



Community Early Relational Health Hubs

**Request for Qualifications (RFQ)
Information Session**

June 11, 2026

Ancestral Land Acknowledgement

Today, the First 5 Sonoma County Commission is humbled to bring us together on the ancestral lands of the Southern Pomo People. We celebrate the active work of their descendants to preserve & nourish their indigenous culture and identity.

We acknowledge the Southern Pomo People as the traditional stewards and custodians of this area and honor with gratitude the land itself, all of its ancestors - past, present and future.

Webinar Housekeeping & How to Ask Questions

- **The slides** from today's webinar will be posted on our website.
- **Please Stay Muted:** All attendees are muted throughout the presentation to minimize background noise.
- **How to Submit Questions:** Type questions in the Q&A panel at any time. Questions that can be answered will be addressed during the Q&A segment at the end. Other questions will be posted with responses on the First 5 Sonoma County website.
- **Questions After This Webinar:** Email written questions to funding@sonomacounty.org by June 18. All Q&A will be posted publicly on our website on June 23.

Welcome & Introductions



Natalie Wright
Program Director



Denisse Madrigal
Program Manager

Agenda Review



- I. Opportunity Overview
- II. Qualification Submission Timeline
- III. Background
- IV. Purpose of RFQ
- V. Funding & Contracting Structure
- VI. Applicant Tracks
- VII. Request for Qualifications & Intent to Negotiate Timeline

Agenda Review



VIII. Minimum Qualifications

IX. Preferred Qualifications

X. Reporting & Accountability Requirements

XI. Qualification Application Instructions

XII. Qualifications Scoring Criteria

XIII. Post-Selection Intent to Negotiate Process

XIV. Administrative & Contracting Requirements

XV. Foundant Submission Instructions

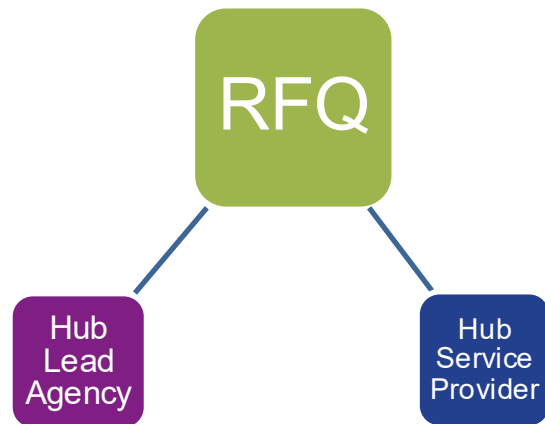
Opportunity Overview

Opportunity Overview

Collaboratively design and implement Community Early Relational Health holistic, coordinated, and family-centered care that meets unique family needs, creates greater accessibility, and minimizes the burden for families.

Through this RFQ First 5 Seeks to:

- 1) Selected **multiple qualified Lead Agencies** to enter into an Intent to Negotiate
- 2) Establish a **pool of pre-qualified Service Providers** that may be considered to subcontract with selected Lead Agencies



Eligibility Requirements: Both Tracks

Who Can Apply:

- Nonprofit organizations (501c3)
- Community-based organizations
- Federally Qualified Health Centers
- School districts or other public agencies
- Tribal entities

Applicants Must Also:

- Be located in and serve families in Sonoma County
- Demonstrate 5+ years supporting to young children (ages 0-5) and their families.
 - In both English and Spanish
 - In a geographically isolated/rural community or in a community with documented barriers (higher poverty rates, limited access to transportation)
- Be in good standing with all applicable federal, state, and local regulatory requirements.
- For previous First 5 Sonoma County contractors:
 - Be in good standing with First 5 Sonoma County prior to award. An organization is considered in good standing if prior grant obligations have been satisfactorily fulfilled, including required program deliverables, reporting requirements, and fiscal compliance

Eligibility Requirements: Lead Agency

Lead Agency Applicants must also:

- Be able to demonstrate provision of warm referrals for on-site mental health
- Either be providing the in-house OR if not, the lead applicant must have pre-existing relationships (e.g., partner agreements, service agreements, MOUs, or letters of partnership) with organizations that specialize in and are providing these services for them.
 - Screenings and assessment for both children and their caregivers
 - *(e.g., developmental, behavioral, mental health)*
 - Basic Needs provision
 - *(e.g., diapers/wipes, car seats, food distribution, financial assistance)*
 - Case Management & Warm Referrals
 - Caregiver Support Groups & Child Playgroups
 - Parent Education & Infant Safety
 - Lactation education and support

Request for Qualification Timeline

Key Due Dates	Key Milestones
June 9th, 2026	Request for Qualifications Released
June 11, 2026, at 2:00 pm	Pre-Proposal Webinar
June 18, 2026, by 5:00 pm	A Deadline to Submit Applicant Questions to First 5 Sonoma County Email questions to funding@first5sonomacounty.org
June 23, 2026	Answers to questions regarding this RFQ will be posted on the First 5 Sonoma County website
June 29, 2026, by 5:00 pm	Required Letter of Intent (LOI) Due. Proposers must create an account in FOUNDANT and submit LOI via FOUNDANT.
July 13, 2026, by 5:00 pm	Qualifications Application Due via Foundant
July 14 - July 31, 2026	Qualifications Review
August 3, 2026	Email Notification of Lead Agency Selection and Email notification of Selection for Pre-Qualified Service Provider Pool
August 5, 2026 12:00 pm - 1:00 pm	ITN Conference: Hub Lead Zoom Meeting Attendance Required for Selected Lead Agencies
August 10, 2026	Hub Lead Agency Planning Phase Contract execution and start date
August 19, 2026 1:00 pm - 3:30 pm	In-person Meet & Greet: Attendance Required for Selected Lead Agencies <i>Attendance Recommended</i> for Pre-Qualified Service Provider Pool Participants

Background

About First 5 Sonoma County

Vision: Children in Sonoma County, from the prenatal stage to age five, will develop to their fullest potential.

Mission: To maximize the healthy development of every child in Sonoma County from the prenatal stage through age five by providing equitable support, education, and advocacy.

DEBAR framework (Diversity, Equity, Belonging, Anti-Racism) as a guiding lens:

We intentionally focus on place-based supports, healing and restoration, targeted universalism and designing to the margins, centering the whole child and whole family, as well as community engagement and power-sharing.

Overview of First 5 Sonoma County



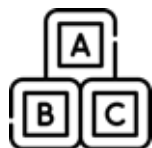
Created by **Prop. 10** in 1998



\$120M Invested in Sonoma County



Measure I approved November 2024, \$30M/year



Guided by **Strategic Plan 2026-2031**

Informed by Community

Community Needs Assessment & Provider Listening Sessions

- Family Focus Groups: What do local families need to feel safe, whole, supported?
- FQHC Provider Discussion: What would better support health outcomes for perinatal families & young children?

Early Relational Health Consortium

- Over 30 service providers, health care providers, and social service organizations to identify highest priorities for meeting early relational health needs of birthing people, children birth to age 3, and their caregivers.

Early Identification & Intervention Community Visioning Session & Family Focus Groups

- Service providers connection on how to make the system of care easier to navigate, more integrated into health and early childhood system of care
- Test ideas from service providers with diverse families

Maternal Health Needs Assessment

- Understand the gaps and local assets in supporting the maternal health experience in Sonoma County
- A survey of over 600 birthing parents, 19 key informant interviews, and 8 focus groups of 47 birthing parents

Common Themes Heard

FAMILIES

- Tell same story, different providers
- Multiple location for different services
- Access to resources by chance
- Families want a choice and autonomy

FAMILIES & PROVIDERS

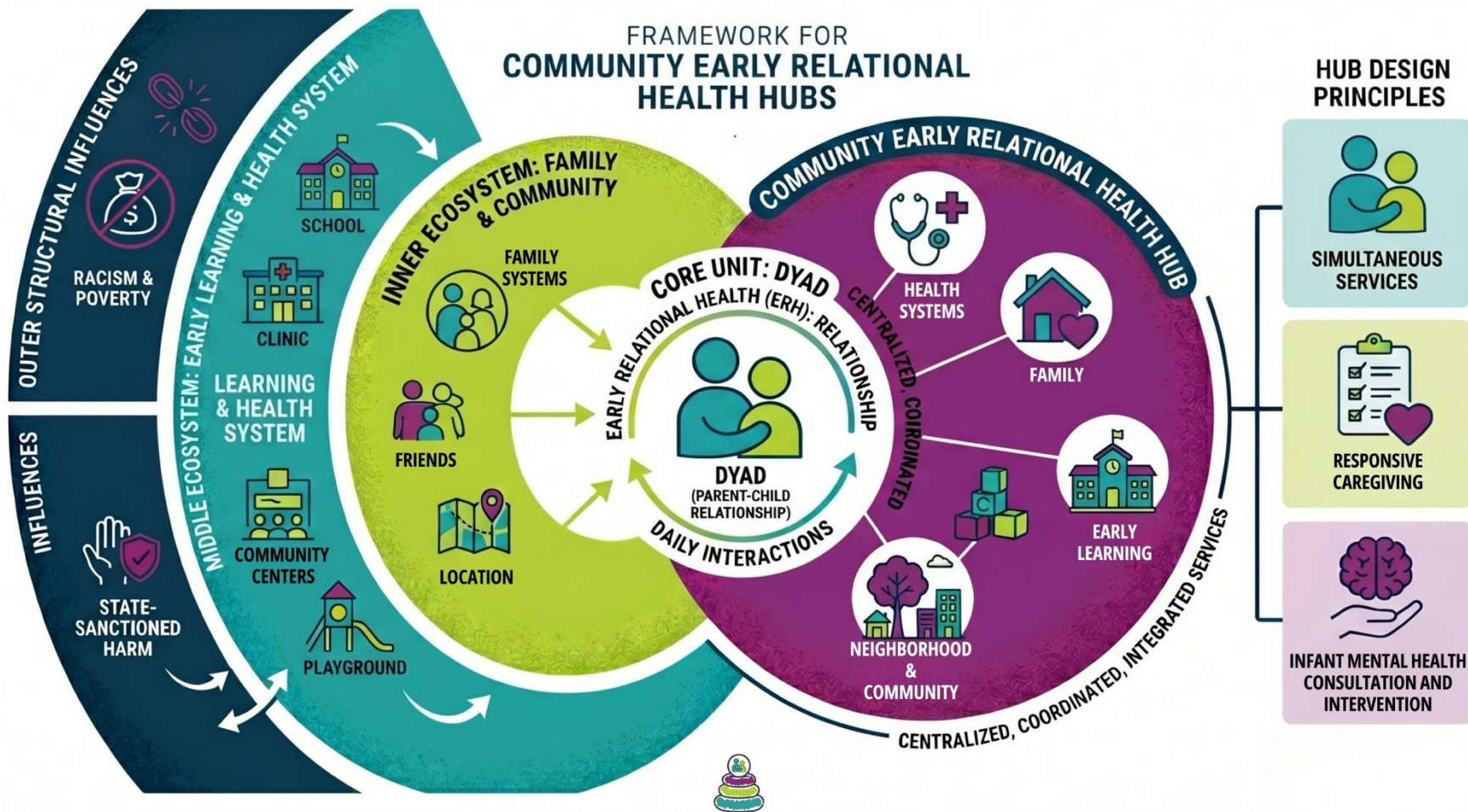
- Need for expansion of trusted and safe spaces located within family ecosystems- live, work, play

PROVIDERS

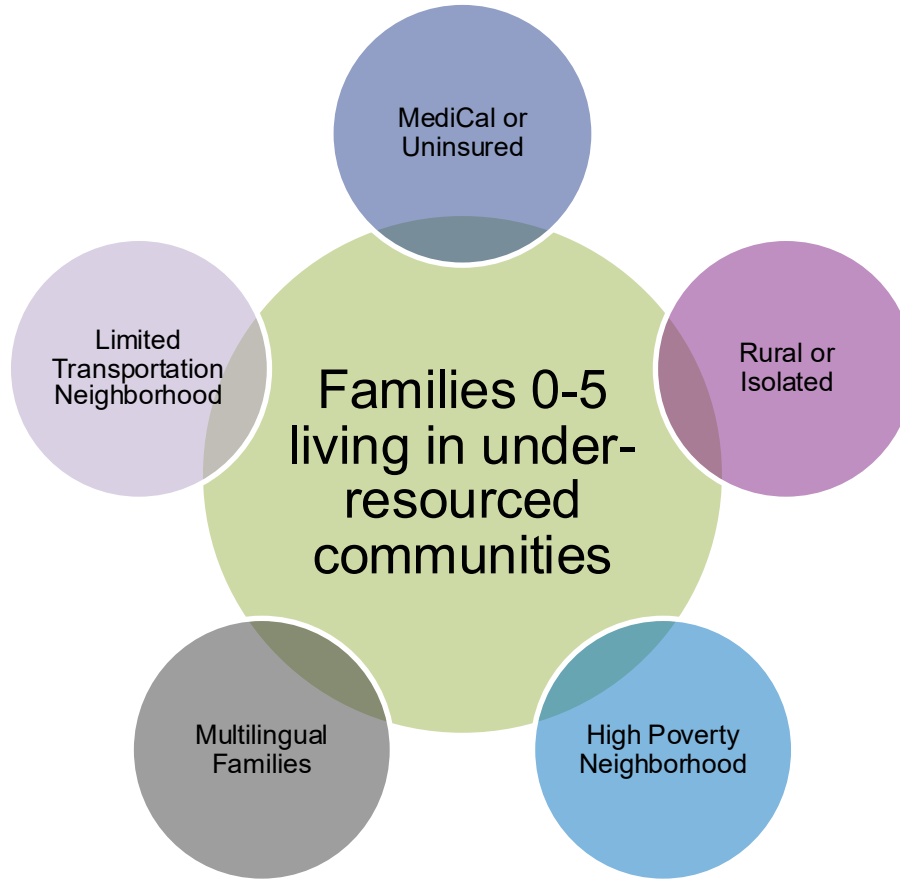
- Importance of supporting caregiver and child attachment
- Recognize the importance of dyadic care for greater physical and social emotional outcomes

Purpose of RFQ

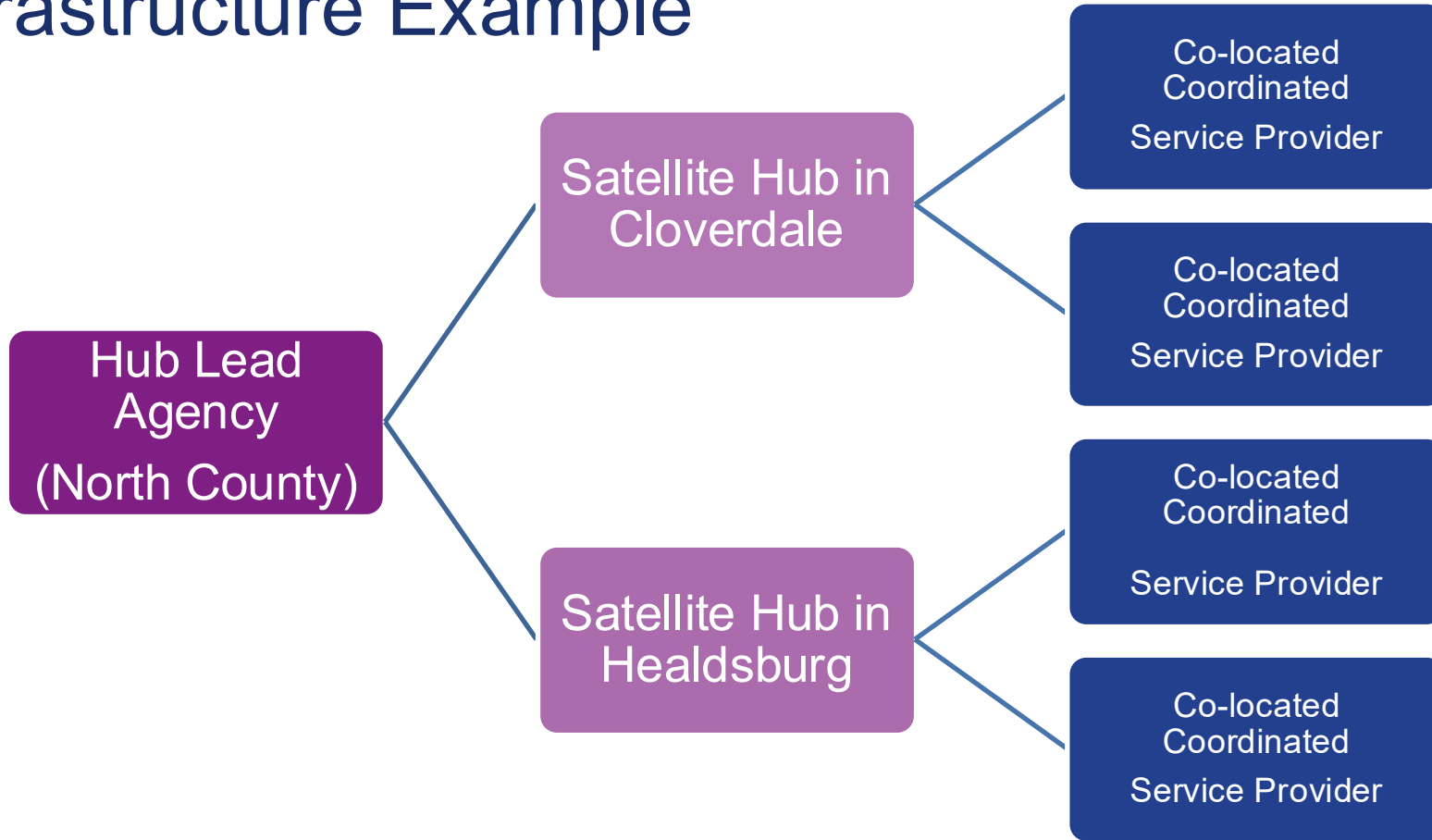
Why Early Relational Health



Priority Geographies & Populations



Infrastructure Example



Purpose

The goal of the Community Early Relational Health Hubs is a coordinated and integrated continuum of care to support the health, wellbeing, and secure attachment of children prenatal to age 5 and their caregivers

1. Early Identification Screenings & Assessments
2. On site Primary Health Care
3. On site Perinatal & Infant and Early Childhood Mental Health
4. On site Infant Feeding Supports
5. Basic Needs Provision
6. Caregiver Support Groups
7. Children's Playgroups
8. Parent Education & Infant Safety
9. Case Management & Warm Referrals

Pregnancy

Postpartum

Infancy

Early Learning

Funding and Contracting Structure

Funding Details



The First 5 Sonoma County Commission has allocated up to \$15.9 million to support the **Community Early Relational Health Hubs in Measure I funding from August 2026 through June 2029**

Stage 1: Lead Agency Only Planning & Readiness Phase

- Determined by this RFQ
- Up to \$25,000 grants
- August 1, 2026 - November 30, 2026

Stage 2: Lead Agency & Service Provider Implementation Phase

- Determined via Intent to Negotiate
- Up to \$3.2 million grants per Lead
- December 2026 – June 30, 2029

Planning Grants for Lead Agencies

Planning & Readiness Activities



- Submit Work Plan and Budget for August – November of up to \$25,000
- Support ramp-up and infrastructure expenses to launch coordinated programming by January 1, 2027
- Examples of allowable activities and expenses:
 - Staff time for facilitation of collaborative planning, MOU development, and collaborative budget preparation
 - Data security enhancements
 - Data and/or technology infrastructure enhancements to support service coordination across the Hub Lead Agency and Subcontracted Service Providers (*including health care partners for HIPAA compliance*)
 - Materials and equipment for ensuring a family-centered, play based environment at the Hub location site
 - HIPAA Training for project staff
 - Human Resource Staff Time for Hiring Necessary Roles
 - Community engagement costs for testing ideas and getting feedback from local parents via community forum, focus group, or survey on proposed plans for the Hub (*e.g. stipends, food, childcare for in person session*)

Applicant Tracks

Applicant Track 1: Lead Agency

Expected to lead the design and coordination of hub programming and shared data collection across their own agency and amongst their contracted service provider partners.

1. Selected through RFQ Process
2. Receive up to \$25,000 Planning Grant for Planning & Readiness Activities
3. Identify key Service Providers from Qualified Pool, develop comprehensive Hub proposal with complete scope of work and budget for all subcontractors
4. Receive an award up to \$3.2 million for implementation December 2026-June 2029

Applicant Track 2: Service Provider

Provide one or more of key services for an Early Relational Health Hub – to be selected into a pre-qualified pool for potential subcontract by Lead Agency(s)

- ☐ Birth education & preparation
- ☐ Perinatal & Pediatric Health Care
- ☐ Dyadic Care
- ☐ Nutrition Services
- ☐ Infant Safety
- ☐ Lactation Education & Support
- ☐ Mental Health
- ☐ Screenings & Assessments
- ☐ Basic Needs Provision
- ☐ Case Management & Warm Referrals
- ☐ Caregiver Support Groups
- ☐ Child Playgroups
- ☐ Parent Education
- ☐ Pediatric Dental Education & Intervention
- ☐ Client Transportation
- ☐ Programming staffed by those with lived experience
- ☐ Family Law & Immigration Support

Collaboration with First 5 Funded Partners



First 5 Funded Partners

- 1) can co-locate already funded services and/or
- 2) submit qualifications to become service provider

Must expand or provide additional services and not supplant existing funding

A large green oval with a dark blue border, containing a list of service types.

Family Resource Centers
Early Learning Playgroups
Mental Health Workforce Development
Mobile Clinics
Early Identification & Intervention Partners

Request for Qualifications & Intent to Negotiate Timeline

Request for Qualification & Intent to Negotiate Timeline

Key Due Dates	Key Milestones
June 9th, 2026	Request for Qualifications Released
June 11, 2026, at 2:00 pm	Pre-Proposal Webinar
June 18, 2026, by 5:00 pm	Deadline to Submit Applicant Questions to First 5 Sonoma County Email questions to funding@first5sonomacounty.org
June 23, 2026	Answers to questions regarding this RFQ will be posted on the First 5 Sonoma County website
June 29, 2026, by 5:00 pm	Required Letter of Intent (LOI) Due. Proposers must create an account in FOUNDANT and submit LOI via FOUNDANT.
July 13, 2026, by 5:00 pm	Qualifications Due
July 14 - July 31, 2026	Qualifications Review
August 3, 2026	Email Notification of Lead Agency Selection and Email notification of Selection for Qualified Service Provider Pool

Request for Qualification & Intent to Negotiate Timeline

Key Due Dates	Key Milestones
August 5, 2026 12:00 pm - 1:00 pm	ITN Conference: Hub Lead Zoom Meeting Attendance Required for Selected Lead Agencies
August 10, 2026	Hub Lead Agency Planning Phase Contract execution & start date
August 19, 2026 1:00 pm - 3:30 pm	In-person Meet & Greet: Attendance Required for Selected Lead Agencies <i>Attendance Recommended for Pre-Qualified Service Provider Pool Participants</i>
October 13, 2026, by 5 pm	Hub ITN Proposals due
October 13 - November 13, 2026	Proposal Review & Agreement Negotiations
November 23, 2026	Recommendation for Contract Approval by the First 5 Sonoma County Commission
December 1, 2026	Contract Execution & start date

Minimum Qualifications

Lead Agency Requirements

CAPACITY



- Subcontractor Management
- Coordinate Service Delivery
- Support Data Collection and Reporting
- Engage Families in Design & Continuous Improvement
- Participate in F5SC Activities
- Negotiate Final Scope and Budget

Lead Agency Requirements

ORGANIZATIONAL INFRASTRUCTURE



- Eligible Entity
- Organizational Alignment
- Subcontractor Management
- Fiscal Management
- Data Capacity
- Confidentiality & Data Security
- Prior Performance
- Innovation & Sustainability
- Experience in Sonoma County

Lead Agency Requirements

Mission Alignment



- Experience in Family Strengthening
- Experience with Target Population & Geographies
- Equity & Trauma Informed
- Parent & Community Engagement
- Provisions of Warm Referrals
- Experience with Collaborative Service Delivery

Lead Agency Requirements

Comprehensive Service Provision



Provide In House or Have Existing Relationship(s)

- Training and experience administering developmental, behavioral, mental health screening and connect to referral
- Basic Needs Provision
- Case Management & Warm Referrals
- Caregiver Support Groups & Child Playgroups
- Parent Education & Infant Safety
- Lactation Education & Support

Service Provider Requirements

INFRASTRUCTURE & MISSION ALIGNMENT



- Eligible Entity
- Organizational Alignment
- Experience in Sonoma County

- Experience in Family Strengthening
- Experience with Target Population & Geographies
- Equity & Trauma Informed
- Cultural & Linguistic Responsiveness
- Provisions of Warm Referrals

Service Provider Requirements

CONTENT EXPERTISE – 5+ YEARS EXPERIENCE



Qualified to provide and demonstrate relevant experience, service capacity, cultural and linguistic responsiveness, and familiarity with Sonoma County families with children prenatal to age five.

- ☐ Birth education and preparation
- ☐ Perinatal health care
- ☐ Pediatric health care
- ☐ Dyadic care (dually assessing and supporting caregiver and child)
- ☐ Nutrition services (*e.g., enrollment for food benefits, distribution of nutritious food especially for perinatal populations*)
- ☐ Infant safety (trainings, workshops, car seat installation, infant CPR, safe sleep)
- ☐ Lactation education and support
- ☐ Mental health (*Early childhood mental health, Perinatal mental health, family therapy*)
- ☐ Screenings and assessment for both children and parents (ASQ, ☐ ASQ-SE, SDOH/PEARLS, PHQ-9, GAD-7, Edinburgh, etc.)
- ☐ Basic needs provision (diapers, wipes, food, financial assistance)
- ☐ Case management & referrals
- ☐ Caregiver support groups (*perinatal, fathers, other caregiver affinity groups*)
- ☐ Child playgroups
- ☐ Parent education
- ☐ Pediatric dental education and intervention
- ☐ Transportation for clients to access services
- ☐ Programming that is facilitated/staffed by those that have lived experience that matches the target population of programming (*peer-led programming, peer family support, peer family education, peer advocacy, peer service navigation*)
- ☐ Family law and immigration support

Preferred Qualifications

Preferred Qualifications - Lead



Lead Agency Preferred Qualifications

- Prior work with First 5 County Commissions with a comparable scope and annual budget
- Understanding of early childhood systems and the local early childhood ecosystems of care
- History, relationships, and capacity to serve as the lead agency for multiple place-based satellite hub locations
- Demonstrated connection to leverage county health and human services and resources for outreach, referral, and co-location
- Demonstrated connection to local health care partners to support timely coordination of co-location of services at the Hub
- Cultural and Linguistic Responsiveness

Preferred Qualifications - Lead



Lead Agency Preferred Qualifications Cont'd

- **Experience & Capacity to directly provide any of the following services:**
 - Programming by those that have lived experience that matches the target population of programming
 - Birth preparation & Education
 - Perinatal & Pediatric Health care
 - Dyadic care
 - Dually assessing and supporting caregiver & child
 - Caregiver support groups
 - Perinatal, dads, and other affinity groups
 - Nutritional services
 - Enrollment for food benefits, provision of healthy food for perinatal families
 - Infant Safety Education
 - Child Care and/or Child Care navigation
 - Transportation services & Incentives

Preferred Qualifications - Service Provider



Service Provider Pool Preferred Qualifications

Criteria	Description	Examples of trainings/certifications
Perinatal & Pediatric Health Expertise	On site staff with training/certifications to deliver prenatal, postpartum, breastfeeding support, as well as pediatric well-child visits, screenings, and immunizations	IBCLC/CLC for lactation, certified doulas, community health workers (CHW), home visitors, or licensed medical providers
Perinatal Mental Health & Infant & Early Childhood Mental Health	On site staff with appropriate clinical licensure and training to provide postpartum or perinatal therapy, mental health consultation, infant and early childhood mental health consultation, or related supports Demonstrated use of evidence-based, trauma-informed, and culturally responsive mental health practices	Licensed Clinical Social Worker (LCSW), Licensed Marriage and Family Therapist (LMFT), Licensed Professional Clinical Counselor (LPCC), or a Licensed Psychologist

Preferred Qualifications - Service Provider **FIRST**



Service Provider Pool Preferred Qualifications Cont'd

Criteria	Description	Examples of trainings/certifications
Developmental & Behavioral Screening & Referral Competence	On site staff with training and experience administering standardized developmental and behavioral health screening tools and connecting families to appropriate referral pathways	ASQ, ASQ:SE, PEARLS, ETC.

Qualification Application Process & Instructions

RFQ & Intent to Negotiate Timeline



RFQ Application

Separate application for Lead Agency and Service Provider

Jun- July

Meet & Greet

Create space for connection for collaborative applications for Lead + Service Providers

August

Negotiate on Full Proposals

First 5 reviews and negotiates comprehensive plan, scope, budget

Nov - Dec

Lead Agencies Selected + Service Provider Pool Created

Diverse Review Providers Score, Discuss, Recommend

August

Leads Utilize Planning Grants / Joint Application in the Works

Lead builds infrastructure & convenes planning meetings for collaborative application

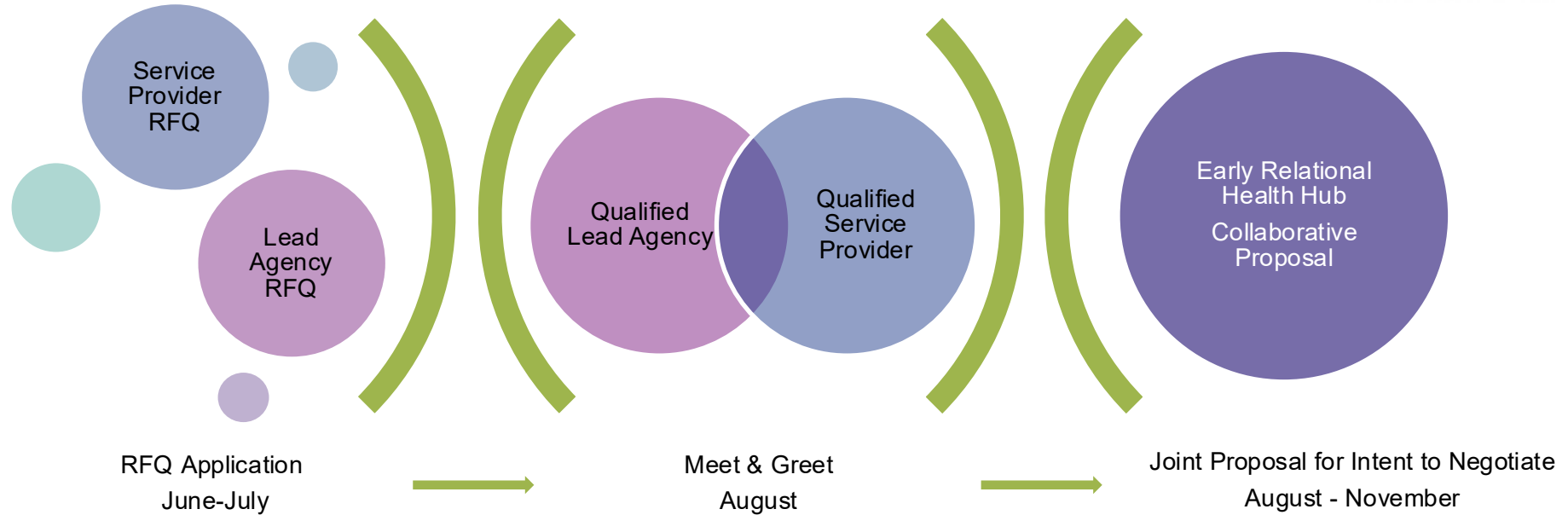
Sept - Oct

Mandatory Letter of Intent

Submit a Letter of Intent by June 29, 2026 through web-based system Foundant

- One paragraph description of the organization including primary service populations, languages offered, and geographic service areas
- Description of geographic area of focus and population of focus
- Which applicant track the organization is submitting qualifications for:
 - 1) Lead Agency,
 - 2) Pre-qualified Service Provider Pool, OR
 - 3) Both Lead Agency & Pre-qualified Service Provider Pool)
- If applying for Pre-Qualified Service Provider Pool, indicate which service categories you are applying for.
- Indicate that your organization meets all of the required qualifications
(these are dependent on the applicant track of either Lead Agency, Service Provider Pool, or both)

Stages of Collaboration to Full Hub Proposal



Request for Qualification Components

LEAD AGENCY



Qualifications are submitted through Foundant and include a combination of direct text entry and document uploads.

Part 1: Organization Overview

Part 2: Relevant Experience & Mission Alignment

Part 3: Staff Capacity & Qualifications

Part 4: Planning & Readiness Application

Request for Qualification Components



SERVICE PROVIDER

Qualifications are submitted through Foundant and include a combination of direct text entry and document uploads.

Part 1: Organization Overview

Part 2: Relevant Experience & Mission Alignment

Part 3: Staff Capacity & Qualifications

Qualification Questions - Lead

- **Organizational Overview:** Vision for bridging and coordinating services in your geographic area; Administrative capacity to manage design and subcontractors; Infrastructure to manage funds and data; Experience in family strengthening, authentic engagement, and local relationships to support target populations
- **Relevant Experience & Mission Alignment:** Experiencing providing or funding services with target geographies and population of families; Experience with collaborative partnerships where services were coordinated; Examples to engaging families for program design and quality improvement; Description of creating spaces for connection belonging and joy for families
- **Staff Capacity & Qualifications:** Describe specific qualifications that match skills required for this project with examples

Qualification Questions – Service Provider



- **Organizational Overview:** Description of organizations expertise, geographic areas of service, target populations and languages, length of family-strengthening services; Description of culturally responsive/concordant services to 0-5 families; Vision for coordinating designated service within the Hub
- **Relevant Experience & Mission Alignment:** Experience providing specific selected services for 0-5 families; Experience with target geographies and population; Experience with collaborative partnership for coordinated services; Examples of engaging families for program design and quality improvement; Description of creating spaces for connection belonging and joy for families
- **Staff Capacity & Qualifications:** Ensure direct service staff have equity and trauma informed care training; Specific qualifications that match skills required for this project; Description of practice for warm referrals

Lead Agencies: Planning & Readiness Application

August - November

Planning & Readiness Workplan:

- Template included in Appendices
- Activities focused on readying the organization's infrastructure to be able to begin implementation

Planning and Readiness Budget:

- Template including narrative in Appendices
- Just for the planning phase, up to \$25,000

Qualification Uploads

BOTH LEAD & SERVICE PROVIDER



Required uploads include:

- Letters of Reference (minimum 3)
- Resumes
- AI Tools Disclosure
- Organizational Chart

Qualification Uploads

LEAD AGENCY ONLY



Additional Required Uploads for Lead Agency include:

- Planning Phase Work Plan
- Planning Phase Budget

Foundant Notes



Formatting & Size Limits

- Each text section has a character count limit. The counter is visible at the bottom of each section in Foundant and updates as you type.
- If copying and pasting from MS Word, note that formatting such as bold, italics, bullets, and highlighting may not transfer.

Qualifications Scoring Criteria

Evaluation Criteria – Lead Agency



Lead Agency Scoring Criteria

Criteria	Possible Points
Organizational Overview Alignment	35
Relevant Experience & Mission Alignment	25
Staff Capacity & Qualifications	20
Planning Grant Plan & Budget	10
Letters of Reference	10
TOTAL	100

Evaluation Criteria – Service Provider



Pre-Qualified Service Provider Pool Scoring Criteria

Criteria	Possible Points
Organizational Overview Alignment	10
Relevant Experience & Mission Alignment	40
Staff Capacity & Qualifications	40
Letters of Reference	10
TOTAL	100

Post-Selection Intent to Negotiate Process

Selection Process

1. **Letters of Intent:** Reviewed to ensure required qualifications met.
2. **Scoring and Review by Review Team:** : An ad hoc review committee including Commissioners, staff, and subject matter experts scores and discusses qualifications through a facilitated consensus-building process.
3. **Initial Recommendation Letter:** An initial selection recommendation letter will be sent to Lead Agency Applicants & Service Provider Applicants August 3 notifying them of selection.

Post-Selection Intent to Negotiate: Lead

Selected Lead Agencies Develop:

- Implementation Plan & Timeline
- Scope of Work
- Staffing Plan
- Subcontractor Structure, Budget, Data & Reporting Approach

**Awarded up to \$3.2 million,
December 2026-June 2029**

**Full Proposal Due October 13,
2026**

- ✓ **Identify proposed subcontractor from pre-qualified Service Provider Pool**
- ✓ **Attend Lead Webinar August 5**
- ✓ **Attend In Person Meet & Greet August 19 to engage with service providers**
- ✓ **Access Planning Grant Dollars (up to \$25K) to start building infrastructure and coordinating partners for planning**

Intent to Negotiate Timeline



RFQ Application

Separate application for Lead Agency and Service Provider

Jun- July

Meet & Greet

Create space for connection for collaborative applications for Lead + Service Providers

August

Negotiate on Full Proposals

First 5 reviews and negotiates comprehensive plan, scope, budget

Nov - Dec

Lead Agencies Selected + Service Provider Pool Created

Diverse Review Providers Score, Discuss, Recommend

August

Leads Utilize Planning Grants / Joint Application in the Works

Lead builds infrastructure & convenes planning meetings for collaborative application

Sept - Oct

Reporting & Accountability Requirements

Reporting and Accountability

Contractors must adhere to the following:

1. First 5 Sonoma's data collection and reporting requirements
2. Meet with the First 5 Sonoma County Research and Evaluation Manager (REM) or the contracted First 5 Evaluator within one month of contract execution to finalize an evaluation plan for the funded project.
3. Submit Quarterly Progress Reports.

Report unduplicated people served, including demographics and services provided

Narrative responses about project progress, highlights, and challenges

Administration & Contracting



Notification, Appeals & Contracting

Award Notification:

Initial selection notifications will be sent by August 3, 2026.

Appeals

Applicants have 3 working days from the award recommendation letter to file a written appeal to funding@first5sonomacounty.org. Appeals are limited to violations of First 5 procedure, law, rule, or regulation. Disagreement with the recommendation alone is not grounds for appeal.

Contracting – Planning Grant to Leads

First 5 Sonoma County Commission will select Qualified Lead Agencies and staff will enter into negotiations to execute a formal agreement for the planning grant.

Contracting – Implementation Grant to Leads

The contract resulting from the Intent to Negotiate will include, but will not be limited to, the following terms and conditions:

- Insurance requirements
- Scope of work
- Payment structure

Foundant Online Application & Submission Instructions

First 5 Sonoma County Online Portal Instructions



1. If you do not already have an account to access First 5 Sonoma County's grant application portal, you must Create a New Account to access the portal and the Letter of Intent by visiting <https://www.grantinterface.com/Home/Login?urlkey=f5sc>
2. From the home page, click on the gray "Create New Account" box
3. Utilize the short tutorial videos as needed for technical support.

Logon

Email Address*

The Email Address* field is required.

Password*

The Password* field is required.

Log On

Create New Account

[Forgot your Password?](#)

Welcome to the First 5 Sonoma County's Online Portal.

New Users: Please click on "Create New Account" to complete the registration process and create your logon credentials.

Tutorials

- Video Tutorial 1: Site Access & Account Creation (3 minutes long)
- Video Tutorial 2: Applying for Funding (5 minutes long)
- Video Tutorial 3: Your Applicant Dashboard (3 minutes long)
- Written Tutorial

Existing Users: Please enter your credentials and log in. If you forgot your password, please use the "Forgot your Password?" link to the left to reset your password.

Questions: Please contact our Program Director, Renee at ralger@first5sonomacounty.org.

First 5 Sonoma County Online Portal Instructions



4. Add your organization's information

Create New Account

If you already have an Account, click the 'Cancel Account Creation' button to go to the Logon page

⚠ Using the browser's back button will delete your registration information.

ⓘ This registration process has multiple steps you must complete before you can apply.

Fields with an asterisk (*) are required.

Organization Information Información de la organización

Organization Name / Nombre de la Organización*

If you are applying from a large organization please enter the department name in parenthesis.

- For family child care providers, please enter your name as it appears on the license / Para proveedores de cuidado de niños familiar, ingrese su nombre tal como aparece en la licencia

EIN / Tax ID (##-####) / Número de identificación de impuestos*

Web Site (Optional) / Sitio web (opcional)

Telephone Number / Número de teléfono (###-###-#### x###)*

Organization or Provider Email / Correo electrónico de la organización o del proveedor*

Mailing Street Address / Dirección postal (número y calle)*

Mailing City / Ciudad de correo postal*

Mailing State / Estado de correo postal*

Mailing Postal Code / Código postal*

Physical Address / Dirección física*

Street, City, State, Zip

Calle, Ciudad, Estado, Código Postal

Next >

First 5 Sonoma County Online Portal Instructions



5. User Information: The following information should correspond to the individual that is creating the account to access the portal

User Information informacion del usuario

Copy Address from Organization

First Name / Nombre*

Last Name / Apellido*

Title / Título profesional*

Email / Username | Correo electrónico / Nombre de usuario*

Email / Username Confirmation | Correo electrónico / Confirmación de nombre de usuario*

Telephone Number / Número de teléfono*

(###-###-#### x###)

Mobile Number / Número de teléfono móvil

(###-###-####)

< Previous

Next >

First 5 Sonoma County Online Portal Instructions



6. Create a password. Passwords must be at least six characters long and may contain capital or lowercase letters, numbers, or any of the following special characters: !@#\$%*()_ . Make note of your password in a secure place so you do not lose it

Password Clave

Passwords must be at least six characters long and may contain capital or lowercase letters, numbers, or any of the following special characters: !@#\$%*()_ .

Las contraseñas deben tener al menos seis caracteres y pueden contener letras mayúsculas o minúsculas, números o cualquiera de los siguientes caracteres especiales: !@#\$%*()_ .

Password Clave*

Confirm Password Confirmar contraseña*

< Previous

Create Account

First 5 Sonoma County Online Portal Instructions



7. Email Confirmation: After you create an account, you will receive an email confirming your registration. The email will come from: First 5 Sonoma County <administrator@grantinterface.com>. The subject line will be: First 5 Sonoma County: Registration for Online Application. In the message, you will need to click the blue word “here” to get redirected to the website.

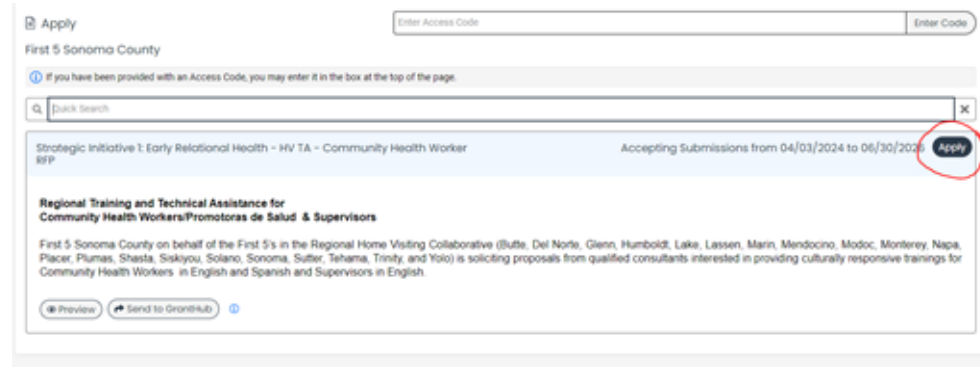
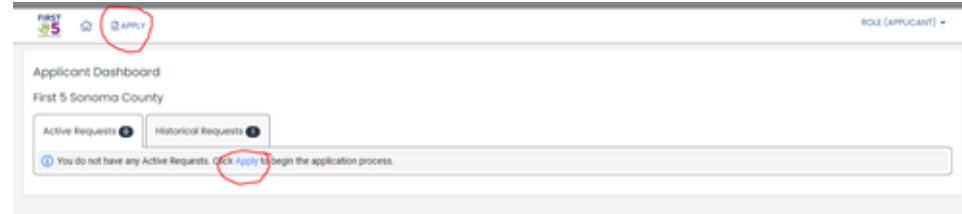
First 5 Sonoma County Online Portal Instructions



8. Log In: After you log in, you will be taken to the “Applicant Dashboard” page.

Click on the blue “Apply” box in the upper right-hand corner for the “Expanding Early Identification and Intervention (EII) Access and Modalities” to access the application.

9. Enter a Project Name of your choice and begin to read and complete the Letter of Intent carefully.



Q & A

Next Steps



Submit Questions By: June 18th, 2026

Email: funding@first5sonomacounty.org

Subject Line: RFQ# 2627-104

LOI Deadline: June 29, 2026 by 5:00 PM via Foundant

Qualifications Due: July 13, 2026 by 5:00 PM via Foundant

Thank you for your interest in supporting Sonoma County's children and families.