

**Language and Literacy Coaching  
Request for Proposal  
Potential for Services Approximately Over the Next 12 to 24 Months**

Valley of the Sun United Way ("VSUW"), on behalf of the Project C.A.L.L. 2.0 (Collaborating to Accelerate Literacy and Learning) Community Literacy Hubs is seeking proposals in the form of a Letter of Intent (LOI) for vendor(s) to provide Literacy Tutoring (K-3rd grade), Family Engagement, and Family Early Literacy Training at the following locations:

- Lattie Coor Elementary School, 220 La Canada Blvd., Avondale, AZ 85323
- Peralta Elementary School, 7125 W Encanto Blvd., Phoenix, AZ 85025
- William R Sullivan Elementary School, 2 N 31<sup>st</sup> Ave., Phoenix, AZ 85009

**\*\*At this time, VSUW is seeking LOIs as described herein, for consideration to include in VSUW's submission of a proposal for the Arizona Department of Education's (ADE) Request for Proposal, Project FELT – Family Engagement Early Literacy Hubs (Solicitation Number: BPM006081) (referred to as "Project FELT"). Accordingly, submission of an LOI in response to this RFP does not guarantee a contract award, and award(s) are contingent upon VSUW's receipt of a Project FELT award and/or any other potential funding sources designated for this project, as well as VSUW's final discretion even if it awarded funds. Submission of an LOI and/or inclusion in VSUW's Project FELT proposal package does not guarantee a contract. VSUW will determine final contract award(s), in its sole discretion, if and/or when VSUW secures funding.\*\***

VSUW envisions a community where every child, family and individual is healthy, has a safe place to live, and has every opportunity to succeed in school, in life and in work. As VSUW works with the community as well as corporate and nonprofit partners to implement MC2026, its five-year plan for Mighty Change, VSUW will put all of its efforts toward reaching bold goals for Maricopa County in Health, Housing and Homelessness, Education, and Workforce Development.

Along with others, VSUW seeks to:

- Close opportunity gaps to ensure children read at grade level by 3rd grade and youth are prepared for educational success and employment.
- Remove barriers to ensure everyone in the community is healthy, with a focus on access to food and health care.
- Ensure all can have a safe home to call their own.
- Open pathways to better paying jobs.

**This RFP represents an open and competitive process. LOIs must be submitted electronically to [dgerundo@vsuw.org](mailto:dgerundo@vsuw.org) no later than 11:59 PM (Arizona time) on March 26, 2024. Any LOIs received after this date and time may not be considered.**

If contracts will be awarded, a selection decision will be made by June 1, 2024 (or at a time after ADE awards Project Felt funds), and notification of selection/non-selection will be sent after that date. Contract terms and conditions will be determined upon selection of LOI(s). All contractual terms and conditions will be subject to review and final approval by VSUW and will include scope, budget, schedule, and other necessary items. Submission of an LOI neither guarantees a contract nor guarantees that VSUW will retain an organization's services.

## SERVICES REQUESTED

VSUW is seeking LOI(s) for vendor(s) that can provide the following:

Literacy Tutoring (K-3rd grade)	<ul style="list-style-type: none"><li>• Alignment to ESSER Evidence (please include the tier level assigned)</li><li>• Dosage: Minimum of two times per week for 30 minutes</li><li>• Serve up to 40 students per academic year</li><li>• Anchored in the Science of Reading</li><li>• Tutors must be trained in developmentally appropriate literacy skills.</li><li>• Apply best strategies to practice.</li><li>• Curriculum must be evidence based and aligned to the Science of Reading to include vocabulary, language and reading comprehension, phonology, phonics etc.</li><li>• Measure growth using tools in alignment or in partnership with the district</li><li>• Outlined deliverables</li></ul>
Family Early Literacy Training	<ul style="list-style-type: none"><li>• Alignment to ESSER Evidence (please include the tier level assigned)</li><li>• Dosage: Minimum of two times per week for 30 minutes for 10 weeks.<ul style="list-style-type: none"><li>◦ Serve up to 15 families per cohort</li></ul></li><li>• Anchored in the Science of Reading</li><li>• Tutors must be trained in developmentally appropriate literacy skills</li><li>• Apply best strategies to practice</li><li>• Curriculum must be evidence based and aligned to the Science of Reading to include vocabulary, language and reading comprehension, phonology, phonics, etc.</li><li>• Families must receive a copy of the book that is used each session to take home and build their own family libraries</li><li>• Measure growth</li><li>• Outlined deliverables</li></ul>
Family Engagement	<ul style="list-style-type: none"><li>• Provide two literacy events per year associated with or in the hub</li><li>• Resource connections for families</li><li>• Measurement of participation and growth</li><li>• Apply best evidence-based practice strategies for family engagement</li><li>• Provide extended library hours 2 times per week</li><li>• A literacy rich environment</li><li>• Outlined deliverables</li></ul>

LOI(s) also should include background information about your organization, and what qualifications you/your organization have in this industry and specifically what components you are applying for funding for (you can apply in all areas or just one). The budget submitted should be broken down by hourly, cohort and or cost per unit(s). LOI(s) should be no more than four pages in length and must be signed by an authorized signatory at your organization.

Please provide, in your LOI(s), all fee/cost information for the above-mentioned services. Please recognize that VSUW is a 501(c)(3) tax exempt organization when providing fee/cost information.

At a minimum, VSUW must select a vendor(s) that complies with 2 CFR 200.327; additional contractual terms to this effect will be included in the awarded contract. Any contractors must comply with subcontractor requirements as set forth in ADE's Project FELT Request for Proposal documents. Vendors also:

- Must have background in early childhood development and/or literacy.
- Must have coaches that have current fingerprint clearance.
- Should have tutors and/or staff who have completed LETRS training; preference will be given to those that have completed LETRS training and/or relevant training in alignment to the Science of Reading.

## SCORING RUBRIC

VSUW will evaluate submitted proposals based on the following Scoring Rubric. Scoring Rubrics are proprietary and confidential to VSUW and will not be shared or disseminated.

Scoring Rubric	
Evidence base alignment to include in delivery module, curricula, dosage, etc.	40
Anchored to the Science of Reading and expertise and Parent Engagement	25
Delivery model and method for progress monitoring	25
Budget	10
<b>Total</b>	<b>100</b>

For questions, please contact Dawn Gerundo at [dgerundo@vsuw.org](mailto:dgerundo@vsuw.org).