

The Oscar G. & Elsa S. Mayer Family Foundation
Proposal Information Form

Please make entries directly into this form, or as continuations or attachments to this form.

I. PROPOSAL SUMMARY AND RESPONSIBILITY

Organization name: Ounce of Prevention Fund

Project/Program title: Chicago Early Childhood Quality Improvement Project

Program/Project Start Date: 07/01/2011 Program/Project End Date: 06/30/2012

Proposed Funding: First Year: \$100,000 (\$25,000 – advocacy; \$75,000 – direct service)
Total: \$100,000

Grant Administrator:

Name & Title: Barbara Hoffman, Vice President of Development

Address: 33 West Monroe Street
Suite 2400
Chicago, IL 60603

Telephone: (312) 922-3863 x3364 Fax: (312) 346-2981

Email: bhoffman@ounceofprevention.org

Signature: Barbara N Hoffman Date: October 7, 2011

Program Director/Project Manager/Principal Investigator (if different above):

Name/Position: Nancy Shier, Vice President of Illinois Policy

Address: 33 West Monroe Street, Suite 2400
Chicago, IL 60603

Email: nshier@ounceofprevention.org

Telephone: (312) 922-3863 x3371 Fax: (312) 346-2981

II. PROPOSAL STATEMENT

Introduction

The Ounce of Prevention Fund respectfully requests a new \$100,000 grant from the Oscar G. & Elsa S. Mayer Family Foundation in support of our Chicago Early Childhood Quality Improvement Project that encompasses both direct service and advocacy activities to further our goal of ensuring that more at-risk children have access to high-quality early learning programs in the critical first five years of life. With the longstanding support of the Mayer Family Foundation, the Ounce's Educare of Chicago has become a national model for how high-quality programming can help to narrow the achievement gap and ensure the future success of low-income children. Most recently, the Foundation's investment in our new Center-Based Training Institute is building upon this success by allowing the Ounce to share best practices from Educare with other Chicago-area early childhood programs to improve child outcomes. (Please see our accompanying proposal for further detail on our direct service work.)

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While we are already seeing the positive impact of this work, the election of Chicago Mayor Rahm Emanuel has brought significant new opportunities to further expand the scope and reach of the Ounce's Educare model. Specifically, Ounce President Diana Rauner served on Mayor Emanuel's Education Transition Committee this spring, which allowed the Ounce to play a key role in ensuring that early childhood was a priority in the Mayor's *Chicago 2011 Transition Plan*. The Ounce is deeply involved in the development of policy recommendations to help develop and implement a comprehensive initiative to improve the coordination and quality of the city's early childhood programs and services.

A new grant from the Mayer Family Foundation would allow us to advance the goal of our Chicago Early Childhood Quality Improvement Project: to leverage Educare through the Center-Based Training Institute and the Ounce's advocacy work to influence both program and policy change in Chicago. This multi-faceted Project would maximize the Foundation's investment in the Ounce and our reach and impact, thereby allowing us to significantly and systemically improve outcomes for young children and families in poverty. Our Project would reach thousands of low-income children, from birth to age five, and their families and caregivers across Chicago. Provided below is further information on the policy and advocacy component of this request, which focuses on our efforts to develop a high-quality birth-to-five system in the City of Chicago. (A separate proposal information form was submitted for the direct service component of our request.)

A Need to Focus on Quality

The achievement gap reflects a disparity in school readiness skills between low-income children and their more advantaged peers, and can be measured as early as nine months of age. Once established, these gaps in skills are difficult – and more costly – to remedy, leading to distinct differences in academic achievement: low-income students consistently underperform on school coursework and on standardized tests, graduate high school at lower rates, and are less likely to attend college. Illinois has one of the worst achievement gaps in the nation – the eighth largest disparity in educational attainment.¹ In the City of Chicago, only half of all high school students graduate, and of those who do graduate, only 35% go on to attend four-year colleges and universities.² This percentage drastically shrinks for low-income and minority children. Consequently, far too many students are ill-prepared to meet the challenges of today's employment market, forcing them into low-skilled, low-paying jobs that will perpetuate – rather than break – the cycle of poverty.

Research has proven that high-quality early childhood programs help to narrow the achievement gap. Teachers in these programs intentionally support disadvantaged young children in developing critical “school readiness skills” such as following directions, getting along with classmates, and persisting independently on challenging instructional tasks in the primary grades. As a result, at-risk young children who attend high-quality early learning programs perform better in school, with the positive effects of participation extending across the lifespan.

¹ Public Agenda for College and Career Success (2008) Springfield, IL: Public Agenda Task Force and Illinois Board of Higher Education.

² <http://research.cps.k12.il.us/cps/accountweb/Reports/citywide.html>

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The Ounce is committed to providing all children – and particularly those from low-income families – with access to the high-quality early education opportunities that are critical to their later success in school and life. By focusing on simultaneously advancing program and policy change, we have taken a systemic approach to ensuring the coordination and quality of programs and services that serve low-income children and families that are benefitting thousands of children and families.

Project Information

The Ounce has been at the forefront of efforts to solidify Illinois' commitment to investing in the first five years of life to ensure that all Illinois children – regardless of the socioeconomic circumstances into which they were born – experience the quality early childhood education that is critical to their future school success. Our efforts have helped to ensure the development of a comprehensive, high-quality early learning system that has made Illinois a leader among states on this issue. Over the past 24 years, funding for early childhood education has increased significantly from \$12 million to \$325 million, providing more vulnerable children in poverty with access to much-needed services. The passage of Preschool for All in 2006 has helped to both expand access to early childhood and increase the quality of educational opportunities for young children. The Ounce continues to provide leadership on key aspects of this work.

While the Ounce's policy and advocacy efforts have made Illinois a national model for its statewide, like many other large, urban school districts, the City of Chicago faces significant challenges in implementing a high-quality learning system. These challenges include: a much higher risk population of children and families; less coordination across agencies and disciplines; and constant turnover of education leadership. There are also myriad funding streams and administrations that govern early childhood programs, including child care, Head Start, Early Head Start and the Chicago Public Schools (CPS). This has created a system that neither maximizes funding streams nor prioritizes resources for children most in need. Further, the uncoordinated implementation of early childhood services has created barriers to quality at the program level due to redundant and often conflicting requirements for program standards, curriculum, evaluation methods, and professional development.

With over 50,000 low-income children being served by these publicly-funded programs, it is imperative that we align and coordinate funding streams and systems in order to ensure that the highest-risk children and families experience the quality early learning services necessary to ensure their school readiness and future success. The election of Chicago Mayor Rahm Emanuel in March 2011 brought with it a significant new opportunity to advance a high-quality early childhood system in Chicago. Mayor Emanuel has prioritized early childhood education as part of his larger education reform agenda. He has already committed to greatly improving Chicago's early childhood system in his first few months in office.

This spring, the Mayor established an Education Transition Committee. Ounce President Diana Rauner served on this Committee, allowing us to play a key role in ensuring that the Mayor's *Chicago 2011 Transition Plan* released in May prioritized early childhood. The Mayor's Office subsequently assembled an Early Childhood Task Force in June to develop a plan and policy recommendations to create a more coordinated and aligned birth-to-five system in Chicago by

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2015. The Ounce was one of few organizations asked to participate in the Task Force, and Ounce staff have been extensively involved over the last several months in the creation of these recommendations.

The overarching goal of these recommendations is to ensure that every child is ready to enter kindergarten ready to learn and thrive. Achieving this goal will require that Chicago creates a common vision and pathway for providing early childhood services – regardless of funding streams. Increasing coordination across funding streams will also maximize available resources to support program quality enhancements and, ultimately, improved child outcomes.

Given the Mayor's demonstrated support for this issue, we believe there is significant potential for the City of Chicago to create a high-quality, aligned early childhood system that can serve as a national model for other large, urban cities. The full realization of this vision will take several years, and the Mayor recently created an Early Learning Executive Council charged with coordinating, implementing and overseeing the city's progress towards adopting the recommendations and initiatives over the next four years. This 10-member Council includes the heads of key city agencies that administer early childhood services (CPS, the Department of Family and Support Services (DFSS) and the Department of Public Health (DPH)) and other key early childhood stakeholders, including Diana Rauner.

The coming year will be critical as the Council begins to develop a framework for streamlining Chicago's early childhood system. The Mayor's Office has identified the following three priorities to focus this work:

Priority 1: Increase the quality of early childhood programs. Research has proven that early childhood programs must be of high-quality in order to support positive outcomes for young children in poverty. The long-term vision for Chicago is to have a system comprised of high-quality programming. A critical first step toward this priority is implementing the mechanisms to allow us to evaluate program quality and child outcomes across program models. In the coming year, the Council will advance these efforts by identifying universal assessment and screening tools that all publicly-funded programs in Chicago will use to document child outcomes. It will also work to ensure that Chicago programs participate in Illinois' Quality Improvement Rating System (QRIS), which provides a uniform indicator of program quality. The Council will also identify the various professional development requirements across funding streams to inform the implementation of an aligned approach to early childhood workforce development that uses program- and child-level outcomes data to drive training and technical assistance. (This strategy would be modeled on the Ounce's Center-Based Training Institute.)

Priority 2: Target resources to serve the most at-risk children. High-quality early childhood programs and services will help ensure the later success of all children. However, given the city's finite resources, it is imperative that children who are most at risk of school failure (i.e. those in poverty and those with special needs) are prioritized for services. In order to best serve children in poverty, we must ensure that public funding is directed to programs in the most high-needs communities. In the coming year, the Council will conduct a needs assessment of Chicago communities to determine how resources should be distributed to maximize current funding

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streams and ensure that the appropriate services are reaching the highest-needs communities. To better serve children with special needs, we will also work to increase the timeliness of special education screenings and referrals. While federal law requires children to be evaluated within 60 days of being identified as potentially needing special education services, children – especially those in CPS programs – experience a significantly longer wait time for evaluation. The Council will work to put into place improved special education evaluation processes.

Priority 3: Improve transparency and accountability of Chicago's early childhood system. The success of Chicago's early childhood systems-building efforts will rely greatly on the extent to which the Council creates a system that is both transparent and accountable. Data must be collected and shared with all stakeholders, including city agencies, early childhood programs, and parents. This will require that the city create a shared data system across all early childhood programs. In the next year, the Council will begin this work by ensuring children receive a unique identifier to connect and track longitudinal data across all early childhood funding streams and to help inform program quality improvements and monitor trends over time. The Council will also work to increase transparency about Chicago's early childhood programming to parents. In the coming year, it will help launch an Interactive Early Childhood Web Portal to help parents find programs, assess program quality (based on the QRIS rating), understand their child's eligibility for programs, and provide an interactive platform for parents to provide input.

The Ounce will be actively involved in leading and moving forward the work of the Early Learning Executive Council. In addition to Diana Rauner's participation in the Council, the Ounce will also provide staffing to the Council and any additional workgroups formed to drive forward the priorities outlined above. A new grant from the Oscar G. & Elsa S. Mayer Family Foundation will be critical to advancing this shared vision among Chicago's early childhood leaders to implement transformative policy and systems change necessary to improve program quality and, ultimately, child outcomes. Moreover, we are confident that this work will yield valuable lessons for other cities as they strive to improve services for young children.

Financial Information

As a public-private partnership, our partners in the private sector are invaluable to our success, providing the necessary funding to build on prior accomplishments and further advance our goal of giving all young children the best start in life. More than 30% of the Ounce's annual operating budget comes from the private sector, providing the capital necessary to build on prior accomplishments and further advance our goals. In FY2012 (July 1, 2011 through June 30, 2012), the Ounce's agency budget totals \$46,689,067.

Expenses for the Chicago Early Childhood Quality Improvement Project in FY2012 total \$625,098. (This includes funding to support both the direct service and advocacy components of the Project.) Of the total budget, costs for the advocacy work described on this proposal information form total \$115,880; we have secured \$60,000 to date to support the work outlined above. (Costs associated with the direct service priorities, which include Educare and the Center-Based Training Institute, total \$509,218 and are detailed in the accompanying proposal and budget.)

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III. PROPOSAL ATTRIBUTES

Provided below are answers to the following questions regarding the policy and advocacy portion of the Chicago Early Childhood Quality Improvement Project.

1. The laws, regulations or policies that the project intends to influence, the level(s) of government to which the advocacy message will be addressed, and the extent of public engagement in the issue on which you propose to advocate for at risk children in early childhood.

The majority of early childhood programs serving low-income children must meet a number of disparate requirements to receive public funding. Except for the most sophisticated programs, many providers are unable to coordinate these requirements into a cohesive set of program policies. Our proposed Project will work at the systems level to improve, integrate, and align early childhood regulations, laws, and policies to support a high-quality early learning system in the City of Chicago. While the primary focus of the Project will be working with the local government, we anticipate that comprehensive policy alignment will require us to also engage with state and federal government agencies.

2. Your project manager's experience with similar advocacy work; the credentials of the project staff; and the role of volunteers (if any) in the proposed project.

Nancy Shier, Vice President of Illinois Policy, will serve as the Project Director for the advocacy portion of the Chicago Early Childhood Quality Improvement Project, in close collaboration with President Diana Mendley Rauner, Ph.D. Nancy has led the Ounce's Illinois policy work since 1989. In this role, she oversees the Ounce's advocacy efforts in Illinois across a wide spectrum of issues that impact very young children's growth and development, including education, health care, child care, mental health, and professional development. Nancy brings over twenty years of experience working with public officials and policymakers, as well as extensive experience building collaborations and partnerships to address issues affecting young children and low-income families in Illinois. She is the Ounce's principal strategist in the areas of Illinois policy and governmental relations and spearheads the agency's legislative and administrative advocacy activities. Nancy was instrumental in the creation of the Early Childhood Block Grant and the infant-toddler set aside in Illinois' Preschool for All program; she also served on the Quality Committee of the Illinois Early Learning Council. Prior to joining the Ounce, Nancy served as the Political Action Director for the Illinois chapter of the American Federation of State, County and Municipal Employees (AFSCME) and as Executive Director of the Chicago Chapter of the National Organization for Women. She will work closely with the following staff members to accomplish the stated goals of this proposal:

- Tony Raden, Ph.D., Senior Vice President of Research and Policy Initiatives, who joined the Ounce in August 2011. Before coming to the Ounce, Tony was the Deputy Commissioner for Policy for the City of Chicago's Department of Child and Family Support Services. He received his Ph.D. from Yale University where he studied under Ed Zigler, one of the original champions of the Head Start and Early Head Start programs. A developmental psychologist, Tony also has been involved in extensive evaluations of programs and policies for at-risk children due to poverty, violence or maltreatment. Tony's vast experience will

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position him well to provide strategic guidance and direction to the policy and systems work of the Chicago Early Childhood Quality Improvement Project.

- Samantha Aigner-Treworgy, Policy Associate, who joined the Ounce in 2009. Samantha has been deeply involved in staffing Diana, Nancy, and Tony in the work of the Mayor’s Transition Committee and Early Childhood Task Force over the last several months. She will provide primary staffing support to the Early Learning Executive Council in overseeing the Task Force’s policy recommendations in order to ensure Chicago develops a model early childhood system. Samantha holds a Master’s degree in Social Service Administration at the University of Chicago.

3. Your partners or collaborators in the proposed advocacy project, and the reasons for those relationships.

The Ounce has a long history of successfully partnering with a variety of public and private stakeholders to advance our goal of providing low-income children and families with access to high-quality early childhood programs and services. Our Illinois public and policy division collaborates with several advocacy organizations and community groups, including Voices for Illinois Children, Illinois Action for Children, Fight Crime: Invest in Kids, and the Latino Policy Forum, as well as a diverse group of stakeholders to achieve our public policy goals.

While we will continue these partnerships, the Chicago Early Childhood Quality Improvement Project will also afford us the opportunity to further strengthen partnerships with city agency leaders, key decision-makers, and education reform leaders in Chicago. For example, the Project will allow us the opportunity to deepen Mayor Emanuel’s engagement in our cause. In addition, through our work on the Early Learning Executive Council we will be able to strengthen relationships with agencies that support and administer early childhood programs and services in Chicago. These include leadership from the following entities: CPS, including the newly-appointed CPS CEO Jean-Claude Brizard and members of the CPS Board; Evelyn Diaz, Commissioner, Department of Family and Support Services (DFSS); and Dr. Bechara Choucair, Commissioner, Department of Public Health (DPH). Our work on the Executive Council will also allow us to collaborate with a range of early childhood providers across the city. Finally, we anticipate that some collaboration will be necessary from state and federal agencies, such as the Illinois State Board of Education, the Illinois Department of Human Services, and the U.S. Department of Health and Human Services.

4. Laws, regulations and/or policies within which the proposed project and its staff must operate (e.g., lobbyist registration, political activity limitations, etc.).

The Ounce engages in advocacy efforts with city and national leaders to ensure that influential policymakers will both understand and be committed to significantly increasing investments in birth-to-five programs and initiatives, beginning with those serving children most at-risk. Lobbying expenditures are tracked according to requirements of the Ounce’s 501(h) election and the definition of “lobbying expenditures” in section 4911 of the Internal Revenue Code and reported on the Ounce’s Form 990 as required by section 6033(b)(8) of the Internal Revenue Code. The Ounce assumes responsibility for ensuring compliance with U.S. federal laws, rules, and regulations as they pertain to lobbying and the use of private foundation funds. No portion

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of a potential grant from the Oscar G. & Elsa S. Mayer Family Foundation will be used to support lobbying activities.

5. Any specific research findings, theories, best practices, models and/or experiences that inform your policy goals and/or your advocacy strategies, tactics, or messages.

With nearly three decades of experience, the Ounce is a strategic and effective advocate for improving the quality of services for young children, with a distinguished track record of success. Our ability to work across our program, policy, evaluation, training and consultation areas at local, state, and federal levels to advance develop, evaluate and take to scale evidence-based strategies to improve child outcomes represents exemplary work in the field. Moreover, our comprehensive focus on program and policy provides us with the unique ability to draw upon our evidence-based programming at Educare and through our statewide network of providers to inform our policy and systems work. This integration of program and policy represents best practices and positions us well to advance the vision of the Chicago Early Childhood Quality Improvement Project.

As evidence of our success, our public policy and advocacy efforts over the last twenty-nine years have made Illinois a model for other states – and the nation – for the quality and comprehensiveness of its birth-to-five system. Given our commitment to sharing lessons learned to improve the early childhood field, the Ounce is providing consultation assistance to help early childhood policy organizations in 16 states and the District of Columbia create statewide early learning systems based on best practices in Chicago and Illinois. In addition, the First Five Years Fund has strategically extended the Ounce’s extensive policy and communications work in Illinois to the federal level. Moreover, we are capitalizing on the success of our network of Educare Schools as a platform for program and policy change. There are now 13 operating Educare schools, with several more in development, including a school in Washington, D.C., that provide an important opportunity to use our innovative program model to affect policy change.

6. How the proposed project would support the outcome of school readiness for at-risk children in early childhood.

As mentioned in Section II above, research has proven that: (1) the achievement gap can be measured as early as nine month of age; and (2) this gap is incredibly difficult to close once it is established. Studies also indicate that high-quality early childhood programming has the potential to close this gap. The focus of the policy and advocacy component of the Chicago Early Childhood Quality Improvement Project is designed to directly address this need by ensuring that the City of Chicago puts into place the policies and systems necessary to elevate learning standards and ensure program quality. By taking a systemic approach to the barriers and challenges in Chicago, we can create an early learning system that will support children’s strong school readiness skills in our city, while also serving as a model to other large, urban cities.

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IV. OUTCOMES AND EVALUATION

Please complete the following table detailing desired outcomes and measures of progress for the program/project that is proposed for funding. Add rows as necessary. Include information for the entire period you are seeking funding. See examples for further information.

Desired Outcome(s)	Action Steps to Achieve Outcome	Indicators of Progress/Results (interim benchmarks)	Timeline for Activities / Estimated Completion	Evaluation and Measurement Methods *
Chicago will establish a comprehensive, high-quality, early childhood education system.	<ul style="list-style-type: none"> • The Ounce will participate in and staff the Early Learning Executive Council and its workgroups to advance policies that increase alignment and quality of Chicago’s birth-to-five system by advancing these activities: <ul style="list-style-type: none"> - Research and identify a universal child assessment tool; - Ensure participation of Chicago early childhood programs in QRIS; - Conduct a needs assessment of Chicago communities and target resources to these communities; - Develop strategies to increase the timeliness of special education screenings and referrals; - Begin to create a shared data system across all early childhood programs; and - Design an Interactive Early Childhood Web Portal to provide parents with information on early childhood programming. 	<ul style="list-style-type: none"> • A uniform set of child assessment measures will be identified. • An increased number of programs in Chicago will participate in the QRIS. • A plan will be created to prioritize resources for quality in high-needs communities. • New special education screening and referral procedures and policies will be in place. • Children will receive unique identifiers to connect data across all early childhood funding streams. • An Early Childhood Web Portal will be launched. 	July 1, 2011 – June 30, 2012	The Ounce will assess the advancement made toward strengthening Chicago’s early learning system by monitoring and documenting progress on our stated priorities. We will document and report to the Foundation on our efforts to accomplish the outcomes and benchmarks outlined in this proposal.

* Describe internal or external procedures used to evaluate the outcomes and the effectiveness of any of the activities listed above.

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V. ADDITIONAL PROPOSAL INFORMATION

As the Chicago Early Childhood Quality Improvement Project encompasses direct service, training, and policy and advocacy, the responses to the questions in the Additional Proposal Information section below are the same for the direct service and advocacy proposal information forms submitted to the Foundation.

A. Please cite and explain any outcomes that are expected to yield social returns on an investment in this proposal, that is, outcomes leading to specific social benefits or social cost reductions.

High-quality early learning programs – like Educare – are proven to narrow the achievement gap that places children at significant risk of school failure. Longitudinal analyses confirm that children who attend such programs perform better on measures of intellectual and social skills, with continued positive effects throughout their lives. Research reveals that every \$1 spent on high-quality early education saves society up to \$16 in future costs for special education, delinquency, criminal justice, welfare benefits, lost taxes and other areas. We anticipate that the Chicago Early Childhood Quality Improvement Project will put into place the structures and policies necessary to help other programs implement quality features that ultimately lead to these social benefits and cost reductions.

B. Please indicate whether your organization is proposing a multi-year funding commitment.

The Ounce is requesting one year of funding for the Chicago Early Childhood Quality Improvement Project.

C. Please comment on the expected effect of an award for a lesser amount than the full amount of the proposed funding. Please mention any factors of which the Foundation ought to be aware (e.g., any possible segmentation or rescheduling of the work) if it were to reduce the amount of its award compared to the proposed funding.

The Ounce uses private dollars to fuel the development and evaluation of innovative programs, advance our public education and dissemination efforts, and encourage public and private sector investment in the first five years of life. We have a long history of successfully using private investments to leverage public funding to bring innovative, proven programs and policies to scale.

We expect that our Chicago Early Childhood Quality Improvement Project will follow a similar trajectory. Seed funding from the private sector for the Project will allow the Ounce to further develop Educare, the Center-Based Training Institute, and Chicago's early childhood system. As we refine these components of the Project, we will simultaneously work to build relationships with key public sector leaders to sustain our Project over the long term, thereby ensuring that disadvantaged young children in Chicago experience the high-quality early learning programs necessary to ensure their school readiness and future success.

Private funding, including the support of the Oscar G. & Elsa S. Family Foundation, will be critical to the Project. While we are committed to securing funding to execute our Project as

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detailed across our two proposals, a grant award of a lesser amount than requested could delay the launch of second pilot phase of the Center-Based Training Institute and our ability to move forward the work of City of Chicago's Early Learning Executive Council charged with implementing early childhood systems-building policy recommendations.

D. Please comment on the timing of an award. Please tell us if the timing of its receipt would be significant to your organization or to the proposed program or proposal. In your comment, please address the effect of a delayed award, or of an award that may be divided, for example, between calendar years or fiscal years.

The Ounce's fiscal year runs from July 1 to June 30. Our Chicago Early Childhood Quality Improvement Project has been designed and budgeted on the same fiscal year in order to ensure alignment of funding sources and the seamless continuation of programmatic activities. An award divided between calendar or fiscal years would still allow us to complete our work as outlined above. However, the delay of the grant award beyond our fiscal year could affect the timing of grant activities in a similar manner described above in Section V; Question C.

E. Please mention anything else that you would especially like The Oscar G. & Elsa S. Mayer Family Foundation to know about your organization, its work, and/or your proposal.

The Ounce remains deeply grateful to the Oscar G. & Elsa S. Mayer Family Foundation for its loyal support of our work, and for your long-time shared commitment to our vision of ensuring that all children – regardless of the socioeconomic circumstances into which they were born – have access to the high-quality early education services they need to succeed in school and life. Thanks to the Foundation's support over many years, we have established Educare as a model birth-to-five program for effectively promote the healthy development and school readiness of young children in poverty. Most recently, the Foundation's investment in our Center-Based Training Institute is helping to further increase the scope and impact of Educare and the Ounce. The Chicago Early Childhood Quality Improvement Project represents the next phase of this work as we seek to leverage Educare to significantly improve early childhood program quality through the Center-Based Training Institute and early childhood systems change in the City of Chicago. We believe that the coordination of direct service, and training and technical assistance, as well as policy and advocacy will most effectively support the future success of thousands of young children in the Chicago area and their families. Thank you for your consideration of our request, and we look forward to the opportunity to continue our important partnership in the coming years.

VI. PROPOSAL ATTACHMENTS

When you submit your Proposal, please attach

- A. A resume, curriculum vita, or biography of the Program Director, Principal Investigator, or Project Manager for the work of this proposal.
- B. A completed RFP-Proposal Operating Data Form. (Please submit this form in the format of an MS Excel spreadsheet file.)
- C. A completed RFP-Proposal Budget spreadsheet (also in Excel).

OUNCE OF PREVENTION FUND

Advocacy Proposal to the Oscar G. & Elsa S. Mayer Family Foundation

List of Attachments

1. Biography for Nancy Shier, Vice President of Illinois Policy
2. Advocacy Proposal Data Collection Form
3. Advocacy Proposal Budget Form

Nancy Shier, Vice President, Illinois Policy

Nancy Shier is the Ounce of Prevention Fund's principal strategist in the areas of Illinois policy and governmental relations. Ms. Shier spearheads the organization's legislative and administrative advocacy activities, spanning a spectrum of issues that impact very young children's growth and development, including education, health care, child care, mental health and professional development. She served as the director of the Ounce's Kids Public Education and Policy Project (Kids PEPP) from 1989 to 2011.

Ms. Shier brings over 20 years of experience working with public officials and policy makers as well as extensive experience building collaborations and partnerships to address issues affecting young children and low-income families in Illinois. She was instrumental in the creation of the Early Childhood Block Grant and the infant-toddler set aside in Illinois' Preschool for All program.

Prior to joining the Ounce, Ms. Shier served as the Political Action Director for Illinois chapter of the American Federation of State, County and Municipal Employees (AFSCME) and as Executive Director of the Chicago Chapter of the National Organization for Women.

ADVOCACY PROPOSAL DATA

Organization Name: Ounce of Prevention Fund

Project Title: Chicago Early Childhood Quality Improvement Project

= enter a number - IMPORTANT: Do not enter text
 x = enter an "x" to mark each entry
 \$ = enter a number - entries will appear in dollar format

	<u>Project Data</u>	<u>Notes</u>
<u>Proposal by funding duration:</u>	#	
Years of proposed funding	1	
<u>Activity by request type(s) - note all that apply:</u>	#	
Fund general operating needs		
Continue a specific existing activity		
Expand a specific existing activity		
Start a new activity	1	
<u>Activity by domain(s) - note all that apply:</u>	#	
Phys, social & emotional health & well-being	1	
Early childhood education	1	
Parent & family support	1	
<u>Activity by format(s) - note all that apply:</u>	#	
Media/awareness/support-building	1	
Policy/funding advocacy	1	
Coalition building/coordination	1	
Other (<u>in place of this text, cite another activity format</u>)		
<u>Proposal by program/project duration</u>	#	
Length of service/study/support (in years)	4	
<u>Children served/studied/supported, by age range:</u>	#	
Total children served/studied/supported	CT 50,000	There are approximately 50,000 at-risk children from birth to age five in Chicago that could stand to benefit from our Project.
Total children Birth<5	CA 50,000	
At-risk children Birth<5	CR 50,000	
<u>Accountable adults served/studied/supported, by child's age range: *</u>	#	
Total adults served/studied/supported	AT 50,000	Given the lack of available data, we are assuming that we will reach one adult for each child served.
Total adults w/children Birth<5	AA 50,000	
At-risk adults w/children Birth<5	AR 50,000	
<u>Project Manager CV data:</u>	#	
Highest earned degree***	HD 3	
Years since highest earned degree	YD 40	
No. of grants awarded to Project Manager	GA 0	
	\$	
Grant funding received by Project Manager	GF \$0	
<u>Staffing:</u>	#	
Paid staff – FTE	ST 1.5	
Total volunteers	VL 0	
Total volunteer hours/year	VH 0	

* For adults associated with multiple children in a program, please count the adult only once, in the age range for the youngest child being served
 ** PD – Program Director; PI – Principal Investigator; PM – Project Manager; CV – Curriculum Vita
 *** High School: 1; 2-Year Certificate: 2; Bachelor's: 3; Master's: 4; Doctorate: 5

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PROJECT BUDGET

Organization Name:	Ounce of Prevention Fund
Project Title:	Chicago Early Childhood Quality Improvement Project
Project Start Date:	1-Jul-11
Project End Date:	30-Jun-12

	Notes ⁽¹⁾	1st Year Budget	2nd Year Budget	3rd Year Budget	Total Proposal Budget
<u>Foundation Grants:</u> ⁽²⁾					
Oscar G & Elsa S. Mayer Family Foundation	Present Request	\$ 25,000			\$ 25,000
McCormick Foundation	Secured	25,000			25,000
Build Initiative	Secured/Planned	25,000			25,000
Gustafson Family Foundation	Secured	10,000			10,000
Additional Private Funding	Planned	30,880			30,880
Total Foundation Grants		\$ 115,880	\$ -	\$ -	\$ 115,880
<u>Government Contracts/Grants:</u>					
Total Government Contracts/Grants		\$ -	\$ -	\$ -	\$ -
Corporate/Business Gifts					
Individual Donations					
Fundraising Events					
In-Kind Gifts ⁽³⁾					
TOTAL SOURCES OF SUPPORT		\$ 115,880	\$ -	\$ -	\$ 115,880

PROJECT EXPENSES	Notes	1st Year Budget	2nd Year Budget	3rd Year Budget	Total Proposal Budget
DIRECT Project Expenses:					
<u>Compensation Expense (by position)</u>					
Vice President of Illinois Policy (5%)		\$ 5,576			\$ 5,576
Policy Associate (75%)		40,580			40,580
Policy Associate (30%)		17,020			17,020
Policy Associate (30%)		15,606			15,606
Administrative Assistant (10%)		3,523			3,523
Fringe Benefits (23%)		18,930			18,930
Total Compensation Expense		\$ 101,234	\$ -	\$ -	\$ 101,234
<u>Professional Services (by position)</u>					
Total Professional Services Expense		\$ -	\$ -	\$ -	\$ -
<u>Other Direct Project Expenses</u>					
Meetings & Supplies		1,000			1,000
Travel		500			500
Printing & Copying		500			500
Occupancy		2,112			2,112
Total Other Direct Project Expenses		\$ 4,112	\$ -	\$ -	\$ 4,112
INDIRECT Project Expenses ⁽⁴⁾					
The Ounce's indirect rate is 10%, which includes the expenses associated with the administrative management of public and private funds as well as the Ounce's financial, personnel, communications and management costs.					
Total Indirect Project Expenses		\$ 10,535	\$ -	\$ -	\$ 10,535
In - Kind Expenses ⁽⁵⁾					
		\$ -	\$ -	\$ -	\$ -
TOTAL EXPENSES		\$ 115,880	\$ -	\$ -	\$ 115,880

- (1) For funding sources, please note the status of each, e.g., Secured, Pending, or Planned
- (2) For foundation sources, please itemize major secured, pending, or planned sources
- (3) For in-kind gifts, please footnote the values used, e.g., the dollar amounts per hour and the hours planned
- (4) For indirect expenses, please either itemize or show the allocated percent of direct program/project expenses, according to your organization's overhead allocation or indirect cost recovery policy
- (5) For in-kind expenses, please footnote the cost factors used, e.g., the dollar amounts per hour and the hours planned