



Children's Board  
HILLSBOROUGH COUNTY

INVITATION TO NEGOTIATE (ITN)

LEVEL (3) LEADING GRANT

STRATEGIC INITIATIVE: BARBERSHOP CONVERSATIONS

ITN Designation Number: PRO 2025-04

Release Date: 9/6/2024

Addendum #1: 10/16/2024 (Updates highlighted)

Amount Per Proposal: ~~\$140,000~~ \$125,000

Total Grant Allocation: ~~\$140,000~~ \$125,000

Contract Term if Awarded: ~~1/13/2025 - 09/30/2025~~  
03/03/2025 - 09/30/2025

Rebecca Bacon, Executive Director

Robin Wright DeLaVergne, Board Chair

Written Proposer questions may be submitted to:

[ONEhillsborough@childrensboard.org](mailto:ONEhillsborough@childrensboard.org)

Use ITN designation number in subject line.

## TABLE OF CONTENTS

	<b>Page</b>
ABOUT HILLSBOROUGH COUNTY/ONEhillsborough	2-4
<b>Section 1 BACKGROUND INFORMATION</b>	
1. STATEMENT OF INTENT	5-6
1.1 GENERAL REQUIREMENTS	7
1.2 RESTRICTED COMMUNICATIONS	7
1.3 <b>PROCESS TIMELINE</b>	8
1.4 DEMOGRAPHIC DATA COLLECTION	8
<b>Section 2 PROPOSAL CONTENT AND SUBMISSION</b>	
2. COVER SHEET	9
2.1 PROPOSAL NARRATIVE GUIDELINES	9-11
2.2 <b>ADDITIONAL ATTACHMENTS</b>	11-14
2.3 <b>SUBMISSION INSTRUCTIONS</b>	14
2.4 APPENDIX DOCUMENTS (FOR INFORMATION ONLY)	15

## ABOUT HILLSBOROUGH COUNTY

According to the most current American Community Survey, the total population in Hillsborough County, Florida is 1,513,301, of which almost 5.6% are children under five (5) years of age, and 21.5% are children under eighteen (18). In addition, 45% of the population is white alone (not Hispanic or Latino), 30.5% is Hispanic, and 15.8% is Black or African American alone.

## ABOUT THE CHILDREN'S BOARD

### BACKGROUND

In 1988, Hillsborough County residents agreed that improving supports and services to our county's children and families was a major priority for our community's future. Thus, the Children's Board was established in 1989 as a Special Taxing District allowing a levy not to exceed 50 cents per \$1,000 of the assessed property tax. The Children's Board is committed to funding opportunities through strategic grant development principles, leveraging strategies and research with community perspectives in mind to promote wellness, learning, professional development, and enhance service delivery systems to include:

- developing local prevention and early intervention services.
- convening community partners to support outcomes that improve the lives of children and their families; and
- providing venues for community engagement and advocacy.

### VISION

Hillsborough County will be recognized as one of the top places in the nation to raise children.

### MISSION

The Children's Board invests in partnerships and quality programs to support the success of all children and families in Hillsborough County.

**CORE VALUES:** Integrity - Excellence - Team Work - Respect

### FUNDING PLATFORMS:

The Children's Board of Hillsborough County has established four primary funding platforms to support its strategic focus areas:

- Level (1) - Investment Grants (more than \$800,000);
- Level (2) - Uniting Grants (between \$200,000 and \$799,999);
- Level (3) - Leading Grants: (up to \$199,999); and
- Level (4) - Technical Assistance Grants (under \$10,000).

## LEVEL (3) - LEADING GRANT

A contract awarded to an organization that primarily serves a specific geographic area or region with a collaborative approach to service delivery that supports at least one strategic focus area; proposes to meet an emerging need; or targets an underserved population. Level (3) Leading Grants are expected to meet at least three measurable outcomes annually.

## FOCUS AREAS

*Children are Healthy and Safe:* Early preventative health and education prepares a family to develop nurturing and healthy habits which are enhanced by coordination with community partners including healthcare systems and primary care providers.

*Children are Developmentally on Track:* Early Identification of developmental needs for children birth to age five is essential for optimizing a child's potential and serves as an opportunity for caregivers to learn more about their child's current developmental functioning.

*Children are Ready to Learn and Succeed.:* School readiness services for young children ages birth to five should be designed in a way that fosters a nurturing, safe and healthy environment for children and respects a family's cultural values. In addition, quality early learning must also promote early caregiver involvement and professional development for early care educators. Later school success works best in collaboration with teachers, administrators, and parents to provide support consistent with developmental and grade level benchmarks.

*Family Support:* Support for the whole family is essential for developing informal supports, stability and overall well-being. Family Support plays an important role in a young child's brain development because early experiences develop through positive relationships which establishes the foundation for secure attachments and future physical, cognitive and social-emotional health.

Additional information may be accessed on the website at [www.childrensboard.org](http://www.childrensboard.org).

## 2023 COMMUNITY IMPACT

The Children's Board has invested more than \$39 million in one hundred and twenty-five programs to address the needs of our community. Contracted programs served 138,732 children and their families with an additional 4,345 professionals who received support services. The Children's Board works in partnership with funded programs to evaluate the impact of services provided to children and families. We assess the overall effectiveness of the investments within a Results-Based Accountability framework by measuring:

- *How much did we do;*
- *How well did we do it; and*
- *Is anyone better off?*

## ABOUT ONEHILLSBOROUGH

ONEhillsborough is a community-driven initiative structured around the Social Determinants of Health (SDOH). It is designed to implement tailored, holistic, and meaningful solutions to address long-term issues that underserved communities face within our county.

The Social Determinants of Health (SDOH) which include economic stability; education access; health and health care access; neighborhoods and built environment; social and community supports are the foundation for these solutions. Addressing these elements will help ensure resources to build thriving communities.

The overarching aims are to ensure more economically stable households, engaging learning environments, preventative healthcare and healthy living, safe neighborhoods with health promoting amenities, and easy access to necessary resources.

ONEhillsborough is currently implemented in 33603, 33610, and 33619. Refer to Service Area Demographics in **Appendix (#6)**.

### **Social Determinants of Health**

*Economic Stability:* Empower individuals and families to be financially self-sufficient to meet their obligations and enjoy their lives. This includes enabling people to build equity which leads to wealth.

*Education Access:* Empower parents to help and advocate for their children and facilitate parent/educator/business collaboration in the long-term best interest of all students.

*Health and Health Care Access:* Enable people to practice healthy habits that prevent negative health outcomes and provide simplified and consistent access to high-quality health care.

*Neighborhoods and Built Environment:* Promote government policies that empower and protect residents to make neighborhoods safe and desirable.

*Social and Community Supports:* Improve civic participation and reduce negative long-term impact of engagement with the criminal justice system.

# SECTION ONE – BACKGROUND INFORMATION

## 1 STATEMENT OF INTENT

On August 22, 2024 the Children’s Board of Hillsborough County (CBHC) approved the release of this competitive Level (3) Leading Grant Intent to Negotiate (ITN). CBHC is responsive to community needs and regularly seeks feedback from residents and stakeholders of Hillsborough County as well as obtaining information from assessments or databases.

Barbershop Conversations is an innovative mental health strategy that leverages the unique social environment of barbershops to provide support and mental health education to clients, particularly targeting underserved populations. This concept aims to integrate mental health supports into familiar and trusted community spaces, thereby reducing stigma and increasing utilization of mental health services.

Barbershops have historically served as important community hubs, particularly within African American communities, where they function as places for socializing, networking, and discussing personal and communal issues. Recognizing the trusted role barbers play in their clients' lives, Barbershop Conversations utilize these settings as informal yet effective venues for mental health support. This approach builds on the existing rapport between barbers and their clients to facilitate open conversations about mental health and provide supports in a trusted setting.

The Confess Project (<https://www.theconfessprojectofamerica.org>) is an initiative focused on mental health and wellness within Black communities. It aims to address the stigma associated with mental health issues among men of color by promoting mental health awareness, providing resources, and creating safe spaces for open discussion and support. The Confess Project utilizes barbershops as community hubs where trained barbers engage in conversations with clients about mental health, encouraging them to share their experience and seek help when needed. Their grassroots approach helps to break down barriers to make mental health support more accessible and culturally relevant.

Harvard University has reviewed the work of The Confess Project. The article (<https://www.sciencedirect.com/science/article/pii/S2212657023000338>) explores the significant roles of barbers in American barbershops, emphasizing their impact on mental health, advocacy, interpersonal violence prevention, and community support, particularly among Black men. It highlights how barbers serve as crucial mental health resources, providing safe spaces for dialogue and offering essential listening support. Barbers also function as advocates, challenging stigmas around mental health and extending care to underserved community members, potentially preventing suicide. Moreover, the article underscores the unique position of barbers in recognizing and addressing interpersonal violence within their communities. Additionally, it recognizes the pivotal role of women barbers in fostering communication skills among young men and inspiring local women. Overall, the study stresses the importance of acknowledging barbers’ community roles and advocates for further research

and support for barbers worldwide, aiming to address systemic challenges that affect underserved communities disproportionately.

This funding opportunity is open in the following Children’s Board focus area:

***Family Support***

Services must also align with the following Social Determinants of Health:

***Health and Health Care Access***

**Intent:** The intent of this opportunity is to fund an organization to offer mental health advocacy training to barbers which serve families residing in the ONEhillsborough ZIP code areas using the following core principles: Accessibility; Trust and Rapport; Stigma Reduction; Cultural Relevance; and Holistic Health.

The Grantee will offer mental health advocacy training services in the following five ways:

1. Receive training from the Confess Project of America,
  - a. The Confess Project will conduct a **twenty-hour** train-the-trainer session (cost per person/\$1,500).
2. Offer training to barbers serving residents of ONEhillsborough zip codes,
  - a. Each barber will complete **eight** hours of advocacy training
  - b. Barbers will be compensated through stipends for training
  - c. The Confess Project will provide Technical Assistance (TA) as needed.
3. Develop partnerships with community-based mental health professionals
4. Provide mental health and other community-based resources to barbers,
5. Conduct quarterly meetings with trained barbers, mental health professionals, and ONEhillsborough staff. This will assist the ONEhillsborough team in learning about the community’s needs, gaps in services, what is working well, and opportunities for advocacy.

**Priority Populations:** Barbers that service families of the specified ONEhillsborough ZIP Codes.

**Geographic Focus to address targeted needs:** 33603, 33610, 33619

The Children’s Board releases funding opportunities each year based on revenue projections, contract terms ending, and Board approval. Currently, the CBHC is not seeking to fund the following services, locations or target populations:

- Virtual Services for main program activities;
- Hillsborough County licensed Family Child Care Centers or Family Child Care Homes; and
- Subcontractors.

**Special Notes:** During the ITN process under no circumstances should the Confess Project be contacted by the applicant to discuss this ITN or solicit letters of support.

## 1.1 GENERAL REQUIREMENTS

- Read Governing Board Policies in Appendix (#1).
- CBHC funding or resources shall not be used to supplant funding for activities which other local, state, or federal governmental agencies are obligated by statute, administrative rule, or local ordinance to support.
- CBHC accepts no responsibility for any expense incurred by the Proposer in the preparation and presentation of such Proposal.
- Services and resources funded by the CBHC are available to all families and children who are eligible for services and resources, as determined by the funded agency's program eligibility and admission criteria.
- Any CBHC Grantee (current or former) deemed out of compliance with contractual obligations may be ineligible for CBHC funding.
- A Grantee will be responsible to register with and use an E-Verify system, to ensure compliance with E-Verify requirements, and verify the work authorization status of all employees compensated with Children's Board of Hillsborough County dollars as referenced in Florida Statute s. 448.095.
- There is an expectation that all Proposers are informed and comply with:
  - o American Disabilities Act. Refer to <https://adata.org/factsheet/ADA-overview>
  - o Federal, state, and local requirements for Level Two background screening. Refer to [www.myflfamilies.com](http://www.myflfamilies.com).

## 1.2 RESTRICTED COMMUNICATIONS

Communication with Children's Board personnel, Community Review Team members, and/or CBHC Governing Board members regarding this Request for Proposals, from date of release through Board review or approval may result in disqualification of the Proposal.



### 1.3 PROCESS TIMELINE – DATES ARE SUBJECT TO CHANGE

DEADLINE / DUE DATE	ACTIVITY
09/12/2024	Video Information Session Available on CBHC website <a href="http://www.childrensboard.org">www.childrensboard.org</a> See Funding Opportunities.
09/19/2024 by 11:59pm	Written Proposer Questions
09/25/2024	Final Answers to Questions posted on CBHC website
<del>10/17/2024 by 4:00pm</del> <b>New Date: 11/5/2024 4:00pm</b>	Proposal Submission
<del>Week of 11/4/2024</del> <b>Week of 12/2/2024</b>	Community Review Team Session(s)
To be determined	Questions for Recommended Proposer(s) - Optional
<del>11/21/2024</del> <b>01/23/2025</b>	Board Review for Approval of Funding Recommendation(s)
<del>1/13/2025</del> <b>03/03/2025</b>	<b>If awarded:</b> Contract Start Date

#### 1.3.1 INFORMATION SESSION

Video Information Session Available on CBHC website [www.childrensboard.org](http://www.childrensboard.org)

### 1.4 DEMOGRAPHIC DATA COLLECTION

If awarded, the Grantee will be required to collect and submit demographic data located in **Appendix (#3)** for all participants served.

## End of Section One

## SECTION TWO – PROPOSAL CONTENT AND SUBMISSION

### 2. COVER SHEET – ATTACHMENT #1 (5 POINTS)-REQUIRED

Submit a completed Cover Sheet, **Attachment #1**. Two distinct individuals (Agency Official and Board Chair) must date and sign the original copy.

**Failure to comply with providing a signed original copy may result in disqualification.**

### 2.1 PROPOSAL NARRATIVE GUIDELINES

The Proposal Narrative must include the following information and cannot exceed **eight** pages (excluding the Cover Sheet and required and/or other applicable attachments).

#### 2.1.1 ORGANIZATIONAL OVERVIEW (10 POINTS)

- a) Organization's Mission Statement;
- b) Indicate years of operation and programs currently offered in Hillsborough County; experience working with residents in one or more of the ONEhillsborough zip codes 33603, 33610, 33619; experience providing services to marginalized communities; organization philosophy on service delivery and community engagement.
- c) Briefly describe qualifications and background of the management and finance staff, please include if they are paid employees, volunteers, or contracted;
- d) If applicable, name formal designations, licensures or accreditations;
- e) Provide an example of how the organization ensures equal opportunity to employ staff, recruit volunteers, and recruit Board members based on the needs of the organization and participants served;
- f) Disclose history of contract cancellation, filing of bankruptcy, or lawsuits against the organization; and
- g) Describe internal quality assurance procedures for managing grants in these areas:
  - o Contract compliance;
  - o Timely reporting; and
  - o Fiscal accountability.
- h) Describe current relationships or prior collaborations with barbers in the ONEhillsborough ZIP codes.

#### 2.1.2 FINANCIAL CAPABILITY (10 POINTS)

- a) Indicate which accounting system is used by the organization;
- b) Indicate if written financial policies and procedures have been established; and
- c) Provide an example of how one is used in daily operations for managing grants.

### 2.1.3 STATEMENT OF NEED AND POPULATION TO BE SERVED (10 POINTS)

- a) Clear description of the local population proposed to be served;
- b) Specify eligibility requirements and age focus; and
- c) Share evidence from families, partners, or assessments to support selected zip codes(s).

### 2.1.4 PROPOSED PROGRAM DESCRIPTION AND DESIGN (15 POINTS)

- a) Summarize actual services Proposer will offer and specify:
  - i. How services will be delivered?
  - ii. Specify location, duration, time of day (and frequency of main service activities.)
  - iii. Average length of time in program.
- b) Indicate key steps in utilizing the Confess Project's Curriculum
  - i. How will model fidelity be sustained?
- c) Describe staff training requirements;
- d) Describe volunteer training and oversight if applicable;
- e) Describe strategies to enroll and retain participants;
- f) Describe how you incorporate linguistic and culturally competent staff and practices;
- g) Provide one example of how you will engage program participants to assist you with program evaluation and/or improvement; and
- h) Describe software or tools utilized to collect, track, and report both demographic information and measurable performance outcomes.

### 2.1.5 PARTNERSHIP AND COLLABORATION (15 POINTS)

The Children's Board encourages partnership and collaboration when an organization deems it necessary to deliver efficient and improved services for children and their families.

Informal partnerships, such as in-kind services or Other Vendor Services are often necessary for agencies to deliver quality services, however, those partnerships do not require Sub-contract agreements for the purposes of this ITN. See Appendix (#4) for definition of Other Vendor Services.

If there are informal partners, name partners and describe their role in this proposed program for which a Letter of Support was not submitted or applicable as indicated in Section 2.2.5 - Letters of Support.

- a) Describe how the Proposer will collaborate with agencies to address mental health needs, navigate systems, and promote fatherhood engagement.

- b) Explain how Proposer will identify and partner with nonprofits already known and trusted by the community.
- c) Indicate an informal partnership, such as in-kind or other vendor services in the budget that may be necessary for agencies to deliver quality services for which a Letter of Support was not required.
- d) Explain organization's ability to recruit and hire employees who live in the ONEhillsborough targeted zip codes and willingness to support small businesses in the community. Provide examples as applicable.

## END OF PROPOSER NARRATIVE

### 2.2 ADDITIONAL ATTACHMENTS

#### 2.2.1 MATRIX/WORKPLAN – ATTACHMENT #2 (15 POINTS)-REQUIRED

The Matrix/Work Plan is a simple way for the Proposer to outline how outcomes will be measured and achieved. Refer to **Appendix (#5)** Matrix/Work Plan Instructions. Complete **Attachment (#2)** for Year One.

**Outcomes:** Select both required outcomes as written below and suggest at least one other for consideration by CBHC for a total of three to complete the Matrix Work Plan. Select outcomes that align with the program model, target population, and for which you can collect the best data.

1. At least 85% of a minimum of # professionals have increased knowledge of community resources; (Required)
2. At least 85% of a minimum of # professionals have increased knowledge of the training curriculum; (Required)

**Objective:** One sentence that includes the total number of participants that will be enrolled with a target population descriptor, main service, and main service location.

**Responsible Parties:** List staff, volunteers, or community partners contributing to outcome.

**Activities:** Brief and specific service titles, frequency, and duration to meet each outcome. Activities reflect services offered to the target population to meet the outcome. Activities are not for administrative tasks such as entering data.

**Indicator Measurements:** Proposers are encouraged to select validated measurement tools that have proven to be effective in quantifying the intended outcomes.

### Special Notes:

- Indicators set specific expectations as evidence that the outcome was achieved by the program participant.
- Indicators must correspond to the measurement instrument proposed for each outcome in the Matrix/Work Plan and will be finalized if an award is granted.
- Additional outcome measures or deliverables may be necessary post award per the proposer's implementation plan.

#### 2.2.2 BUDGET – ATTACHMENT #3 (10 POINTS) - REQUIRED

The Children's Board is seeking to invest in programs that deliver high quality services for children and families in Hillsborough County. Proposers should request necessary funds to operate the program according to the service delivery model and include expenses that are necessary to operate effectively to meet outcomes. The Children's Board encourages Proposers to pay fair market wage for all employees listed in the Salary Detail (Budget Tab 2).

Please refer to the New Program Funding Budget Instructions, **Appendix (#4)** to develop the budget summary, salary detail, and budget narrative for First Year and Second Year Operating Budget.

**First Year Operating Budget** is the amount deemed necessary for startup and services or to fully operate a year-round program between ~~January 13, 2025~~ **March 3, 2025** and **September 30, 2025**.

- First Year Operating Budget amount may not exceed ~~\$140,000~~ **\$125,000**.

**Second Year Operating Budget** is the amount deemed necessary to fully operate the program between **October 1, 2025 and September 30, 2026**. (Grants are time-limited and may be renewed for one additional year.)

- Second Year Operating Budget amount may not exceed **\$185,000**.

Complete and submit the required budget for both First- and Second-Year funding using the Excel file posted with the release which **includes four tabs**:

- Tab (1) – New Project Funding Budget Summary,
- Tab (2) – Salary Detail,
- Tab (3) – First Year Budget Narrative, and
- Tab (4) – Second Year Budget Narrative.

### SPECIAL NOTES:

- Do not change or alter the Excel form.

- First Year budget may include one-time expenses that may not be necessary in Second Year.
- Unallowable expenses included in the budget are subject to removal and the overall budget may be reduced if Proposer is recommended for funding.
- If the program charges fees for services, they must be included in the “other funding sources” line of the budget under the revenue section.
- Include the cost of the train-the-trainer sessions: \$1,500 per person
- Include the cost of a community kickoff event to be held at a local barbershop
- Include the cost of stipends paid to participating barbers
  - Volunteer stipends may be paid in recognition of appreciation as a nominal flat fee per event, month, or year, not to exceed \$500 per person per fiscal year.
- Include the cost of technical assistance which will be provided by the Confess Project (up to \$4,500)

**Failure to complete all budget tabs may result in disqualification.**

#### 2.2.3 BOARD OF DIRECTORS – ATTACHMENT #4 (4 POINTS)-REQUIRED

**SPECIAL NOTE:** This list will not be shared or used to solicit donations.

#### 2.2.4 IMPLEMENTATION PLAN – ATTACHMENT #5 (6 POINTS)-REQUIRED

Use template provided to submit a one-page Implementation Plan based on the **First Year Activities and Operating Budget** which includes anticipated start date for services. Implementation Plan may only be one page, delete unused rows, and begin in the same month as contract term.

#### 2.2.5 LETTERS OF SUPPORT – ATTACHMENT #6 (NOT SCORED)

Up to three current Letter(s) of Support are **required ONLY IF Proposer intends to:**

- Use of space in locations not owned or rented by proposer.
- Receive in kind goods or services that complement the proposed program.

#### 2.2.6 AUDIT, REVIEW, OR UNAUDITED ANNUAL FINANCIAL STATEMENTS - ATTACHMENT #7 (NOT SCORED)

Please submit **one copy** of the agency’s most recent Audit, Review or Unaudited Annual Financial Statements. Definitions are as follows:

- Audit is required if the agency’s total expenses are greater than or equal to \$300,000.
- Review is allowed if the agency’s total expenses are less than \$300,000.

- Unaudited Annual Financial Statements allowed if the agency’s total expenses are less than \$300,000, there is no current Audit or Review and the agency is not currently funded by the Children’s Board. Unaudited Annual Financial Statements are:
  - Income Statement
  - Statement of Cash Flow
  - Statement of Changes in Equity

If submitting a most recent Audit or Review please refer to the table below:

Agency Fiscal Year	Audit / Review to be included with submission to CBHC
4/1/2023 - 3/31/2024	Year End for 2024
7/1/2023 – 6/30/2024	Year End for 2023
10/1/2023 - 9/30/2024	Year End for 2023
1/1/2024 – 12/31/2024	Year End for 2023

**Failure to submit required attachments may result in disqualification.**

## 2.3 SUBMISSION INSTRUCTIONS

- Organize Proposal Narrative using the same ITN section numbers, titles, and letters;
- Use (12) point font size consistently throughout document;
- All submission pages must be single-spaced, single-sided, and numbered, **except Audit, Review or Unaudited Annual Financial Statements.**
- **One original** proposal and **four black and white copies**, including attachments.
- **One electronic version** of the proposal in its entirety on a USB in .pdf format EXCEPT for Budget. Budget on USB drive should be in Excel format.

Proposals will not be accepted by e-mail. Please mail, hand deliver, or courier before **4:00 p.m.** (Children’s Board Lobby Clock) before or on ~~10/17/2024~~ **11/5/2024** to:

*Children’s Board of Hillsborough County  
1002 E. Palm Ave., Tampa FL 33605*

### Special Notes:

- Do not bind original or copies, only use staples or paper clips.
- Do not include active web links anywhere throughout the document.
- Attachments that are not requested in this ITN or page separators will not be included in Community Review Team packets.

**Failure to comply with Proposal submission instructions may result in disqualification.**

## 2.4 APPENDIX DOCUMENTS ARE FOR INFORMATION ONLY

1. Relative Governing Board Policies/Standard Conditions for Procurement
2. General Terms and Conditions
3. Required Demographic Data
4. New Program Funding Budget Instructions
5. Matrix Work Plan Instructions
6. Service area demographics
7. Community Review Team Scoring Criteria