



PHLCONNECTED SCHOOL-BASED CAREGIVER DIGITAL SUPPORTS GRANT GUIDELINES

PHLConnectED is launching a grant cycle to foster and develop creative school-based digital support initiatives for pre-K–12 caregivers. This opportunity aims to better support pre-K–12 student households by providing a total of \$162,500 in funding for local education agencies, school/pre-K providers, school-based networks, and/or partnerships between schools/pre-K providers and community-based organizations to offer school-specific group and 1:1 digital support services to caregivers.

OVERVIEW OF PHLCONNECTED

[PHLConnectED](#) is the City's initiative to help pre-K–12 families access a free and reliable internet connection. PHLConnectED's mission is to provide free, consistent, and reliable internet access as well as digital support and resources to Philadelphia pre-K–12 students in need so they can fully participate in their education. Ensuring that our pre-K-12 caregivers are armed with the digital skills required to support their students and use the internet to its full advantage is a critical component to the success of PHLConnectED and toward achieving digital equity in the City.

GRANT GUIDELINES + ELIGIBILITY

As part of this funding opportunity, grantees will establish or expand school/pre-K provider-based digital support initiatives that help caregivers in their school community better navigate the technology devices, digital platforms, and online learning tools used by students for schoolwork and by parents for school/pre-K provider communication. These digital supports should be available to caregivers on a consistent basis and accessible in ways that meet caregivers' needs.

PHLConnectED anticipates awarding 7-10 grantees between \$15,000 and \$20,000 each, amounting to a total distribution of up to \$162,500 for 18 months.

Scope of Digital Support Initiatives

Grantees will have flexibility to develop creative solutions to support caregivers in improving their ability to use the technology and digital tools that are specific to their school community. Grantees must offer support services for caregivers that will be available throughout the duration of the grant period and initiatives may be comprised of group supports, 1:1 supports, or a combination of both. The method of support can be offered by phone, text messages, in-person, virtually, etc.

Example digital support initiatives that would be funded through this opportunity **could include, but are not limited to**, the following:

- Developing a caregiver peer program to train caregivers to use Zoom, the school/pre-K provider parent portal, etc.
- Developing a student-run help desk for caregivers and the school/pre-K provider community

- Hosting a series of workshops for caregivers on different digital tools used by the school/pre-K provider at different grade levels
- Creating a team of staff and students to become digital navigator experts to help caregivers with internet and device access
- Helping caregivers sign-up for and enroll in pre-K and Kindergarten
- Supporting caregivers in understanding and using assistive technologies
- Offering 1:1 in-person sessions with specific families identified as needing more intensive support

Digital support initiatives may evolve or change throughout the grant period to accommodate caregiver skill-building needs, but all initiatives should aim to achieve the following goals:

- Provide ongoing support to caregivers to help them navigate school-specific digital tools and platforms;
- Refer caregivers to more intensive digital literacy classes offered by PHLConnectED grantees;
- Make referrals for PHLConnectED and other free or low-cost internet programs to caregivers in need; and
- Make referrals to [Digital Navigators](#) for caregivers who need more intensive digital support, access to devices, support with obtaining free or low-cost internet, etc.

The PHLConnectED project team will consider proposals that meet the following guidelines:

- Proposals should clearly connect pre-K–12 caregivers to creative school/pre-K provider-based digital support services. Only proposals that demonstrate a clear ability to serve caregivers will be considered.
- Proposals should be created for an **18-month project period**. Applicants should carefully consider school community needs and request an appropriate amount to implement the grant program.
- Proposals should demonstrate how applicants will reach and engage caregivers.
 - Engagement with caregivers may occur through an out-of-school time (OST) provider, family social services support provider, etc.
 - Outreach capabilities may include direct phone calls, door-to-door outreach, text messaging, and/or other strategies to engage caregivers with digital support needs.

To be eligible for this grant opportunity, applicants must meet the following criteria:

- Applicants must be based in Philadelphia.
- Applicants must be classified as:
 - A current PHLConnectED local educational agency (LEA), school/pre-K provider, or school-based network. Participating LEAs can be found [here](#).
 - A pre-K provider offering services to families with pre-K students ages 3 and 4 years old.
 - **Note:** Community-based organizations (CBOs) may apply as co-applicants to or on behalf of LEAs, school/pre-K providers, or school-based networks, especially if the CBO has experience in digital skills-building and/or experience working directly with pre-K–12 students and families. CBO applicants must have existing 501(c)(3) status and must include a Letter of Agreement between the CBO and the school/pre-K provider entity that demonstrates an equal partnership between the two entities to provide school-

specific digital support services to caregivers (*see Appendix for Letter of Agreement Template*).

- School/pre-K provider applicants must be located in or primarily serve households that live in at least one of the following priority zip codes: 19104, 19120, 19121, 19122, 19124, 19131, 19132, 19133, 19134, 19139, 19140, 19141, 19142, 19143, 19149, 19151.

CORE DELIVERABLES

Grantees are responsible for carrying out the following core deliverables:

- Participate in a [Digital Navigator](#) field-building session to be oriented to digital resources available across the city as well as referral opportunities for caregivers.
- Conduct outreach activities for pre-K–12 caregivers to identify and refer caregivers to digital supports that are available to them.
- Provide school/pre-K provider-specific digital supports for caregivers throughout the duration of the grant period.
- Submit quarterly data and progress reports (*see Appendix for list of Key Performance Indicators*).

PHLCONNECTED GRANT PROCESS & TIMELINE

PHLConnectED will follow a transparent and ethical process for grantmaking. For this cycle, we will use a modified fast-track grant making process (*see timeline below for dates*). Applicants will need to complete an online form with an Intent to Apply by December 22, 2021 at 5 PM. Applicants will have approximately six weeks from the public grant announcement to submit a full proposal. Submissions will be evaluated by a review committee who will meet and reflect on applications using an evaluation matrix (*see Appendix for proposal evaluation criteria*). After evaluation, the review committee will make final grant recommendations to the PHLConnectED project team.

Application Details and Timeline

If you have any questions related to this grant opportunity and/or application process, please reach out to Ashley Pollard (ashley.pollard@phila.gov).

Timeline:

December 3, 2021	Grant opportunity released.
December 9, 2021 2:00 PM – 3:00 PM AND December 15, 2021 10:30 AM – 11:30 AM	<optional> Grant Informational Webinars For December 9 th webinar, join HERE . For December 15 th webinar, join HERE .
December 22, 2021	Applicants should complete THIS Intent to Apply form by 5 PM .
January 12, 2022	Full Narrative Proposal due. Please email the grant proposal document with all attachments in PDF form to Ashley Pollard (ashley.pollard@phila.gov).
January 17, 2022	Review committee begins evaluating submissions.
January 31, 2022	Applicants are notified of funding decisions.

March 1, 2022	Digital supports initiatives are made available to caregivers.
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FINAL PROPOSAL

Please be as succinct as possible in your answers and submit a proposal no longer than 5 pages.

1. EXECUTIVE SUMMARY (*no more than one paragraph*)

Provide an overview of what supports you have identified that caregivers in your school community need for technology and digital tools at your school and briefly describe the creative initiative(s) that you will implement for this grant. Please include your entity, LEA, school/pre-K provider, or school-based network name at the top of your proposal.

2. PROGRAM NARRATIVE

- Only proposals that demonstrate service to a significant number of caregivers in the above-listed priority zip codes will be considered. As such, provide a summary of the number of families who reside in the priority zip code(s) that the LEA, school/pre-K provider, or school-based network serves.
- Please describe how the LEA, school/pre-K provider, or school-based network currently provides technology and digital support to caregivers.
 - (*Only applicable to school/pre-K provider-CBO partnership applicants*): Please describe this partnership's history and the CBO's experience in providing digital skill-building opportunities and/or experience in working with pre-K–12 families.
- What outreach capabilities do you already have and can immediately employ that will help you connect with pre-K-12 caregivers?
 - (*Only applicable to school/pre-K provider-CBO partnership applicants*): Please describe how the school community will incorporate the CBO in outreach efforts to ensure maximum communication to caregivers with the greatest need.
- Please describe in detail the creative digital support initiative(s) that the LEA, school/pre-K provider, or school-based network will offer to caregivers. You may consider the following:
 - What curriculum you will offer or what skills will you teach?
 - What, if any, technology will you use or need to purchase?
 - Will supports be offered in group settings, as 1:1 sessions, by phone, in-person, or in some other way?
 - How will you engage students, community members, or other caregivers as part of your initiative(s)?
- Diversity and inclusion competencies: Please describe the experience of the applicant in serving caregivers of diverse backgrounds, abilities, and cultures. Consider the following:
 - What types of additional supports do you anticipate needing for caregivers to meet your objectives? This may include language supports, disability accommodations, transportation, etc.
 - How will you build trust and buy-in among caregiver participants?
- Timeline: Describe the start and end date of the initiative(s) and any major milestones.

3. BUDGET NARRATIVE

Note: Budgets can include staffing, outreach and marketing materials, or incentives among other identified needs for carrying out the grant.

- How many pre-K–12 caregivers do you intend to serve through this grant?

- What is the total funding amount that you are requesting?
- Please provide a detailed budget narrative, which must include 1) a line-item breakdown of the costs for specific services proposed; and 2) a statement of staff hourly rates. ***Please use the budget template (found at <https://www.phila.gov/documents/phlconnected-grant-documents/>) to complete your budget narrative.***
 - *(Only applicable to school/pre-K provider-CBO partnership applicants):* Indicate any work that will be contracted in the partnership.

4. ORGANIZATIONAL CAPACITY

- Please explain how the LEA, school/pre-K provider, or school-based network has the capacity to implement the initiative(s) in a timely manner and your ability to work both in-person and remotely with caregivers if necessary.
- Please describe your staffing plan and the team that will implement this project. Briefly list their roles and qualifications.
- *(Only applicable to school/pre-K provider-CBO partnership applicants):* Outline the scope of the partnership necessary to implement your initiative(s) and the qualifications of the CBO and the staff they will employ to deliver the services to caregivers as part of this initiative(s).

5. By checking this box, you are certifying that your entity, LEA, school/pre-K provider, or school-based network has identified existing team members who will be responsible for implementing this initiative.

 I certify that my entity, LEA, school/pre-K provider, or school-based network has existing team members/leadership who are committed to implementing this initiative if chosen to receive funding.

APPENDIX

KEY PERFORMANCE INDICATORS (KPIs)

Grantees will be required to report on their activities on a quarterly basis (frequency of submission may change, as needed) and provide a narrative report at the end of the grant period. Grantees should expect to submit the following KPIs; however, these are subject to change throughout the grant period as necessary.

Caregiver Outreach and Engagement

- Number and type of outreach activities, e.g. school caregiver meetings, distributing flyers, tabling, neighborhood events with caregivers, etc.
- Number of direct engagements with caregivers, e.g. any phone calls, texts, communication with specific caregivers to refer them to digital supports, etc.

Digital Supports Provided

- Type and duration of school-based supports offered to caregivers
- Number and frequency of supports offered to caregivers; if applicable, number and frequency of group sessions offered and number of attendees per session
- Number of referrals to 211, [Digital Navigators](#), or formal digital literacy classes
- Demographics of caregivers served, e.g. race, gender, age, zip code, income, level of education, internet access status, relationship to students, etc.

PROPOSAL EVALUATION CRITERIA

Proposed outreach and engagement plan to caregivers	1-3 points
Proposed caregiver digital support initiative(s)	1-3 points
Capacity to develop support services in a timely manner and offer services through an 18-month period	1-3 points
Organizational capacity and program budget	1-3 points

SAMPLE LETTER OF AGREEMENT FOR SCHOOL/PRE-K PROVIDER-CBO APPLICANTS

Dear PHLConnectED Project Team,

[NAME OF SCHOOL/PRE-K PROVIDER-CBO PARTNERSHIP] is pleased to provide this Letter of Agreement in the application for the “PHLConnectED School-Based Caregiver Digital Supports Grant.” This grant will enable us to provide easily accessible group and/or 1:1 digital support services to caregivers as they support their students’ schoolwork and homework.

[School/pre-K provider—include any detailed history the school/pre-K provider has working with the CBO. For example, “CBO partner has been working with our families for over X years and is a regular presence in our school and has provided the following supports or activities...”]

As part of this grant, we agree to:

- 1) Designate at least one contact from each party to participate in the required Digital Navigator field-building presentation;

- 2) Co-establish or co-develop school-specific digital support initiatives for caregivers in the school/pre-K provider community;
- 3) Prioritize engagement and communication with families through school-based channels and trusted CBO channels that result in referrals to digital support services; and
- 4) Designate at least one contact from each party to design, implement, and report on the digital support initiative(s) across the 18-month grant period.

[CBO—ADD IN A FEW SENTENCES ABOUT THE CBO AND ITS WORK IN DIGITAL SKILL-BUILDING OR WITH PRE-K-12 STUDENTS AND FAMILIES]

[NAME OF SCHOOL/PRE-K PROVIDER-CBO PARTNERSHIP] agrees to co-implement this project to increase the digital supports available to our caregivers and encourages PHLConnectED to fund **[NAME OF SCHOOL/PRE-K PROVIDER-CBO PARTNERSHIP]**.

Sincerely,

[NAMES AND SIGNATURE OF CO-APPLICANTS]