you would conduct as part of the K2C Family Engagement and Outreach Initiative:

Month	K2C Outreach Activity	Comments/Additional Details:
July 2017		
August 2017		
September 2017		
October 2017		
November 2017		
December 2017		
January 2018		
February 2018		
March 2018		
April 2018		
May 2018		
June 2018		

VIII. SUBMISSION REQUIREMENTS AND DEADLINE:

Proposals must be received by **5:00 p.m.**, Friday, June 9, 2017. You must submit an electronic version of the proposal, via email to: bashir.algaheim@sfgov.org

IX. APPENDIX

SFUSD Elementary School	Grades with K2C Accounts as of the 2017-2018 School Year
Alice Fong Yu Elementary School	K-5
Bessie Carmichael Elementary School	K-7
Buena Vista/Horace Mann Elementary School	K-5
Claire Lilienthal Elementary School	K-5
Creative Arts Charter School	K-5
Edison Charter School	K-5
Lawton Elementary School	K-5
Mission Preparatory	K-5
Paul Revere Elementary School	K-6
Rooftop Elementary School	K-5
San Francisco Community School	K-5

School Saver Report

School Name	% Active Savers	Total # of Students with K2C Accounts at this School
Alamo Elementary School	20.72%	531
Alice Fong Yu Alternative K-8 School	22.87%	328
Alvarado Elementary School	21.41%	453
Argonne Year Round Alternative Elementary School	15.36%	384
Bessie Carmichael/Fec K-8	13.80%	471
Brett Harte Elementary School	4.17%	192
Bryant Elementary School	16.27%	209
Buena Vista/Horace Mann K-8 School	16.81%	351
Cesar Chavez Elementary School	11.93%	436
Chinese Education Center Elementary School	27.91%	86
Chinese Immersion Elementary School At Deavila	25.08%	323
Claire Lilienthal Alt School (K8)	16.59%	410
Clarendon Alternative Elementary School	17.83%	460
Cleveland Elementary School	11.47%	375
Commodore Sloat Elementary School	19.76%	334
Creative Arts Charter School	14.47%	235
Daniel Webster Elementary School	16.89%	296
Dianne Feinstein Elementary School	15.87%	416
Dr Charles R. Drew Alt Elementary School	4.88%	205
Dr William L. Cobb Elementary School	10.57%	123
E R Taylor Elementary School	17.20%	564
Edison Charter School	9.30%	430
El Dorado Elementary School	6.45%	217
Fairmount Elementary School	15.34%	378
Francis Scott Key Elementary School	21.70%	553

School Name	% Active Savers	Total # of Students with K2C Accounts at this School
Frank Mccoppin Elementary School	17.73%	203
Garfield Elementary School	20.34%	177
George Peabody Elementary School	43.53%	232
George R. Moscone Elementary School	14.80%	392
George Washington Carver Elementary School	3.63%	193
Glen Park Elementary School	28.94%	311
Gordon J Lau Elementary School	39.43%	672
Grattan Elementary School	11.70%	393
Guadalupe Elementary School	8.82%	408
Harvey Milk Civil Rights Acad. Elementary School	11.66%	223
Hillcrest Elementary School	11.88%	446
Jean Parker Elementary School	61.44%	236
Jefferson Elementary School	15.47%	433
John Muir Elementary School	5.26%	247
John Yehall Chin Elementary School	18.22%	225
Jose Ortega Elementary School	18.40%	413
Junipero Serra Elementary School	8.51%	282
KIPP Bayview Academy	12.50%	40
KIPP SF Bay Academy	8.64%	81
Lafayette Elementary School	15.81%	449
Lakeshore Alternative Elementary School	12.38%	420
Lawton Alternative K-8 School	23.64%	330
Leonard R Flynn Elementary School	10.14%	424
Longfellow Elementary School	11.91%	470
Malcolm X Elementary School	1.09%	92

School Name	% Active Savers	Total # of Students with K2C Accounts at this School
Marshall Elementary School	17.31%	260
Mckinley Elementary School	14.24%	337
Miraloma Elementary School	19.85%	388
Mission Education Center Elementary School	5.37%	205
Monroe Elementary School	19.68%	554
New Traditions Elementary School	12.45%	233
Paul Revere K-8 School	11.44%	341
Redding Elementary School	8.84%	249
Robert L Stevenson Elementary School	15.47%	433
Rooftop Alternative School (K8)	27.30%	337
Rosa Parks/Jbbp Elementary School	18.41%	478
San Francisco Community School (K8)	15.66%	166
San Francisco Public Montessori Elementary School	28.48%	158
Sanchez Elementary School	9.09%	253
Sheridan Elementary School	22.54%	213
Sherman Elementary School	15.30%	379
Spring Valley Elementary School	15.31%	294
Starr King Elementary School	33.55%	310
Sunnyside Elementary School	21.17%	392
Sunset Elementary School	27.39%	398
Sutro Elementary School	48.67%	263
Tenderloin Community Elementary School	14.75%	305
Ulloa Elementary School	31.67%	502
Visitacion Valley Elementary School	11.75%	332
West Portal Elementary School	32.77%	592
Yick Wo Alternative Elementary School	15.14%	251
TOTAL/AVERAGE SFUSD SCHOOLS	17.69% (AVERAGE)	25,175 (TOTAL)

