



COLORADO
PARENT & CHILD
FOUNDATION

Request for Proposals

Board Engagement Project

Request for Proposals

Due March 15, 2010

Prepared by:

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OVERVIEW

The Colorado Parent & Child Foundation ("CPCF") is interested in receiving proposals from consultants with experience in developing board of director recruitment, training, engagement, retention, and strategic planning, and organizational branding and positioning, specifically for non-profit organizations.

CPCF hereby invites you to submit a proposal for the services described in detail in this Request for Proposal ("RFP"). If you are interested in undertaking this assignment, you are invited to submit a proposal in response to this RFP.

You are requested to hold your proposal valid for ninety (90) days from the date of submission, during which time you will maintain, without change, the solution proposed for the assignment and your proposed price.

In order to familiarize yourselves with CPCF, you may wish to utilize resources such as the current website at cpcfonline.com or collateral materials, some of which have been included in the appendices. Any costs incurred by you for collection of preliminary information, for preparation of the proposal or for the subsequent negotiations, will not be reimbursable as a direct cost of the assignment. Additionally, please do so with no disruption to business operations or inconvenience to employees or customers.

If you request additional information, CPCF will endeavor to provide such information expeditiously, but any delay in providing such information will not be considered a reason for extending the submission date of your proposal. Please submit requests for information or clarification via email to the Project Manager. CPCF's response to any queries will be provided via email and may, at CPCF's election, be forwarded to any or all.

CPCF may, by written notice to all bidders, revise or amend this RFP prior to the due date for proposals. If, in the opinion of CPCF, the revisions or amendments will require material changes in proposals, the due date may be extended at the discretion of CPCF.

Please note that CPCF is not bound to select any of the vendors submitting proposals. Further, as quality is an important selection criterion, CPCF does not bind itself in any way to select the vendor offering the lowest price. CPCF reserves the right to request vendors to make a presentation to CPCF subsequent to submission of proposals; however, any such meeting will be scheduled at the discretion of CPCF.

The selected vendor(s) will be invited to negotiate financial and other terms of the contract at the discretion of CPCF. The representatives conducting negotiations on behalf of the vendor must have authority to negotiate the financial and other terms and to conclude a binding agreement. As soon as the contract is signed with the selected vendor(s), other participating vendors will be notified.



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CONFIDENTIALITY

This RFP is confidential and contains commercially sensitive and proprietary information regarding CPCF's operations, business strategy and target customer. This RFP must be treated as a confidential document.

This information is confidential to CPCF and its affiliates. As a condition of receiving this RFP and/or submitting a proposal, you hereby agree on behalf of your company and your subcontractors to protect the confidentiality of any non-public information regarding CPCF and its affiliates, whether the information is included in this RFP or obtained in the course of preparing or submitting a response to this RFP. Disbursement of any information in this RFP should be limited to a "need-to-know" basis. News or other information releases pertaining to this RFP shall not be made without prior written approval from CPCF. Likewise, CPCF agrees that information contained in your response will not be disclosed to any party other than CPCF agents and employees who will participate in the evaluation/selection process.

All information is provided solely for the purpose of responding to this RFP. Any other use of this information or the disclosure of the contents of this RFP to any other party shall constitute a violation of confidentiality. You represent and warrant to CPCF that you have in place industry-standard and adequate technological and other controls and procedures to ensure the security and confidentiality of any information which may be provided to you and to prevent such information use other than for the business purposes for which it was supplied to you.

Furthermore, prospective vendors must ensure that neither the content of this RFP nor any other non-public information regarding CPCF is disclosed to anyone involved in the development, marketing, sales or management of products that compete with CPCF within their own companies, or to third-party companies that compete with CPCF.

As a condition of your receipt of this RFP and/or your submitting a proposal, you agree to indemnify, defend and hold CPCF and its affiliates harmless from and against any losses, claims, damages, liabilities or expenses, including without limitation those asserted by customers (which shall include, but not be limited to, all costs of defense and investigation and all reasonable attorneys' fees) to which CPCF or its affiliates may become subject, insofar as such losses, claims, damages, liabilities or expenses arise out of or are based upon any breach of any provision of this confidentiality provision by you or your failure to perform, undertake, honor or comply with your responsibilities under this confidentiality provision. Upon request from CPCF, you agree to execute a separate agreement reiterating the terms of this confidentiality provision; however, your failure to execute any such agreement and CPCF's failure to request that you execute any such agreement shall not affect your obligations hereunder.



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PRIMARY CONTACT AND SUBMITTING RESPONSES

Primary Contact

Provide the name, title, address, telephone number, fax number and e-mail address of a single person to serve as your company’s primary contact regarding this RFP. All communications with the respondent will be addressed to the primary contact.

CPCF's primary contact and project manager for this project is **Melissa L. Kelley**. All communications should be directed to CPCF’s primary contact unless notified otherwise by CPCF.

Name:	Melissa L. Kelley, Executive Director Colorado Parent & Child Foundation
Address:	1775 Sherman Street, Suite 2075, Denver, CO 80203
Telephone:	303.860.6000
Fax:	303.860.7110
E-mail:	melissa@cpcfonline.org

Schedule of Events

Interested parties are requested to send an email no later than March 1, 2010, indicating their intention to submit a proposal and the primary contact information indicated above.

Responsive bidders shall complete and return an electronic version of the completed bid as follows:

- Adobe Acrobat (pdf)

CPCF may deem a bidder non-responsive if the bidder fails to answer or provide all required documentation. It shall be the bidder’s responsibility to provide one (1) electronic copy of the completed proposal to CPCF’s primary contact at the email address above no later than 5:00 p.m. on March 15, 2010.

Below is an estimated schedule that is subject to change at the discretion of CPCF.

i)	Release RFP	February 15, 2010
ii)	Vendor Confirms Intent to Respond	March 1, 2010
iii)	Proposals Due	March 15, 2010
iv)	Short List Presentations	March 29, 2010
v)	Contract Award	April 1, 2010

Proposal submission requirements are outlined at the end of this RFP in the *Vendor Response* section.



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BACKGROUND

About Us:

The Colorado Parent & Child Foundation (CPCF) promotes and supports high-quality early childhood education programs and family initiatives which build parent involvement and school readiness. The CPCF was founded in 1991 by volunteers dedicated to the vision that parents are their child's first and most influential teachers who prepare their children for success in school and life.

To achieve this vision, the organization currently works to advance two evidence-based early childhood home visitation program models statewide: Home Instruction for Parents of Preschool Youngsters (HIPPI) and Parents as Teachers (PAT). Both HIPPI and PAT deliver home-based, parent involved, early learning opportunities and provide solutions that strengthen families and help children realize success by beginning school ready to learn. CPCF provides effective system-level services to the statewide network of HIPPI and PAT programs. As the state lead organization for both program models (as designated by HIPPI USA and the National Center for PAT, respectively), CPCF works in close collaboration with over 40 partner agencies across the state who serve nearly 3,500 children and their families annually with regular home visits, monthly group meetings, health and developmental screening, and community resource and referral.

CPCF provides these partner agencies implementing the HIPPI and/or PAT program model with training, technical assistance, fidelity assurance, quality consultation, evaluation, resource development, advocacy, and strategic positioning at the state and local levels.

Funding:

On average, 99% of the organization's annual funding is from restricted sources, with 85% from government grants and 10% from foundation grants, and the remainder from training event fees, corporations and individual donations.

Board:

The CPCF Board of Directors is currently comprised of seven voting members. All members of the Board agree to promote CPCF to the public and act as a spokesperson, to attend all board meetings (typically held every other month), to participate in fundraising activities, to act in the best interests of CPCF and excuse themselves from any discussions or activities where they have a conflict of interest, and to work in good faith with staff and other board members towards the betterment of CPCF. Last year, 100% of the Board members contributed financially to the organization. CPCF recently finalized and adopted new Board Policies using the Carver Policy Governance model. The Board also approved and conducted semi-annual monitoring of progress against the new policies. This new model of governance for CPCF enables the Board to focus on the larger issues around the organization's mission and vision, to delegate with clarity, and to evaluate the accomplishments of the organization.



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THE CHALLENGE

Colorado Parent & Child Foundation would like to develop a more stable funding base by diversifying its funding sources. We believe a key component of accomplishing this goal is to expand and increase our external target audiences by increasing brand visibility and equity. Fundraising and branding should also be a core activity of the board of directors.

Challenges to accomplishing these objectives are centered around two issues: organizational positioning and board engagement. Currently the board is mainly comprised of individuals who were integral to the organization's history and evolution, and are heavily invested in the programming. Individuals with these skill sets, while valuable, need to be complemented with a stronger diversity of individuals with different spheres of influence, talents, and skills, to help the organization reach its future goals and needs. Additionally, while the organization has a solid and strong *programmatic and operational* strategic plan, the board needs to address their goals (to be developed through this process) in a 3-5 year strategic plan.

Additional challenges include competitive differentiation, a marked decrease in amounts and sources of funding due to economic conditions, and the struggle to develop a brand around a non-direct service organization (differentiating the organization's identity from that of its two core programs).

PROJECT OBJECTIVES

This project will be successful when the implemented solutions achieve the following objectives:

- Build and retain a diverse and engaged board of directors
- Broaden and diversify target audiences for marketing and fundraising efforts
- Enhance and evolve brand image
- Develop a strategic plan for the board to engage in positioning and fundraising for the organization
- Diversify funding base beyond foundation and government grants

DESCRIPTION OF REQUIREMENTS

Overview of Work

- Vendor proposals will offer a solution to the challenges and objectives outlined above. Vendors responding to this RFP must clearly define which service(s) they propose to meet the defined objectives and include the names of any partner organizations, subcontractors or freelance personnel who will be working on this project.



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- CPCF will retain all rights and ownership of all aspects of the completed solutions including branding strategy, creative images, strategic plans, etc
- Vendors should also demonstrate their ability to achieve objectives without heavy reliance on staff or resources/assistance from the existing board of directors. Vendors must draw on their own connectedness or spheres of influence.

VENDOR PRODUCT/SOLUTION AND SERVICES

Vendor Information

Primary Contact

Provide the name, title, address, telephone number, fax number and e-mail address of a single person to serve as your company's primary contact regarding this RFP. All communications with the respondent will be addressed to the primary contact.

Statement of Qualifications

Describe your organization's qualifications, availability and methodology.

- (a) Describe your qualifications to provide a solution to CPCF. Include relevant experience with providing solutions to non-profit organizations. Provide a brief history, including the length of time the company has been in business, an outline of the firm's recent experience on similar assignments, and, specifically, the firm's experience (if any) in Colorado. The experience claimed should be limited to those projects for which your firm (or your associate firm(s)) was legally contracted to carry out for clients as corporate entities.
- (b) Describe the general approach or methodology that you typically follow to carry out the required services, including a timeline or estimated span of completion for the scope of work as requested in the Timeline section.
- (c) Provide the name, address and phone number of three references for work completed in the past five years, along with a description of the services provided. References should include sites that have been implemented similar to CPCF's project as described in this RFP.
- (d) Provide information on your current workload and availability to undertake the tasks detailed in this Request For Proposal. Indicate the number of hours on a weekly basis you or your team would be able to dedicate to this project.
- (e) Indicate whether your organization has ever failed to complete any work awarded to it? If yes, please describe.
- (f) Indicate whether there are any judgments, claims, arbitration proceedings or suits pending or outstanding against your organization or its officers. If so, please describe.

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Subcontractor and Third Party Relationships

Describe and identify any subcontractors that will be utilized to deliver the proposed solution. Describe any partnerships or other relationships that will be utilized to deliver the final solution to CPCF.

Estimates

Timeline

Provide a timeline that corresponds to the described methodology and indicate your availability to undertake the tasks detailed in this RFP. Propose a high-level schedule.

Detailed project timing will be defined during the detailed planning phase. Upon awarding a contract, the selected vendor(s) will be required to provide a schedule of delivery, implementation and training that will outline tasks, responsibilities, assumptions and a break-down of each task/activity.

Financial Proposal

Good Faith Estimate

The financial proposal will be considered in evaluation and selection of vendors. However, each element of the financial proposal will be reviewed in detail during contract negotiations with the selected vendor(s) for determining the final contract price.

Provide a good-faith cost estimate for your recommended solution, itemized by major component. Estimates should be fixed cost, not time and material. Provide unit costs for each major component to allow for a projection of costs under alternative configuration scenarios. Define the number of estimated labor hours by category of service provider and list their associated rate.

CPCF may call upon top ranked vendors to make a presentation to gather additional specifications; however, this will be entirely at the discretion of the CPCF. Should additional details surface during the selection process, CPCF reserves the right to request top ranked vendors to update their Good Faith Estimate, prior to entering final negotiations.

Final Negotiations

After evaluation of proposals and possibly vendor presentations, the selected vendor(s) will be invited to negotiate financial and other terms of the contract without delay. Negotiations will include a discussion of the proposed approach and work plan, staffing, and any suggestions the vendor may have to improve the Request For Proposal.

Please note that the cost of preparing a proposal, providing a presentation, and negotiating a contract are not reimbursable as a direct cost of the project.



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The representatives conducting negotiations on behalf of the vendor must have authority to negotiate the financial and other terms to conclude a binding contract. Should the negotiations prove unsatisfactory, the vendor submitting the next-ranked proposal will be invited for negotiations (and so on, if necessary, until a contract is entered into). As soon as the contract is signed with the finally selected vendor(s), other short-listed vendors will be advised of the fact.

EVALUATION CRITERIA

Bidders will be evaluated and ranked based on a number of attributes, including but not limited to:

- Total cost
- Degree of experience with non-profits (specifically with non-direct service orgs)
- Ability to meet the defined requirements
- Demonstrated understanding of CPCF's needs
- Reliability
- Reasonable timeframe for accomplishing objectives
- Connectedness to community/spheres of influence

CPCF reserves the right to strike a definitive agreement with any suppliers at any time during the process; therefore, proposals should be clear and submitted with the most favorable terms.

This is not an offer to contract. Only the execution of a written contract and/or issuance of a written purchase order will obligate CPCF in accordance with the terms and conditions contained in such documents. This is not a purchase order and CPCF does not promise that any contract shall be awarded as a result of this RFP. Award of any contract shall be solely at CPCF's discretion. CPCF reserves the right to reject any or all proposals, to accept any proposal, or to effect any combination of proposals.

Anti-Discrimination Statement

The Colorado Parent and Child Foundation Board of Directors is committed to a policy of nondiscrimination in relation to race, color, sex, sexual orientation, gender variance, religion, military status, national origin, age, marital status and disability. Respect for the dignity and worth of each individual shall be paramount in the establishment of all policies by the Board and in the administration of those policies by the Foundation staff.

Legal References include but are not limited to the following:

- Title VI of the Civil Rights Act of 1964, 42 U.S.C. § 2000d et. seq., prohibiting discrimination on the basis of race, color or national origin;



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- Title VII of the Civil Rights Act of 1964, 42 U.S.C. § 2000e et. seq., as amended by 42 U.S.C. §1981a, prohibiting discrimination on the basis of race, color, sex, national origin and religion;
- Title IX of the Education Amendments of 1972, 20 U.S.C. §1681 et. seq., as amended, prohibiting discrimination on the basis of sex;
- The Rehabilitation Act of 1973, 29 U.S.C. §701 et. seq., as amended, and the Americans with Disabilities Act of 1990, 42 U.S.C. §12101 et. seq.; which prohibit discrimination on the basis of disability;
- The Age Discrimination in Employment Act of 1967, 29 U.S.C. § 621 et. seq., as amended, which prohibits discrimination on the basis of age.
- The Denver Municipal Code, Article IV, Section 28-91, et. seq. which prohibits discrimination on the grounds of sexual orientation and gender variance.

Thank you for your time and diligence in preparing a proposal.



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Appendix: Additional Background Information

Organizational History:

The Colorado Parent & Child Foundation (CPCF) promotes and supports high-quality early childhood education programs and family initiatives which build parent involvement and school readiness. The CPCF was founded in 1991 by volunteers dedicated to the vision that parents are their child's first and most influential teachers who prepare their children for success in school and life. Toward that end, CPCF's senior board members spent the last 18 years introducing and developing Home Instruction for Parents of Preschool Youngsters (HIPPI) programs throughout Colorado. In February 2001, a grant from the Rose Community Foundation enabled CPCF to establish a staffed office to promote and support HIPPI. In late 2004, the Board of Directors of CPCF, and the Advisory Board of Colorado Parents as Teachers (PAT), voted to merge the two organizations. Colorado PAT had a complementary vision and had operated loosely under the fiscal agent of Starpoint in Canon City as an advisory group to the state's PAT program sites. In an effort to elevate both HIPPI and PAT in Colorado, rather than form another nonprofit organization, the Boards of both entities made the decision to come together. This means that CPCF proudly represents both HIPPI and PAT: two of the nation's premier early childhood home visitation programs, and as such, enables CPCF to increase the visibility of home visitation programs throughout the state, leverage resources more effectively, and streamline administrative processes. CPCF is the first organization in the nation to bring the state level functions of both HIPPI and PAT under one entity. CPCF was fortunate to be recognized by then-Governor Owens in 2005 when our founder, Bernice Frieder, received a Colorado Cares Award for her service to Colorado. Ms. Frieder, who turned 93 in April 2009, brought helped to bring HIPPI to the United States and to Colorado through her work with the National Council of Jewish Women, and soon thereafter established CPCF to help support the sites.

Organizational Goals:

In 2007, CPCF completed a multi-year strategic plan and outlined the following four goal areas in the areas of governance, strategic positioning, management, and program, as follows:

- **GOVERNANCE:** The CPCF Board is representative of the diversity of Colorado and responsive to the organization's needs. Areas of work in this goal area include nominating, fundraising, and policy development.
- **STRATEGIC POSITIONING:** CPCF is a well-positioned, sustainable organization with a positive image and strong partnerships to achieve greater ends. Areas of work in this goal area include brand image & strategy, communications & marketing plans, strategic alliances, and advocacy & leadership.
- **MANAGEMENT:** The infrastructure of CPCF is effective and efficient. Areas of work in this goal area include financial oversight, CEO review, and administration & operations.
- **PROGRAM:** CPCF's programs are of high quality to achieve optimal outcomes. Areas of work in this goal area include training & technical assistance to program sites, quality & fidelity monitoring, and program research and evaluation.



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Description of our Programs:

CPCF provides state level support to the network of 6 HIPYPY and 34 PAT program sites, to include:

- Start-Up/Program Planning Counsel
- Initial and Ongoing Training and Technical Assistance
- Fidelity Monitoring
- Quality Consultation
- Evaluation, Data Collection and Analysis
- Resource Development
- Intermediary Funding Support (on large public grants)
- Program Visibility, Advocacy, and Strategic Positioning with early childhood, family literacy, and parent education systems

About HIPYPY: Home Instruction for Parents of Preschool Youngsters (HIPYPY) is a home-based, peer-delivered, early intervention program that helps parents provide educational enrichment for their preschool aged children. An international program developed in 1969 at Hebrew University in Jerusalem, Israel, the first program reached the U.S. in 1984, and reached Colorado in 1989. HIPYPY families are generally poor, under-educated, disenfranchised, and often linguistically isolated. Home visitors from the neighborhood, themselves current or former parents in the program, deliver a 30-week curriculum which includes weekly home visits, group meetings, family field trips, and celebrations. HIPYPY is planned around a 2 or 3 “school” year cycle. Children enter as 3 or 4 year olds and “graduate” at 6. Using a set of materials appropriate to children’s developmental levels, HIPYPY parents, trained through role modeling from a HIPYPY home visitor, work with their children daily, 5 days a week. In addition to the educational activities promoting pre-literacy skills among 3, 4, and 5 year olds and mentoring activities promoting parents as their child’s first teachers, HIPYPY also provides parents with information on community and health resources, including educating parents about the importance of immunization, working to ensure that 100% of HIPYPY children are fully immunized by the time they enter kindergarten. There are currently 6 HIPYPY program sites in 8 Colorado Counties, serving 796 children and their families through the work of over 60 HIPYPY home visitors and program coordinators.

About PAT: Parents as Teachers (PAT) is an international early childhood parent education and family support program serving families throughout pregnancy until their child enters kindergarten. It was developed in the 1970s in Missouri and began as a pilot project in 1981 for first-time parents of newborns. In 1985, the program was implemented across all school districts in Missouri, and since then has expanded to all 50 states and to other countries. The program is designed to enhance child development and school achievement through parent education accessible to all families. The PAT model includes 4 components: Personal visits (monthly or bi-weekly) during which parent educators share age-appropriate child development information with parents and engage the family in activities that provide meaningful parent/child interaction; group meetings; developmental screening; and a resource network. There are currently 34 PAT program sites in 36 Colorado Counties, serving 2,689 children and their families through the work of over 170 PAT parent educators and program supervisors.



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Rationale for Advancing HIPPY and PAT Programming:

Advancing cost-effective evidence-based programming is vital. CPCF is committed to promoting high quality programs with a strong evidence-base, promising relevant outcomes at an attainable cost with a positive return on investment. The benefit of implementing evidence-based programming is that, if implemented with fidelity, will garner a consistent pattern of positive program impacts. CPCF oversees program quality and fidelity through a comprehensive, multi-tiered fidelity assurance process that includes guidance and approval of preliminary program plans (prior to program start-up), initial and ongoing training of program staff, regular review of program implementation data, on-site monitoring and technical assistance, and external validation of program fidelity. CPCF is dedicated to strengthening its programming to ensure optimal outcomes for families and children served through these evidence-based models.

Populations Served (Based on FYE 6/30/09)

- 6 partnering HIPPY program sites and 34 partnering PAT program sites (each are independent of CPCF)
- 36 Colorado Counties

HIPPY reach: 796 children. 78% are Hispanic/Latino, 12% are White, and 10% are Other. 54% of HIPPY families speak Spanish as their primary language, and 90% of HIPPY families fall below the federal poverty line (with the other 10% being low-income). More than half of HIPPY parents have not completed high school.

PAT reach: 2,689 children. 51% are Hispanic, 37% are White, and 12% are Other. 37% of PAT families speak Spanish as their primary language, and 91% of PAT families served have major risk factors such as low-income/poverty, low educational attainment levels, limited English proficiency, children with disabilities, teen parents, single parenthood, and multiple children under the age of 5. All HIPPY programs and half of the PAT programs have waiting lists. Significantly higher needs were presented by 50% more PAT families this past year than in the previous year.

Current Major Funders

- Governor's Commission on Community Service/AmeriCorps
- Colorado Department of Public Health and Environment/Tony Gramscas Youth Services
- U.S. Department of Education/Parental Information and Resource Centers
- Temple Hoyne Buell Foundation
- Rose Community Foundation
- Daniels Fund
- The Denver Foundation
- Colorado Health Foundation

Organizational Budget for 2009-2010 Fiscal Year

- Approximately \$1.2 million



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Sources of Income

- 85% Government Grants
- 10% Foundation Grants
- 4% Training Events
- 1% Individual Contributions, Business Contributions, Investment Income

Staffing

- Full-time Executive Director
- Full-time Director of Programs and Training
- Part-time Operations Coordinator
- Part-time Grants Manager/Accountant
- 5 Trainers (contractors, as needed for specific training efforts)

About the Executive Director

Melissa L. Kelley is the chief executive officer responsible for providing overall leadership of the Colorado Parent & Child Foundation and its programs, ensuring consistent achievement of the organization's mission, implementation of its policies, goals and objectives, and management of its financial and administrative position. Ms. Kelley began her tenure as the Executive Director in January 2004. Since then, she has grown the organization's reach, quintupling the number of families served by expanding programming from six to thirty-seven sites statewide and incrementally increasing the capacity of the organization to respond effectively to the needs of program sites by aligning and improving core processes and implementing strategic opportunities to optimize delivery of organizational services. She has diversified the organization's grant sources and quadrupled its budget, streamlined administrative processes, and developed key collaborations thus increasing the organization's viability, sustainability, and position within the early childhood and family support systems statewide. Ms. Kelley serves as the Chairwoman of the Colorado Home Visitation Coalition, representing early childhood home visiting efforts at multiple state level tables, including the Colorado Early Childhood Partners, the Colorado Early Childhood Summit, and the Office of Professional Development. She was recently appointed by the State Board of Education to the newly legislated State Advisory Committee on Parent Involvement in Education. She is also on the Institutional Review Board for The Partnership for Families and Children and on the National Board of Trustees for the Little Rock, AR based HIPPI USA. Ms. Kelley recently completed a three-year term on the governing board of the Colorado Association for the Education of Young Children and was a Class of 2007 PLAN Fellow with the National Women's Law Center. In June 2010, she will begin serving a three year term on the Board of Directors of the St. Louis, MO based National Center for Parents as Teachers. Prior to her leadership of CPCF, Ms. Kelley served in the national service arena working both as a consultant with individual state service commissions across the U.S. and as a staff member overseeing Colorado's AmeriCorps programs for the Governor's Commission on National and Community Service under both Governor's Romer and Owens. She holds a Master of Divinity degree from Princeton Seminary and a Bachelor of Arts in History, Philosophy and Religion from Mary Baldwin College. She is an active member of the Rotary Club of Denver.



COLORADO
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The Colorado Parent & Child Foundation is a happy story for thousands of children and their parents.



**BECOME
A PART
OF THE
STORY.**

Organizational History

The Colorado Parent & Child Foundation (CPCF) was founded in 1991 by a team of volunteers dedicated to the vision that parents are their child's first and most influential teachers who prepare their children for success in school and life. The organization works with two evidence-based international early childhood home visitation models: Home Instruction for Parents of Preschool Youngsters (HIPPI) and Parents as Teachers (PAT). These programs provide parents with up-to-date information on child development and school readiness, and connect them to critical services within their community.

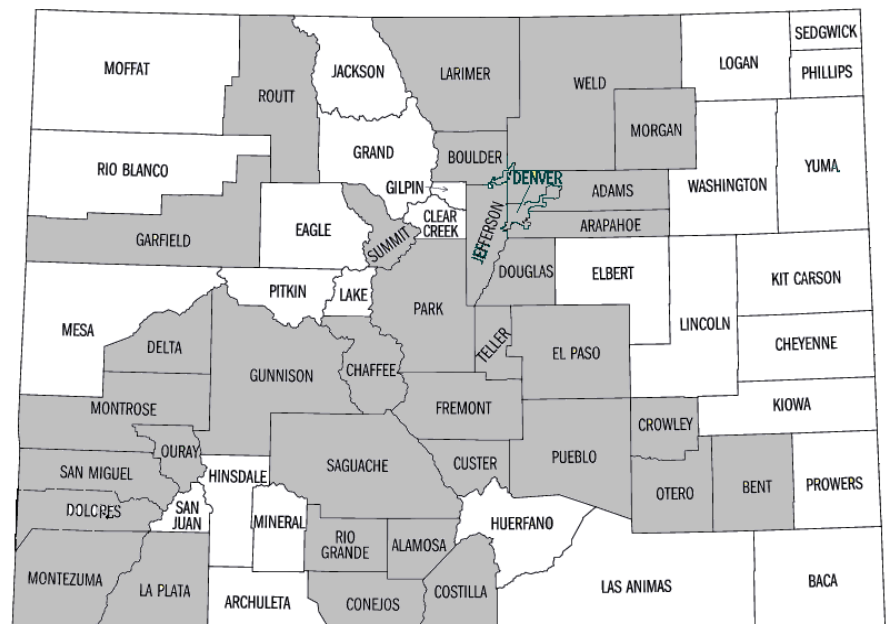
Rationale for Advancing HIPPI and PAT

Parents are their child's first and most influential teacher, and the home is the child's first and most important early learning environment. HIPPI and PAT deliver home-based, parent involved, early learning opportunities and provide solutions that strengthen families and help children realize success by beginning school ready to learn. HIPPI and PAT reach families where they are – in their homes and on their terms. The programs work in both urban and rural settings to overcome the barriers of poverty and social isolation, and present parents with options to help develop their skills to become the best teachers in their child's life.

Overall Program Reach

HIPPI and PAT programming currently reaches 3,485 children and their families with regular home visits, monthly group meetings, health and developmental screening, and community resource and referral through the collaborative work of 40 agency partners in 36 Colorado Counties.

The Colorado Parent & Child Foundation promotes and supports early childhood programs and family initiatives which build parent involvement and school readiness.



303.860.6000



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Citations and Recognitions

HIPPY and PAT are both evidence-based programs that have been the subject of numerous citations and recognitions, including:

- Included as a Program with a Strong Evidence Base (HIPPY) and as a Program with a Promising Evidence Base (PAT) in the Rand Corporation report “Early Childhood Interventions: Proven Results, Future Promise”
- Cited as one of ten parenting programs strong enough to have an economic impact in the Partnership for America’s Economic Success’ Issue Brief entitled “Parenting Education is Economic Development”
- Cited as a promising practice (HIPPY) in the Public Policy Forum report “From Immigration to Participation”
- Listed as "What Works" in Child Trends Guide to Effective Programs for Children and Youth: Lifecourse Interventions to Nurture Kids Successfully: Home Visiting (HIPPY and PAT)
- Listed as a “Model Program” by Strengthening America’s Families: Effective Family Programs for Prevention of Delinquency (HIPPY and PAT)
- Listed as a “Promising Practice” by the Rand Corporation’s Promising Practices Network on Children, Families and Communities (PAT)
- Included as a Promising Program with a focus on family well-being and self-sufficiency in SECPTAN’s “Up and Running: A Compendium of Multi-Site Early Childhood Initiatives” (HIPPY and PAT)
- Featured as an effective model program benefiting parents, children, and communities by the Child Welfare League of America (PAT)
- Listed as an effective prevention program for child abuse and neglect which promotes healthy families by the Child Welfare Information Gateway (PAT)
- Cited as a leader among effective model programs serving low-income families in the Zero to Three journal report on “Replication in Practice: Lessons from Five Lead Agencies” (HIPPY)
- Cited as an effective strategy for school readiness, family literacy, and family involvement by the Colorado School Readiness Indicators Project and by the Denver Public Schools Task Force on Early Education and School Readiness (HIPPY and PAT)
- Cited in research published in 2008 in the Journal of Primary Prevention as proven to close the achievement gap between poverty and non-poverty children at kindergarten entry, with sustained results showing continued narrowing at third grade (PAT)
- Highlighted as one of eight main needs in the area of early childhood in the Office of the Lt. Governor/Governor’s Commission on Community Service Colorado Needs Assessment Report on Community Service, Volunteerism, and Civic Engagement: Findings and Implications for Action (HIPPY)

Colorado Parent & Child Foundation’s Program Support

The Colorado Parent & Child Foundation is committed to strengthening Colorado’s HIPPY and PAT programs so as to ensure optimal outcomes for families and children served through these evidence-based models. Our work is organized around five central focus areas:

- Training and Technical Assistance
- Fidelity Assurance and Quality Improvement
- Research and Evaluation
- Resource Development and Intermediary Funding Support
- Strategic Positioning and Community Collaboration

Become A Part of The Story

For more information about the Colorado Parent & Child Foundation and its programs, contact us at:

1775 Sherman Street, Suite 2075
Denver, CO 80203
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COLORADO
PARENT & CHILD
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The Colorado Parent & Child Foundation promotes and supports early childhood programs and family initiatives which build parent involvement and school readiness.



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1775 Sherman Street
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COLORADO HIPPY

(HOME INSTRUCTION FOR PARENTS OF PRESCHOOL YOUNGSTERS)
PROGRAMMING

A Love of Learning Begins at Home.

Program Description

Home Instruction for Parents of Preschool Youngsters (HIPPY) is an evidence-based parent involvement, school readiness program that helps parents prepare their three, four, and five year old children for success in school and beyond. The program empowers parents as the primary educators of their children in the home and fosters parent involvement in school and community life to maximize the chances of successful early school experiences. HIPPY is a peer-delivered model wherein trained home visitors provide weekly home visits, working one-on-one with parents of preschool aged children (age 3, 4, and 5). The Age 5 curriculum follows the child through the kindergarten year, thus reinforcing learning through a very intentional home-school connection. In addition to weekly home visits, the program provides monthly group meetings.

Program Reach

Last year, HIPPY reached 796 children and their families through 6 programs in 8 counties, including: Adams, Alamosa, Conejos, Costilla, Denver, Jefferson, Rio Grande, and Saguache.

- 78% of Colorado's HIPPY children are Hispanic/Latino, 12% White, and 10% other.
- 54% of HIPPY families speak Spanish as their primary language.
- 90% of HIPPY families fall below the federal poverty level. The remaining 10% are low-income. More than half of HIPPY parents have not completed high school.

Dosage and Services

- HIPPY families receive weekly home visits over the course of the school. Last year, 22,328 home visits were conducted, with home visitors spending 27,204 hours mentoring parents.
- Last year, the programs offered 118 group meetings for families.
- Over 10,900 books were distributed to HIPPY families.
- Last year, 100% of HIPPY children had up-to-date immunizations.

Research and Outcomes

HIPPY is an evidence-based program model with 40 years of research showing positive outcomes for participating families. Studies have been conducted in eight countries as well as across the United States, and has shown HIPPY to be effective in improving child school readiness, parent involvement, academic performance throughout K-12 schooling, school attendance, behavior, and standardized test scores. Colorado's HIPPY programs have been thoroughly studied in recent years, thanks to generous support from the Temple Hoyne Buell Foundation. After three years of intensive standardized testing, which showed statistically significant gains in all areas measured for both children and parents, CPCF engaged external evaluators to study program impacts through five separate rigorous research studies that examined the progression of child learning, parent knowledge, kindergarten readiness, and reading engagement. Data from the child outcome studies (one of which was an experimental, multiple baseline study) showed significant gains in child learning that were the direct result of HIPPY programming and not due to other factors. Data on the parent knowledge study showed that as a direct result of HIPPY, not only were HIPPY parents more knowledgeable of school readiness strategies than non-HIPPY parents, but they also were able to articulate specific activities they employ with their children. Data from the kindergarten teacher study showed that HIPPY children are better prepared for learning and better behaved than non-HIPPY children, and that their parents are more engaged in their child's learning. Data on the reading engagement study showed that HIPPY children were more engaged in reading interaction than non-HIPPY children, and they were read to more on a daily basis than non-HIPPY children.

Staffing and Professional Development

Each HIPPY program site is staffed by professional Coordinator who participates in an intensive HIPPY preservice training and provides a comprehensive orientation, ongoing training, and overall supervision for a cadre of HIPPY Home Visitors. HIPPY Home Visitors are recruited from the communities served, and are generally current or former parents in the program. In Colorado, we have linked HIPPY with AmeriCorps (HIPPYCorps), engaging Home Visitors as AmeriCorps members. For many HIPPY Home Visitors, the HIPPY experience is their first foray into the work world. Because of this, programs provide a substantial amount of training, education, and coaching. The opportunity for parents in the program to become HIPPYCorps Home Visitors allows for upward mobility because of the skills taught, coupled with the AmeriCorps Education Award for post-secondary education upon completion of their HIPPYCorps service – something inaccessible and unimaginable for many HIPPYCorps Home Visitors prior to this experience. In addition to initial orientation, HIPPY Home Visitors receive training on a weekly basis to role play each age of the HIPPY curriculum, generally totaling over 180 hours of training and instruction on an annual basis.

Program Quality and Model Fidelity

The Colorado Parent & Child Foundation ensures HIPPY program quality and model fidelity through a comprehensive fidelity assurance process that includes:

- Program site completion of the HIPPY SAFE (Self-Assessment for Excellence)
- Validation of SAFE by a certified HIPPY National Trainer via a bi-annual on-site review
- On-site quality improvement and compliance monitoring by CPCF, as well as ongoing training and technical assistance
- Regular review of Program Data and participation in external evaluation studies

Program Costs and Funding

- HIPPY programming costs approximately \$1,200 per child per year. The June 2009 Issue Brief from the Partnership for America's Economic Success, entitled "Parenting Education is Economic Development", includes HIPPY as one of ten parenting programs strong enough to have an economic impact.
- Colorado's HIPPY programs are funded through a variety of public and private sources. There is no single line of public funding for HIPPY programming. Most Colorado HIPPY programs have at least eight funding sources that they apply for on an annual basis. Most programs are funded through a blend of foundation grants, local community support, and some public monies. Two Colorado programs are housed in school districts and receive some local support through Title 1 and other district resources. Two programs are blended with Head Start, utilizing HIPPY and the home-based option, and receive some support through the U.S. Department of Health and Human Services. All Colorado HIPPY programs receive some funding through the Tony Grampas Youth Services fund and the Parent Information and Resource Centers grants from the U.S. Department of Education. Five of Colorado's HIPPY programs are AmeriCorps sites and receive national service operational grants. The TGYS, PIRC, and AmeriCorps grants are subgranted to HIPPY sites by CPCF as the Intermediary Funding Partner.

Trends

- Successful program completion within a given program year is defined as having completed 25 of the 30 visits with each family. The overall average visit completion rate for all 796 children served last year was 28.
- All Colorado HIPPY programs have waiting lists.
- This past year saw a significant increase in father involvement, particularly in group meetings, as compared to previous years.
- Applications to become HIPPY Home Visitors have increased tremendously this year.



HIPPYUSA®
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COLORADO PARENTS AS TEACHERS PROGRAMMING

All children will learn, grow and develop to realize their full potential.

Program Description

Parents as Teachers (PAT) is an evidence-based parent education and family support program serving families throughout pregnancy until their child enters kindergarten. The program increases parent knowledge of early childhood development and improves parenting practices; provides early detection of developmental delays and health issues; prevents child abuse and neglect; and increases children's school readiness and school success. The PAT model includes 4 components: personal visits during which certified parent educators share age-appropriate child development information with parents and engage the family in activities that provide meaningful parent/child interaction; monthly group meetings designed to relay important information about child development and offer parents opportunities to interact and support one another; health and developmental screening; and a resource network to connect families with resources that meet their specific needs.

Program Reach:

Currently, PAT reaches 2,689 children and their families through 34 programs in 35 counties, including: Adams, Alamosa, Arapahoe, Bent, Boulder, Broomfield, Chaffee, Conejos, Costilla, Crowley, Custer, Delta, Denver, Douglas, El Paso, Fremont, Garfield, Gunnison, Jefferson, La Plata, Larimer, Montezuma, Montrose, Morgan, Otero, Ouray, Park, Pueblo, Rio Grande, Routt, Saguache, San Miguel, Summit, Teller and Weld.

- 51% of Colorado's PAT children are Hispanic/Latino, 37% White, and 12% other.
- 37% of PAT families speak Spanish as their primary language.
- 91% of PAT families served had major risk factors such as low-income/poverty, low educational attainment levels, limited English proficiency, single parenthood, children with disabilities, teen parents, and multiple children under the age of five.

Dosage and Services

- PAT families generally receive monthly home visits, though higher risk families receive visits every two weeks.
- Last year, the programs offered over 1,500 group meetings for families.
- Last year, 1,708 children received health and developmental screenings. Of those screened, 12% were identified with possible health and developmental problems and were referred for follow-up services.
- Last year, 90% of PAT two-year olds had up-to-date immunizations.

Research and Outcomes

PAT is an evidence-based program model that has been tested using rigorous research designs, including randomized controlled trials and quasi-experimental methods, with published findings in peer-reviewed journals. Research has proven PAT to have statistically significant impacts and sustained effects ranging from increased parent knowledge of early childhood development, prevention of child abuse and neglect, early detection of developmental delays, and increased school readiness and school success. A recent study published in the *Journal of Primary Prevention* confirms that PAT measurably improves school readiness, virtually eliminating the achievement gap normally observed between poor children and their more affluent peers at the point of kindergarten entry, and that gap continued to be narrowed in the third grade. (See: Zigler, Pfannenstiel, Seitz (2008). *The Parents as Teachers program and school success: A replication and extension. Journal of Primary Prevention*, 29, 103-120.)

Staffing and Professional Development

PAT programs are staffed by PAT certified Parent Educators who participate in an intensive PAT Born to Learn Institute prior to serving families. The Institute is conducted by the Colorado Parent & Child Foundation's PAT training team, which is comprised of four nationally certified PAT trainers. The Institute includes 40 hours of instruction as well as knowledge assessments. All PAT Parent Educators must complete ongoing professional development, training hours, and maintain family caseload thresholds to be recertified each year. Currently, Colorado has 139 certified PAT Parent Educators. The majority hold a Bachelor's or Master's degrees in ECE or related areas. (PAT certification, ongoing mentorship and professional development hours qualifies Parent Educators for a Level 1 ECE credential through the Early Childhood Colorado Office of Professional Development.) 47% of Colorado's Parent Educators are bilingual. PAT Parent Educators are supervised and supported by their local program site. Program supervisors are also trained by the Colorado Parent & Child Foundation, through participation in the Born to Learn Institute Supervisor Training and the Advanced Supervision Training.

Program Quality and Model Fidelity

The Colorado Parent & Child Foundation oversees PAT program quality and model fidelity through a multi-tiered process that includes:

- Approval of Preliminary Program Plans (prior to program start-up)
- Initial training and certification of all PAT Parent Educators
- Annual recertification of PAT Parent Educators
- On-site fidelity monitoring by a CPCF Fidelity Consultant
- Regular review of Program Data and Updated Program Plans
- Completion of the Quality Indicators Self-Assessment and development of individualized Continuous Improvement Plans
- Tailored on-site technical assistance by a CPCF Quality Consultant or by a CPCF directed Peer Exchange
- Ongoing training and technical assistance conducted by CPCF

Program Costs and Funding

- PAT programming costs approximately \$1,000 - \$1,500 per child per year. (Cost per child varies based on program size, geographic reach, and parent educator pay.)
- Colorado's PAT programs are funded through a variety of public and private sources. There is no single line of public funding for PAT programming. Most Colorado PAT programs have at least five funding sources that they apply for on an annual basis. Most programs are funded through a blend of foundation grants, local community support, and some public monies. Title I funding helps to support some programs housed in school districts. Programs blended with Head Start/Early Head Start, Even Start, or Part C early intervention receive some support through those sources. About half of the PAT programs receive some funding through the Tony Gramscas Youth Services fund. About a third of the PAT programs receive some funding through the Parent Information and Resource Centers grants from the U.S. Department of Education. The TGYS and PIRC grants are subgranted to PAT sites by CPCF as the Intermediary Funding Partner.

Trends

- 44% of our programs have waiting lists, and the number of families waiting for services has nearly doubled this past year.
- The annual family attrition rate, which includes families who moved out of the service area, is 17%.
- Colorado PAT families linked to the children's health insurance program more than quadrupled this past year.
- Significantly higher needs were presented by 50% more Colorado's PAT families this past year than in the previous year, thus requiring visits every two weeks rather than monthly.
- The spring 2009 study of Colorado PAT parenting practices revealed statistically significant gains in all areas measured (parent knowledge, confidence, abilities, and behaviors related to the support of their child's learning and development).



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