

Request for Proposals

I. BASIC INFORMATION

Application Release Date: August 7th, 2026

Application Due Date & Time: August 31st 12 noon

Anticipated Contract Term: 15 months

Anticipated Maximum Award: \$350,000

Announcement Date: September 15th, 2026, by 5:00 PM

Maximum Number of

Contracts Awarded: One Administrator contract

Questions:

Questions regarding this application must be transmitted in writing to the Mayorsfundtoadvancenyc@mayorsfund.nyc.gov by 5:00 pm on **August 14th, 2026**. Answers will be posted on www.nyc.gov/fund on or about **August 21st, 2026**, or otherwise addressed in a question-and-answer session to be held on the **17th of August at 11:00am**.

All proposals must be submitted through this link: <https://wkf.ms/4h6SGkl>

Register here for the Q&A: <https://wkf.ms/3TrEkkR>

II. APPLICATION SUBMISSION INSTRUCTIONS

General Guidelines:

Required Documents (**incomplete applications will not be considered**):

- ☐ Application Cover Sheet
- ☐ Proposal Narrative / Application Questions (See section VII)
- ☐ Budgets: Project Budget and Organization operating Budget
- ☐ Key Staff Resumes: Resumes and/or Description of Qualifications for Key Staff Positions
- ☐ Organizational Chart: Include the Program Organizational Chart, showing how the proposed services fit into your organization
- ☐ Copy of Organization's Certificate of Insurance
- ☐ [Doing Business Data Form](#)

Technical Requirements

- Application documents must be submitted through the online portal.
- Formatting requirements:
 - 12pt font, 1-inch margins
 - Name of applying organization at the top of every document

III. PROGRAM BACKGROUND & RATIONALE

The City of New York (“City”) is working toward free, high-quality care and education for every child under five, delivered in a range of culturally competent care settings with educators and caregivers who are trained, respected, and fairly compensated. Under this vision, the Mayor’s Office of Child Care and Early Childhood Education (MOCCECE) seeks to ensure it’s as easy as possible for both providers to open, operate, and keep their businesses running, and for families to access and afford the care they need.

Licensed Family Child Care (FCC) and Group Family Child Care (GFCC) providers are central to this vision. These providers are among the most trusted people in their neighborhoods, offering care in the many languages spoken across NYC and serving as lifelines for the families and communities they serve. Many operate small businesses with thin margins, rising costs, and limited access to flexible capital. When urgent business or operational needs go unmet, providers face difficult situations that threaten operations, licensing compliance, or program continuity, ultimately leading them to lose capacity or close.

In April, MOCCECE announced the creation of the Child Care Action Fund (CCAF). Housed at the Mayor’s Fund to Advance NYC (“Mayor’s Fund”), the CCAF enables philanthropies and private donors to support high-impact initiatives that advance the City’s universal childcare vision by moving fast, testing smart solutions, and filling critical gaps. CCAF priorities are:

1. Family outreach and engagement to ensure all families can access care.
2. Direct support for providers to stabilize existing small businesses and assist aspiring providers.
3. Workforce development and expansion of professional pathways that help caregivers build sustainable careers.
4. Physical capacity-building and effective use of existing space.
5. Research and innovation to better understand system needs, inform policy decisions, improve implementation, and measure impact for families and providers.

The Emergency Microgrant Program is one critical way to provide material support to FCCs and GFCCs. The program will provide targeted grants, practical support and resources, and technical assistance to FCC and GFCC providers facing urgent risks. Microgrants are intended to support provider stability and capacity building, particularly in response to one-time events; they are not intended as a wage supplement program or to fund ongoing operational expenses.

RFP Purpose:

The Mayor's Fund seeks proposals from qualified entities to serve as the administrator (“Administrator”) for the Emergency Microgrant Program for Licensed Family Child Care and Group Family Child Care Providers. MOCCECE will serve as the project manager and will work with the selected Administrator to finalize the program design before launch.

The selected Administrator will be expected to create a provider-centered model that can distribute emergency microgrants quickly, equitably, and with appropriate fiscal controls. The program is intended to stabilize child care supply by helping eligible providers respond to unexpected situations that threaten their ability to operate safely or continuously to provide services for NYC families.

IV. PROGRAM DESCRIPTION AND DESIGN PRINCIPLES

The Emergency Microgrant Program is an emergency grant program for licensed FCC and GFCC providers facing unexpected situations that threaten their ability to operate safely or continuously to provide services for NYC families. The Administrator will be responsible to distribute a total of \$3M to eligible FCC and GFCC providers over an initial period of 12 months with the opportunity to extend the timeline as appropriate in accordance with the Mayor's Fund's procurement rules. Grants will be allocated in different amounts, matched to the severity of the emergency, which will be defined by eligibility criteria and a rubric to be developed by the Administrator and approved by MOCCECE. The Administrator is responsible for creating the assets and materials, and MOCCECE will ultimately own the Intellectual property (IP).

Final provider eligibility, award amounts, eligible uses, and award methodology will be defined by the Administrator and will be approved by MOCCECE before launch. However, grant funds should focus on one-time urgent business or operational needs. They may not be used for recurring expenses and should not be structured as repayable loans.

The Administrator should design and operate the program around the following provider-centered principles:

- Minimal paperwork and plain-language application materials.
- Fast turnaround, with decisions and payments moving in days rather than weeks whenever possible.
- Simple payment mechanisms, such as direct deposit, debit cards, or other approved provider-friendly methods.
- One-time grants that do not require repayment.
- Flexible use within clearly defined emergency categories.
- Clear, equitable, and consistently documented award criteria.
- Support before and after award decisions, including referrals to business coaching or other relevant services.

The Administrator will operate the program under the guidance of a Steering Committee convened by MOCCECE. The Steering Committee, which may include provider representatives and other key stakeholders selected by MOCCECE, will provide strategic guidance on program design, implementation, and continuous improvement. While the Administrator will be responsible for day-to-day program administration, MOCCECE will retain final decision-making authority over all key program policies and operational elements.

The Administrator will provide reports to MOCCECE about program implementation and uses of the grant funds throughout the execution of the contract and at the end of the grant period. Reports should highlight emerging lessons, challenges, and equity implications to inform continuous improvement and guide adjustments to program design and implementation.

Scope of work and requirements

The following Scope of Work provides general direction and is not an exhaustive list of all tasks required for the project. The selected Administrator will refine planning details under the direction and approval of MOCCECE. Some requirements, including fiscal controls, secure data practices, provider accessibility, and documented award criteria, are not open to modification.

- **Program refinement and implementation planning:**
 - Finalize the grant model, eligibility criteria, application process, review workflow, and provider support approach based on rubric designed by the Administrator and approved by MOCCECE.

- Define policies and procedures to calculate, verify, and distribute grants.
- Define allowable uses of grants.
- Apply equity and accessibility lenses to all stages of program administration.
- **Outreach and language access:**
 - Develop, implement, track, and report on a comprehensive outreach strategy to engage FCC and GFCC providers across New York City.
 - Identify key outreach messages, communication channels, timelines and methods to reach providers, ensuring language and cultural responsiveness throughout outreach and provider engagement. Outreach should prioritize accessibility for providers who may have limited time, limited administrative support, limited English proficiency or limited familiarity with grant processes.
 - Deliver clear and accessible outreach materials available at a minimum in English, Spanish, Russian, and Chinese (written) and Mandarin or Cantonese (spoken).
 - Work with trusted messengers and community-based organizations recommended by MOCCECE to reach providers that may not be connected to formal systems or networks.
 - Provide regular outreach updates to MOCCECE on a cadence mutually agreed upon.
- **Application management and award recommendations:**
 - Create clear application materials, manage intake, screen applications, assess eligibility, document recommendations, and support final award decisions. Application processes and materials must be available in multiple languages and must allow eligible providers to apply in languages other than English, including but not limited to, Spanish, Russian, and Chinese (written) and Mandarin or Cantonese (spoken). The Administrator must ensure that language access is integrated throughout the application process, including application forms, instructions, communications, and follow-up supports. Implement and manage streamlined, user-friendly digital applications and intake processes, including application review processes and scoring tools/frameworks.
 - Manage the full application lifecycle: review applications, confirm eligibility and grant requirements, determine award amounts, maintain timely, clear, and respectful communications with all applicants and grantees throughout the application, award, and disbursement process.
 - Provide families and providers with clear, regularly updated information and guidance in their preferred language regarding program policies and procedures.
 - Establish and enforce conflict of interest protocols for the application and review process, requiring disclosure and recusal where conflicts exist.
- **Grant distribution and financial oversight:**
 - Disburse funds through provider-friendly systems, track payments, maintain appropriate fiscal controls, and document use of funds.
 - Develop financial reporting protocols and requirements approved by MOCCECE.
 - Provide multiple payment options that meet providers' needs.
 - Maintain documentation and share granular financial data with MOCCECE regarding grant calculations and provider expenditures.
 - Assess and clearly communicate how program participation may affect participants' tax obligations, public benefit eligibility, and overall financial circumstances, with the goal of minimizing unintended financial harm.
- **Technical assistance and referrals:**
 - Help providers access technical assistance and training to support business sustainability, including payroll, taxes, employee benefits, adoption and use of childcare management systems, data systems, and other business topics.

- Provide multiple methods of technical assistance support (e.g., phone, email, virtual, and in person, if needed, office hours) to ensure equitable access.
- Continuously refine the format, topics, and cadence of technical assistance and supports based on community needs.
- **Data, privacy, and reporting:**
 - Maintain secure systems for application, award, payment, and technical assistance data; share timely reports; and follow agreed privacy protocols.
 - Lead regular conversations with MOCCECE to review data and determine if the grant allocations are meeting goals or if there need to be any adjustments to the allocation model.
 - Facilitate access to all relevant program data at a record level for MOCCECE to support program oversight, evaluation, and continuous improvement.
 - All agreements between the Administrator and program participants must explicitly state that MOCCECE and the Mayor's Fund will have full access to all program data, including but not limited to enrollment, eligibility, subsidy utilization, and outcomes data.
 - Data sharing protocols must allow MOCCECE to use the data for appropriate programmatic, reporting, and evaluation purposes, in accordance with applicable privacy and security standards.
- **Continuous improvement:**
 - Support collection of implementation and outcome data, including regular feedback from the Steering Committee and additional providers, to continuously improve the grant program, capture key outcomes, and codify lessons learned.
 - Track demographic and geographic trends in applicant and awardee data.
 - Conduct surveys or other methods to measure impact, gather feedback, and ensure compliance.
 - Drawing on provider feedback and implementation data, make recommendations to MOCCECE about any adjustments to the program that will better address provider needs and meet established program goals.
 - Provide reports to MOCCECE about program implementation. Reports should highlight emerging lessons, challenges, and equity implications to inform continuous improvement and guide adjustments to program design and implementation.
 - Agree to partner with external research and/or program evaluation partners if requested by MOCCECE
- **Project management and coordination:**
 - Designate a lead individual or small team to serve as the primary contact for MOCCECE and the Mayor's Fund. This person or team will coordinate day-to-day project management, meetings, decisions, risks, and all contract activities.
- If the Administrator deems it necessary to subcontract services during the term of the agreement, the Administrator must receive prior written consent from the Mayor's Fund and MOCCECE.

Project Budget

The Mayor's Fund anticipates awarding a contract during fall 2026 with a total budget of \$350,000 for the administrator's activities. The Administrator will be responsible for managing a total grant pool of \$3M to be distributed to eligible providers based on the criteria set in coordination with MOCCECE. Applicants must submit a detailed cost proposal (4-pages maximum) including staffing, outreach, materials, and application material development.

All budget proposals should clearly outline:

- Current staff roles, hourly rates, and estimated level of effort.

- Existing staff capacity vs. hiring needs.
- Estimated time and resources needed to complete key deliverables.
- Subcontractors, including their roles and associated costs.
- A justification that demonstrates all proposed costs are reasonable, proportional, and aligned with the scope of work.

V. EXPECTED DELIVERABLES AND TIMELINE

The selected Administrator will complete the following deliverables over the contract term. The active grant period will be 12 months with at least 2 months of project launch and preparation, and one month of project closure, totaling 15 months. Final dates will be confirmed during contract negotiation. The selected Administrator will report to and share deliverables with MOCCECE during each phase and will arrange regular check-in meetings. Progress will be reviewed at regular intervals to ensure program remains aligned with the needs and commitments.

	Timing	Deliverable
Pre-Active Grant Period	Project launch (Month 1)	Implementation plan, including grant criteria, workplan, staffing, outreach plan, application workflow, data and privacy protocols, fiscal controls, and evaluation approach.
	Preparation (Month 2)	Application materials, review rubric, provider-facing guidance, translated materials, technical assistance protocols, and payment process. Launch of outreach activities.
Active Grant Period	Active grant period (12-month period broken into Phase 1, Phase 2, and Phase 3)	Continued outreach, application intake, applicant support, eligibility review, award recommendations, grant disbursement, technical assistance, referrals, and issue resolution. <i>Initial disbursements must begin no later than 8 weeks after project launch (month 1 of active grant period).</i>
	2 Midpoint Evaluations (~Months 3 & 6 of active grant period)	Preliminary implementation assessments summarizing program performance, provider feedback, operational challenges, and recommendations for refinements to be approved by MOCCECE prior to the second and third implementation phases.
	Progress Report (monthly)	Progress report with outreach activity, applications received, award recommendations, disbursements, technical assistance activity, risks, and decisions needed. Recurrent meetings to look at data, provider feedback and consider any adjustments to the program model.
Post-Active Grant Period	Project Closeout (Final month of contract)	Final report summarizing implementation, providers reached, grants awarded, provider needs, outcomes, lessons learned, and recommendations for potential future rounds.

Timeline

The Mayor's Fund anticipates awarding one contract with an overall period of 15 months for the Administration of the Emergency Microgrants Program, with the opportunity to extend the timeline as needed in accordance with the Mayor's Fund procurement rules. The Administrator must build in regular opportunities to solicit feedback from FCC and GFCC providers and/or the Steering Committee to ensure the program remains aligned with community needs, project goals, and equity commitments. The phased implementation will allow MOCCECE and the Administrator to reflect, learn and adapt based on providers' experience and feedback. This will allow for continuous learning and better adaptation of the Program. The contract timeline includes:

- Project launch and program preparation (approximately 2 months)
- A 12-month program performance period during which grant disbursements and ongoing evaluation occur
- A closeout period dedicated to final reporting, reconciliation, and evaluation (approximately 1 month).

Phase 1: Program launch and initial grants disbursements. The Administrator will finalize program design, award distribution methodology, administrative workflows and data collection and sharing strategies for MOCCECE's approval. Following the project launch, the Administrator will begin the first implementation phase, including a first disbursement of microgrants, with first disbursements made within 8 weeks of the project launch (timeframes are detailed in the table above and will be further specified in the contract).

During this phase, the Administrator should anticipate administering no more than 50% of the anticipated grant funding, while retaining sufficient flexibility for adjustments following the preliminary evaluation.

Midpoint Evaluation 1: Approximately one-fourth of the way through the 12-month performance period, the Administrator will conduct the first implementation evaluation based on program data, provider feedback, operational performance, and early implementation outcomes. The evaluation will assess outreach effectiveness, application and award trends, grant distribution progress, administrative processes, and any operational challenges. The Administrator will submit recommendations for program refinement to MOCCECE for review and approval before proceeding to the second implementation phase.

Phase 2: Grants disbursements: Following MOCCECE's review of the first midpoint evaluation, the Administrator will implement any approved refinements and continue outreach, application intake, eligibility review, grant disbursements, technical assistance, and provider support. This phase should be built on lessons learned during initial implementation while maintaining timely distribution of funds and ensuring equitable access for eligible providers. The Administrator should anticipate administering an additional portion of available grant funding during this phase while retaining flexibility to respond to findings from the second midpoint evaluation.

Midpoint Evaluation 2: Approximately halfway through the 12-month performance period, the Administrator will conduct a second evaluation based on implementation data, provider feedback, operational performance, and emerging needs.

Phase 3: Program evaluation and refinement: Following MOCCECE's review and approval of any recommended modifications, the Administrator will implement approved program refinements and begin the final grant administration period. The remaining grant funds will be distributed during this phase, allowing resources to respond to lessons learned, emerging provider needs, and any approved program adjustments.

VI. APPLICATION EVALUATION

Eligibility: Eligible applicants include nonprofit organizations, philanthropic institutions, public or governmental agencies, Community Development Financial Institutions (CDFIs), fiscally sponsored entities, and other qualified organizations with demonstrated experience in administering public or philanthropic grant programs. Applicants that have been debarred from contracting with another government agency are not eligible.

Subcontractors: Applicants may propose subcontractors when doing so strengthens the implementation model. Proposals that include subcontractors must identify each subcontractor, describe its role and qualifications, and explain how the applicant will oversee the work. Subcontractors will be subject to review and approval as part of the final contract process. If the Administrator deems it necessary to subcontract services during the term of the agreement, the Administrator must receive prior written consent from the Mayor's Fund and MOCCECE.

Capacity and expertise: Applicants must have the organizational capacity, qualified staff, technical infrastructure, fiscal controls, and partnership approach necessary to carry out the full scope of work described in this RFP.

Applicants should demonstrate expertise in:

- Engaging with home-based childcare providers, families, and/or community groups.
- Understanding of the New York City childcare ecosystem, including the operational, regulatory, and financial realities facing FCC and GFCC providers.
- Rapidly launching projects using existing infrastructure, data systems, staffing, and partnerships.
- Administering and managing funding or grant programs in partnership with government agencies or philanthropic partners at a similar scale.
- Reviewing applications and making funding recommendations based on documented criteria and equitable practices. Designing or delivering linguistically and culturally responsive services.
- Communicating effectively with applicants seeking clarification or support throughout the application process.
- Providing technical assistance to the childcare field or to small businesses. Using provider-friendly technology, payment, and tracking systems that can protect confidential information.
- Collecting, analyzing, and reporting programmatic and financial data for internal management, external reporting, and audit purposes.
- Demonstrating flexible thinking and making data-informed recommendations on how to adjust program design during implementation to maximize effectiveness.
- Managing timelines, project goals, and communicating effectively with diverse stakeholders.
- Designing and reporting on project outcomes and key lessons learned.

VII. APPLICATION MATERIALS & QUESTIONS

Proposal requirements:

Applicants should submit a **maximum 10-page** narrative document describing:

1. **Organizational qualifications:** Describe relevant experience administering grant or microgrant programs, provider relationships, and providing technical assistance, or business support.
2. **Proposed approach:** Describe the grant model, workplan, application process, review process, provider support model, and timeline, as well as the support and information required from MOCCECE to successfully execute the program.

3. **Outreach and equity plan:** Explain how the administrator will reach FCC and GFCC providers, including multilingual and culturally responsive strategies to ensure access across diverse provider populations.
4. **Staffing plan:** Identify key staff, roles, relevant qualifications, and anticipated level of effort.
5. **Data, technology, and privacy:** Describe data collection and reporting methodology, as well as systems for intake, review, payment tracking, reporting, data sharing, and privacy protection.
6. **Continuous improvement:** Describe how the administrator will design regular opportunities for feedback from providers, reflection, and the implementation of program adjustments.
7. **Payment and fiscal management procedures:** Explain how grant disbursements will be transferred to providers, including the use of provider-friendly technology, payment, and tracking systems that can protect confidential information.
8. **Technical assistance plan:** Describe how the administrator will provide or help connect to technical assistance and business coaching support after grant disbursement.
9. **Required attachments:** Include key staff resumes or bios, references or examples of similar work, and proof of legal status or fiscal sponsorship, as applicable. This is not part of the 10-page limit.

Applicants should also submit a **maximum 4-page** budget and budget narrative describing:

10. Proposed administrative budget, major cost assumptions, and indirect costs or subcontractor costs

Required documents:

- ☐ Application Cover Sheet
- ☐ Proposal Narrative / Application Questions (maximum 10 pages)
- ☐ Budgets: Project Budget and Organization's Operating Budget (maximum 4 pages)
- ☐ Key Staff Resumes: Resumes and/or description of Qualifications for Key Staff Positions
- ☐ Organizational Chart: Include the Program Organizational Chart showing how the proposed services fit into your organization
- ☐ Copy of organization's Certificate of Insurance
- ☐ Doing Business Accountability Vendor Update Feb2022.pdf

Evaluation criteria: Proposals will be evaluated against the criteria set out below. The process does not assign points to individual questions but instead awards a maximum score for each evaluation criterion.

Relevant qualifications and experience	The extent to which the applicant demonstrates depth of experience in program planning, funding administration, and engagement with providers. Items to consider: - Has experience in home-based childcare or similar initiatives - Has managed provider applications, contracts, and awards - Has worked with diverse providers and high-need communities, preferably in New York City - Has experience in engaging in equity-focused outreach - Demonstrates flexibility and problem-solving skills	35 points
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	- Has implemented large scale initiatives with similar grant amounts to distribute - Demonstrates an understanding of how program participation could affect participants' tax treatment, public benefit eligibility, and broader financial circumstances. Proposals should describe the administrator's approach to identifying these risks, communicating them clearly to participants, coordinating with qualified tax or benefits experts where appropriate, and designing services to minimize unintended financial harm.	
Implementation readiness, capacity and approach	Completeness and clarity of the proposed approach, timeline, and demonstrated ability to execute quickly and efficiently. Items to consider: - Feasible approach and timeline - Defined staffing, infrastructure, and partnerships - Tools for application intake and decision-making - Plans for and evidence of prior delivery and management of technical assistance and outreach - Demonstrated ability to adapt and refine programs in collaboration with stakeholders - Continuous improvement practices - Clear understanding of what type of support and information is required from MOCCECE to successfully execute the program.	30 points
Equity and community engagement	Capacity to leverage trusted community partners to integrate equity-focused practices in outreach, accessibility, and cultural responsiveness. Items to consider: - Culturally and linguistically responsive materials - Translation and interpretation for priority languages (i.e., Spanish, Russian, Chinese (written) and Mandarin or Cantonese (spoken)) - Strategies for providers with limited digital access - Processes that account for varying administrative capacity and language needs	10 points
Data and technology systems	Existing systems and infrastructure that can be adapted or scaled; experience with data collection, analysis, and secure sharing. Items to consider: - Sophisticated data systems beyond basic spreadsheets - Secure, automated data sharing protocols - Integration capacity with MOCCECE systems - Demonstrated use of data for compliance purposes, to spot trends and potential issues, and for continuous improvement - Ability to generate clear and actionable data reports	15 points

Budget quality and feasibility	Thoughtfulness, appropriateness, and realism of the proposed budget. Items to consider: - Detailed and aligned with scope of work - Realistic for scale and complexity - Clear distinction between direct vs. indirect costs - Justification for all costs	10 points
TOTAL		100

VIII. SELECTION PROCESS

All complete applications will be reviewed by a selection committee designated by the Mayor's Fund and MOCCECE. The Mayor's Fund may request clarifications or additional information from applicants during the review process.

Award of the contract will be made to the applicant whose proposal is determined to be most advantageous to the program, considering the evaluation criteria, proposed approach, organizational capacity, budget feasibility, and the needs of FCC and GFCC providers.