



RFP Information Form

RFP for Youth Programming and Childcare Services

Organization Name: WHEN SHE THRIVES

Contact Person: Markeya Lowry

Sr. Program Manager

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Organization Description: When She Thrives is dedicated to equipping single mothers to move their families from poverty to prosperity through advocacy, education, personal + professional development.

We envision a world where ALL families thrive through access to health, wealth and success.

Our CORE values include:

Resilience - We all have the power within us to overcome failures and stand together in the face of adversity.

Integrity - We have an unshakeable commitment to know and do what is right, and transparency when we are wrong.

Community - We don't grow alone. Our work ensures members of the When She Thrives Family don't have to.

Empathy - We value and seek to understand perspectives and feelings of our community members

Respect - We honor the rights, privacy, dignity, and diversity of The When She Thrives Family and community.

When She Thrives serves families in Allegheny County through single mother-centered programming. Although only *one* quarter of households in Allegheny County are led by single moms, they account for *three* quarters of households in poverty, with a disproportionate burden on single moms of color. Of single mother households in poverty in Pittsburgh, 68% are headed by Black single moms, nearly 2.5 times the percentage of total Black single mother households. By addressing these gaps in services, our programming primarily serves Black women aged 25-47.

When She Thrives aims to flip these stats so that single mothers can realize their potential, be free of stigma, and become changemakers. We do this through a variety of programming that allows single mothers to reclaim their narrative, advocate for success on their own terms, and develop the skills to relinquish the poverty mindset and achieve holistic prosperity. We take a multigenerational approach to our programming, which means when we serve a mom we also serve her children. Most programming is hosted on a weekday evening during which time there is specific programming being offered to moms in our cohorts, and we also offer youth enrichment and educational programs. Dinner is served from 6:00pm to 6:30pm and sessions are about 90 minutes weekly (6:30 pm - 8:00 pm)

We are seeking providers who are able to provide the following:
Childcare services for children 0 - 4 years old. Curriculum should be centered around early childhood development, motor skills, and social interaction.

Youth enrichment and educational programming for school aged children (primarily K-8) that compliments the programming their moms would be enrolled in which include but are not limited to the following:

W.W.O.W. (Women Write on Wednesdays) (12 week cohorts)

2 - 12 Week Session

Sept 11 2024 thru December 4, 2024

January 15, 2025 thru April 23, 2025

From 6 -7:30 every Wednesday, When She Thrives offers a secure environment where women can join together with others who share similar interests to engage in healing and self expression through writing.

The Scenes From A Single Mom Book Project (8 Month Cohort)

Months - September 2024 thru June 10th 2025

Weekly on TuesdaysA transformative opportunity for single moms to come together as a cohort, reclaim their personal stories, and embark on a journey towards new goals as authors and entrepreneurs. Through this cohort-based program, participants gain the tools and support to share their narratives, pursue their passions, and thrive in the world of literature and business. With nearly 30 women already completing the program, it has proven to be a powerful platform for empowering single moms and fostering their growth and success.

S.O.A.R. (Successfully Overcoming Adversity with Resilience) (8 Month Cohort)

April 2025 thru November 2025

SOAR is purposed to help participants become changemakers in their homes, communities and the world at large. Focusing on three vital components: self-care, social justice, and community building, participants acquire the necessary skills and knowledge to navigate life's challenges with resilience and assertiveness.

If your mission aligns with ours, and you are committed to seeing families in the region thrive, we encourage you to review the attached Scope of Work requirements and submit yours by May 30, 2024 at 5PM.

We will consider scopes from organizations and groups that are interested in providing programming for all youth programming. Please be sure to indicate specifically which program(s) you are submitting your scope for.

Dates to Remember:

- RFP Release Date: April 8, 2024
- Information Sessions/Deadline for Questions: Wednesday April 24, 2024 2p - 3:30 (In Person)
- Wednesday May 8th 6 - 7:30p (In Person)
- Proposal Submission Deadline: May 30, 2024
- Evaluation Period: June 1, 2024 - July 15, 2024
- Notification of Decisions: August 1, 2024
- Orientation for Selected Providers: August 12, 2024

Submission Instructions:

Please email your submission to Markeya Lowry NO LATER THAN 5PM on Thursday, May 30, 2024 at Markeya@whenshethrives.org. Please be advised that specific clearances are required and will need to be submitted upon receipt of offer.

NO SUBMISSIONS WILL BE ACCEPTED AFTER 5PM ON THURSDAY, MAY 30, 2024.

You will receive an email confirming receipt of your submission within 24 hours. If you have not received a confirmation email within 24 hours of scope submission, please contact Markeya Lowry at Markeya@whenshethrives.org.

Submission Requirements

Organizational Information:

- Name of Organization/Business
- Brief overview of your organization's history, mission, vision, and values. (if applicable)
- Previous experience in implementing youth and children programs
- Any accomplishments or recognitions of note

Program Design:

- Detailed program design, including objectives, activities, and expected outcomes.
- Demonstration of alignment with best practices in youth development.
- Please be sure to include number of staff necessary for successful implementation
- **ALL youth programming should culminate in a project to be shared with the public**

Timeline:

- Proposed timeline for program implementation
- Provide details about subject matter to be covered
- Include key milestones for programmatic activity.

Budget:(Please attache budget sheet)

- Breakdown of costs associated with the proposed program.
- Any funding or in-kind support required from the requesting organization.

Monitoring and Evaluation:

- Plan for monitoring and evaluating the effectiveness of the program.
- Metrics and indicators for measuring success.
- Include pre and post survey evaluations in your plan

Evaluation Criteria:

- Relevance to the organization's mission and goals.
- Clarity and feasibility of the program design.
- Budget realism and cost-effectiveness.
- Demonstrated experience in similar programs.
- Ability to meet proposed timelines.
- Effectiveness of the monitoring and evaluation plan.