

1, Applicant Include the following information on the first page of the proposal:

Organization Name Educators Co Work Flex -Sweetest Stages Early Childcare

Contact Person Ericka Brown

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Federal EIN 92-2225198

Legal Status Non-profit, 501(c)3,

Will you present for 3-5 minutes at the virtual September 14th Early Childhood Care and Education Committee meeting at 2:30 PM? Yes

2. Required Proposal Narrative

Organizational Capacity

1. Please describe your organization. Include any relevant information about the mission, vision, values and history of the organization as it relates to the services or programming you are proposing to provide.

Our non-profit organization is dedicated to improving mental health and well-being in our community. We provide resources and support for holistic approaches to promote positive youth development and community engagement. In our childcare mission, we aim to create a safe and inclusive environment for youth to thrive. We prioritize nurturing racial equality, social justice, and support for families experiencing poverty. Using restorative principles, we empower children to become compassionate, empathetic, and socially responsible individuals who actively contribute to a fair and inclusive society.

2. Please describe in detail your organization's experience and abilities in successfully providing early childhood services, technical assistance or programming. Include current work that is the same or like the work you are proposing to provide and any outcomes that can be highlighted from this work. Include detailed information about the demographics of individuals currently being served (number of individuals, age, race and ethnicity, income levels, geographic area of the city, and any other relevant demographic information).

Sweetest Stages Childcare Center, led by Ericka Brown, is a nonprofit organization dedicated to fostering a strong and value-driven community. With 27 years of experience in childcare and the Madison school system, Ericka is passionate about the success of our youth. Through my leadership role, I have been responsible for various positions such as past owner of a childcare center, After School director with MSCR, Community School Resource Coordinator, and Restorative Justice coach at MMSD High School. I also serve on three Madison boards: DAMA, EMCC, and Christ the Solid Rock Baptist Church. Outside of my community leadership role, I am

driven by a strong desire to contribute to society. I engage in volunteer work and partnerships with local organizations to create positive social change and inspire others to do the same. I have cultivated a sense of camaraderie and mutual respect among community members through partnerships and collaboration. I am always looking for innovative ways to engage and uplift individuals through workshops, mentorship programs, and charity events. As a firm believer in continuous learning, I have earned a master's degree in business with a concentration in Community Development. This enhances my ability to provide valuable guidance and support as I continue to pursue my vision. Sweetest Stages Childcare Center is just starting, so we do not have previous demographic information. However, we anticipate serving children who come from low-income backgrounds, the deaf/hard of hearing community, BIPOC (Black, Indigenous, and People of Color), and other disenfranchised communities.

3. Please describe the staff with direct responsibilities for this programming or service including required qualifications, experience and training. Include if the staff are demographically representative of the population served.

I have 8 years of experience owning and operating my own childcare center, starting from my home. I am registered on the WI Registry and have worked in various roles within the MMSD, including After Director, Community School Resource Coordinator, and Restorative Justice Coordinator for over 27 years. I hold a master's degree in Community Development and am currently enrolled in the Social Good Accelerator program here in Madison. In addition, I serve on three boards: DAMA, East Madison Community Center, and Christ the Solid Rock Baptist Church. With my knowledge, experience, connections, and growing partnerships, I am dedicated to making a difference at Sweetest Stages Childcare Center.

Our childcare center staff must meet the qualifications set by the state of WI for licensing. This includes being at least 18 years old, having a high school diploma or equivalent, completing specific training in early childhood education or a related field, and undergoing background checks and fingerprinting for safety purposes. While operating as a licensed childcare center, we will also be working towards accreditation. The responsibilities of our staff in a licensed childcare center include providing a safe and nurturing environment for children, planning and implementing developmentally appropriate activities, supervising children during various periods, communicating with parents about their child's progress, maintaining cleanliness and hygiene standards, administering basic first aid, and keeping records of attendance and incidents. Staff members are required to undergo various trainings, such as CPR and First Aid certification, child abuse prevention and reporting, safe sleep practices for infants, emergency preparedness, nutrition and food safety, child development, cultural competency and diversity training, health and safety regulations specific to childcare settings, and restorative principles coaching.

4. Please describe your organization's relationships to the community you serve and the broader early childhood community in Madison. Include in your answer how you solicit feedback and adapt your work to meet the needs of your community and specific examples of successful partnerships with various service providers. Include any qualitative or quantitative data sources used to inform these decisions.

Sweetest Stages Childcare Center is in Madison, Wisconsin, which will be known for our strong commitment to early childhood education. We are situated across from Nuestro Mundo Elementary School on Buckeye Road, allowing for a close relationship and smooth transitions for children entering school. Our center aims to make a significant impact on children's early learning and development. We will provide high-quality early childhood education programs and strive for national accreditation. Our focus will be on holistic development, incorporating play-based learning, social-emotional development, and early literacy skills. In addition to partnering with the Madison Metropolitan School District's 4K program, we also have opportunities to collaborate with nonprofit organizations like Reach Dane and Satellite Family Child Care, who provide resources for low-income families. We are also exploring partnerships with organizations such as the Waisman Center's Early Childhood Program for children with special needs. Madison's community centers, public libraries, and attractions like the Madison Children's Museum and Henry Vilas Zoo offer additional resources for early learning and exploration. The University of Wisconsin-Madison also contributes to the early childhood community through research and outreach programs. Establishing and strengthening partnerships with organizations like Rainbow Project, Madison School & Community Recreation (MSCR), and Madison Metropolitan School District (MMSD) can enhance the quality and range of services we provide. These partnerships can lead to shared resources, collaborative events, and a more comprehensive support network for our children and families. It's also an opportunity for staff development and cross-organizational learning. Throughout all of this, our focus is on nurturing and enriching the lives of the children and families we serve.

Qualitative data sources used to inform our childcare feedback and adapt to work includes:

1. Surveys and questionnaires: Feedback forms can be distributed to parents, caregivers, and staff members to gather qualitative data on their experiences and opinions. Open-ended questions can provide valuable insights into specific issues or improvements needed in the childcare program.
2. Focus groups and interviews: Conducting focus groups or individual interviews with parents, caregivers, and staff members can offer a deeper understanding of their perspectives, concerns, and suggestions. This qualitative data can help identify areas for improvement and inform decision-making.
3. Observation and feedback sessions: Regularly observing interactions between children, caregivers, and staff can provide qualitative data on the quality of care, learning environment, and overall experience. Feedback sessions with parents and staff can further enhance the understanding of their observations.

Quantitative data sources used to inform childcare feedback and adapt to work may include:

1. Attendance records: Tracking attendance patterns can provide quantitative data on the popularity and demand for specific childcare programs or services. This information can help in decision-making regarding program availability, scheduling, and resource allocation.
2. Incident reports: Documenting and analyzing incident reports can generate quantitative data on safety concerns, accidents, or behavioral issues. This data can guide decision-making regarding safety protocols, staff training, and behavior management strategies.
3. Performance metrics: Measuring and analyzing performance metrics such as child development assessments, staff-child ratios, and staff turnover rates can provide quantitative data on the quality of care, effectiveness of programs, and staff satisfaction. This data can inform decisions related to program improvements, training needs, and staff retention strategies.
4. Surveys with scaled responses: Utilizing surveys that include scaled responses (e.g., Likert scale) can provide quantitative data on parent and staff satisfaction levels, perceived quality of care, or program effectiveness. Analyzing these responses can highlight areas of strength and areas requiring improvement.

By utilizing a combination of qualitative and quantitative data sources, our childcare can gain a comprehensive understanding of our program's strengths, weaknesses, and areas for improvement.

5. Please describe how your organization provides programming and services that have an impact on poverty, racial equity and social justice.

The licensed childcare center will have a significant impact on poverty, racial equality, and social justice by implementing programming and services that promote restorative principles. Here's a description of how the center can achieve this:

1. Inclusive Enrollment: Ensure that your childcare center promotes racial equality and social justice by actively seeking diversity in enrollment. Offer scholarships or subsidies to families from low-income backgrounds, ensuring that children from all socio-economic backgrounds have access to high-quality childcare.
2. Restorative Practices: Implement restorative practices that focus on building relationships, resolving conflicts, and promoting empathy. Teach children, staff and families how to communicate effectively, listen actively, and understand the perspectives of others. Foster a safe and inclusive environment where children feel respected and valued, regardless of their race or socio-economic status.
3. Anti-Bias Curriculum: Develop an anti-bias curriculum that celebrates diversity, challenges stereotypes, and promotes understanding of different cultures, races, and backgrounds. Integrate activities, books, and learning materials that showcase positive representations of diverse communities and encourage children to respect and appreciate differences.

4. **Community Engagement:** Engage with the local community to address poverty, racial inequality, and social justice issues. Partner with local organizations or initiatives that provide support to marginalized communities. Organize events, workshops, or community service activities that involve families and children in efforts to combat poverty and promote racial equality.

5. **Parent Education:** Provide parents with resources and workshops on poverty, racial equality, and social justice issues. Share information on community resources, financial literacy, and job training programs that can support families experiencing poverty. Encourage parent involvement and participation in advocating for social justice initiatives.

6. **Staff Diversity and Training:** Ensure that your staff is diverse and representative of the communities you serve. Offer regular training on cultural competency, unconscious bias, and restorative practices. Encourage staff members to reflect on their own biases and provide ongoing support to promote a fair and inclusive environment for all children.

7. **Collaborative Partnerships:** Collaborate with other organizations and institutions that focus on poverty alleviation, racial equality, and social justice. Join local networks or coalitions working towards these goals to share resources, best practices, and advocacy efforts. By working together, you can enhance the impact of your center's programming and services.

I believe by incorporating these strategies into our licensed childcare center, we can create a nurturing environment that fosters racial equality, social justice, and supports families experiencing poverty. Through restorative principles, we will empower children to become compassionate, empathetic, and socially responsible individuals who actively contribute to a fair and inclusive society.

Proposed Programs/Services

1. Which method(s) of programming/services are you proposing (see RFP for a description of each)? All

- a. Increase availability and access to high-quality care for children especially those who face multiple barriers to success (i.e., children living in poverty or facing housing insecurity, children with special needs, English language learners, etc.)
- b. Create additional capacity for children ages birth to five in regulated care through individual coaching, training and technical assistance.
- c. Provision of training and coaching for social emotional practices including Wisconsin Pyramid Model and related Wisconsin Registry approved trainings that focus on social emotional development.

2. Please describe the specific programming or services proposed. Include a detailed description of:

- a. The specific methods for contributing to one or more of the goals stated in the RFP section 1.4.

To contribute to the goals stated in the RFP section 1.4, we have identified several specific methods: 1. Establish a strong online presence through social media platforms: We will create and maintain active profiles on popular social media platforms to reach families seeking quality childcare. This will allow us to share information about our center, the services we provide, and any updates or special events. 2. Purchase transportation for families in need: We recognize that transportation can be a barrier for some families. By purchasing transportation services, we will be able to provide a solution and ensure that all families have access to our center. 3. Offer flexible scheduling options: We understand that families have different needs when it comes to childcare. To accommodate these needs, we will offer part-time enrollment options and extended hours of operation. This flexibility will allow families to choose a schedule that works best for them. 4. Conduct outreach activities: We will actively engage with the community by offering volunteer opportunities for staff and families. Additionally, we will host open houses and parent seminars to provide information and answer any questions families may have about our center and our programs. 5. Develop a system for scholarships or financial assistance: We firmly believe that no child should be denied our services based on their family's financial situation. To ensure accessibility, we will establish a system and procedures for offering scholarships or financial assistance to families in need. 6. Foster strong partnerships: We will actively seek partnerships with organizations and professionals in the community to provide additional support and resources. These partnerships may include professional development opportunities for our staff and wrap-around services for families. 7. Provide staff with childcare discounts and additional employee benefits: We value our staff and recognize their dedication. As part of our commitment to them, we will offer childcare discounts for their own children and explore additional employee benefits, such as a four-day workweek, to promote work-life balance. By implementing these methods, we aim to align our center with the goals outlined in the RFP and provide a high-quality and inclusive childcare experience for all families.

3. Where will services be provided and to whom? Include detailed information about the demographics of individuals that will be served (number of individuals, age, race and ethnicity, income levels, geographic area of the city, and any other relevant demographic information).

Sweetest Stages Childcare Center is a welcoming and inclusive facility located at 4200 Buckeye St in Madison. We believe in providing equal opportunities for all individuals and will not discriminate against anyone for any reason. Financial situations will not be a determining factor for participation in our program. Our center has the capacity to serve 45 children, ranging in age from 2.5 years old to after-school age. We will also have specific outreach efforts to support and cater to the needs of the deaf/hard of hearing community.

4. Please describe how you will maintain a commitment to equity as demonstrated by the promotion of diversity (racial, socio-economic, ability, etc.) at all levels of programming or services.

Sweetest Stages licensed childcare center will maintain a commitment to equity and promote diversity in several ways:

1. Inclusive Enrollment Policies: Sweetest Stages can ensure that their enrollment policies do not discriminate based on race, ethnicity, socio-economic status, or any other form of identity. They can actively encourage and welcome families from diverse backgrounds, making sure their center represents a wide range of cultures, languages, and experiences.

2. Culturally Responsive Curriculum: The childcare center can create a curriculum that incorporates diverse perspectives, histories, and cultures. This can include books, toys, and materials that represent different races, ethnicities, abilities, genders, and family structures. They can also celebrate different cultural events and holidays throughout the year.

3. Staff Diversity: Sweetest Stages will strive to hire a diverse staff, including individuals from different racial, ethnic, and cultural backgrounds. Having a diverse staff can help provide representation and role models for children from various communities, promoting understanding and acceptance.

4. Anti-Bias Education: The center will provide ongoing professional development and training for staff to address biases and stereotypes. This can help staff members become more aware of their own biases and learn strategies to create an inclusive and equitable environment.

5. Parent and Community Engagement: Sweetest Stages will actively involve parents and the community in their efforts to promote diversity and equity. They can organize events or workshops that focus on topics like cultural competency, anti-bias education, and inclusion. They can also collaborate with community organizations that work towards equity and diversity.

6. Open Communication: The center will create a safe and open environment for parents and staff to discuss any concerns or incidents related to equity and diversity. They can establish channels for feedback and ensure that everyone's voice is heard and respected.

5. Please describe your timeline for implementing services. If you are proposing direct provision of care, describe any relevant hours of service as well as a timeline for any assessment within the program.

My timeline for Sweetest Stages Early Childcare is as following:

Renovation 2-weeks September 20th- September 30, 2023

Licensing Process begins August th, 2023- September 30th, 2023.

Open Date December 1, 2023

6. Applicants are encouraged to collaborate with agencies to ensure that services are not duplicated. If the proposal is a collaboration of multiple agencies, please describe the following:

N/A

Measurement of Success

1. Which System Level Indicator (see RFP section 1.4) will your proposal address and how?

Sweetest Stages plan to address the following system level Indicators: 1. Increase access to high quality childcare for children who face multiple barriers to success (i.e., children living in poverty or facing housing insecurity, children with special needs, English language learners, etc.) 2. Increase skills and capacity for individuals working in childcare programs to serve children with multiple barriers to success.

2. Which Population Level Indicator (see RFP section 1.4) will your proposal address and how?

To increase availability and access to high-quality care at Sweetest Stages Childcare Center, we have implemented the following strategies: 1. Transportation Services: We offer transportation assistance to families who may face challenges in getting their children to and from the center. This includes providing shuttle services or partnering with local transport providers. 2. Bilingual Staff: Our staff and teachers are bilingual in American Sign Language (ASL) and Spanish. This ensures effective communication and inclusivity for families with deaf or hard-of-hearing children. 3. City of Madison Accreditation: We are proud participants in the City of Madison Accreditation program. This demonstrates our commitment to quality care and increases trust and visibility within the community. 4. Grant Funding: We actively seek grant opportunities to expand our capacity. Grant funding supports both families and our center by covering costs associated with start-up, staff training, technology implementation, and other areas that enhance the quality and availability of care. 5. Collaboration with Community Organizations: We form partnerships with local community organizations, such as nonprofits, libraries, and schools, to extend the reach of our childcare center. This collaboration promotes awareness, provides additional resources, and offers referrals to families in need of high-quality care.

3. How will success be assessed and evaluated? Include a description of the tools, screeners or assessments that will be used.

At Sweetest Stages Childcare Center, we utilize the PQA (Program Quality Assessment) and ECERS (Early Childhood Environment Rating Scale) assessments. These assessments are reliable

and scientifically validated tools that help us ensure the quality of our early childhood education program. The PQA assessment reflects research-based and field-tested best practices in early childhood education. It can be used with any performance standards, including the Head Start Program Performance Standards. We use the PQA as a basis for program accreditation, reporting, monitoring, and professional learning. On the other hand, the ECERS assessment is a tool specifically designed to assess the quality of early childhood education settings. It covers various aspects of the environment, including space, materials, interactions, activities, and health and safety. By utilizing these assessments, we can consistently monitor and improve the quality of our program. This ensures that children attending Sweetest Stages Childcare Center receive a high-quality early childhood education experience.

Early Childhood Funding RFP Total Budget

Name of Agency:

Name of Proposal:

Instructions

Complete the table below by filling in the yellow cells. Formulas within this spreadsheet will autofill into the white Total Revenue cells.

Proposals for a Single Program/Service: If you are proposing one program, for example, direct child care programming at a single location, you will only need to fill in columns B and C.

Proposals for Multiple Programs/Services: If you are proposing to include multiple methods of services or programs, for example, on-site child care programming and separately provide consultation services for other programs, two proposals (each with a separate budget) should be submitted separately. If you are proposing to do the same service at multiple locations, for example, child care at two different locations, one proposal and budget may be submitted. In this case, use columns C, D and E below to delineate the budget for each program within your proposal. You may insert more columns, if needed.

Please contact Monty Marsh (mmarsh@cityofmadison.com) for any questions about clarifications regarding joint or singular proposals.

Revenue Source	Agency 2024 Total	Program A	Program B	Program C
Dane County	\$ -	\$ -	\$ -	\$ -
United Way of Dane County	\$ -	\$ -	\$ -	\$ -
City of Madison-This program	\$ -	\$ -	\$ -	\$ -
City of Madison-Other Funding: Renovation Loan	\$ 50,000.00	\$ -	\$ -	\$ -
Other Government* WWBIC and MDC	\$ 200,000.00	\$ 200,000.00		\$ -
Fundraising/Donations**	\$ -	\$ -	\$ -	\$ -
User Fee	\$ -	\$ -	\$ -	\$ -
Total Revenue	250000	200000	0	0

*Other Government: includes all federal and state funds, as well as funds from other counties (outside Dane County), other cities, villages or townships

**Fundraising: includes funds received from foundations, corporations, churches and individuals, as well as those raised from fundraising events

Early Childhood Funding RFP Program Budget Breakout

Name of Agency:

Instructions

Complete the table below by filling in the yellow cells. Formulas within this spreadsheet will autofill into the white Total Revenue cells.

Proposals for a Single Program/Service: If you are proposing one program, for example, direct child care programming at a single location, you will only need to fill in columns B and C.

Proposals for Multiple Programs/Services: If you are proposing to include multiple methods of services or programs, for example, on-site child care programming and separately provide consultation services for other programs, two proposals (each with a separate budget) should be submitted separately. If you are proposing to do the same service at multiple locations, for example, child care at two different locations, one proposal and budget may be submitted. In this case, use columns C, D and E below to delineate the budget for each program within your proposal. You may insert more columns, if needed.

Please contact Monty Marsh (mmarsh@cityofmadison.com) for any questions about clarifications regarding joint or singular proposals.

Account Category	Agency 2024	Program A Budget	Program B Budget	Program C Budget	Total City Request
		Sweetest Stages			
A. Personnel					
Salary	\$ -	\$ 34,500.00	\$ -	\$ -	\$ 34,500.00
Taxes/Benefits	\$ -	\$ 22,900.00	\$ -	\$ -	\$ 22,900.00
Subtotal	\$ -	\$ 57,400.00	\$ -	\$ -	\$ 57,400.00
B. Other Operating					
Insurance	\$ -	\$ 5,500.00	\$ -	\$ -	\$ 5,500.00
Professional Fees/Audit	\$ -	\$ 7,200.00	\$ -	\$ -	\$ 7,200.00
Postage/Office & Program	\$ -	\$ 2,500.00	\$ -	\$ -	\$ 2,500.00
Supplies/Printing/Photocopy	\$ -	\$ 10,000.00	\$ -	\$ -	\$ 10,000.00
Equipment/Furnishings/Depr.	\$ -	\$ 10,000.00	\$ -	\$ -	\$ 10,000.00
Telecommunications	\$ -	\$ 5,000.00	\$ -	\$ -	\$ 5,000.00
Training/Conferences	\$ -	\$ 2,500.00	\$ -	\$ -	\$ 2,500.00
Food/Household Supplies	\$ -	\$ 39,000.00	\$ -	\$ -	\$ 39,000.00
Travel	\$ -	\$ -	\$ -	\$ -	\$ -
Vehicle Costs/Depreciation	\$ -	\$ -	\$ -	\$ -	\$ -
Other*	\$ -	\$ -	\$ -	\$ -	\$ -
Subtotal	\$ -	\$ 81,700.00	\$ -	\$ -	\$ 81,700.00
B. Space					
Rent/Utilities/Maintenance	\$ -	\$ 35,000.00	\$ -	\$ -	\$ 35,000.00
Mortgage Principal/Interest	\$ -	\$ -	\$ -	\$ -	\$ -
Depreciation/Taxes	\$ -	\$ -	\$ -	\$ -	\$ -
Subtotal	\$ -	\$ 35,000.00	\$ -	\$ -	\$ 35,000.00
D. Special Costs					
Assistance to Individuals	\$ -	\$ -	\$ -	\$ -	\$ -
Payment to Affiliate Orgs.	\$ -	\$ -	\$ -	\$ -	\$ -
Sercie/Program Subcontrs.	\$ -	\$ -	\$ -	\$ -	\$ -
Other*	\$ -	\$ -	\$ -	\$ -	\$ -
Subtotal	\$ -	\$ -	\$ -	\$ -	\$ -
Total	\$ -	\$ 174,100.00	\$ -	\$ -	\$ 174,100.00

*If costs are included in Other rows, please provide an explanation of those costs below:

Other Operating:

Other Special Costs:

