

**Family Rewards Program  
Responses to Questions #1  
Part of the Federal Social Innovation Fund  
Updated January 31, 2011**

*Note: As stated in the Young Adult Program Request for Proposals (RFP), responses to questions, update notices, and addenda posted on the website are official updates to the RFP. It is the responsibility of the applicant to read and adhere to the responses to questions, update notices, and addenda posted on the website when responding to the RFP.*

**Q1: What is a match in funds? Please clearly define.**

**A1:** The SIF requires an overall 3 to 1 fundraising match for the federal grant. Thus, federal SIF funds will cover only about a quarter of the total funds required for the overall Family Rewards project, which includes program operations and the evaluation. The remaining funds, or “match” funds, are being raised from other sources. The Mayor’s Fund Collaborative will take the lead in fundraising activities, but providers will be expected to participate in and support activities to raise those required matching funds.

Sub-grantees can strengthen their proposal by securing pledges of internal cash resources or by illustrating previous success at securing matching funding for federal grants. This cash revenue cannot be from a federal governmental source.

**Q2: Does the organizational match add to the overall program budget?**

**A2:** No. The sub-grantee’s budget should reflect all the costs needed to carry out the program. The organizational “match” funds proposed by the sub-grantee – such as pledges of cash resources or other resources – count toward the total budget.

**Q3: What is the nature of guidance, frequency of contact or level of work for the control group (versus the research group)?**

**A3:** Program staff are responsible for recruiting enough people to be randomly assigned to program and control groups. Following random assignment, the level of work related to the control group is close to minimal (or none). Unlike the program group, which is the target of Family Rewards, the control group will not receive any Family Rewards cash incentives or services from sub-grantees. However, if approached, sub-grantees may provide control group members with information on other services available in the community that they may access on their own.

**Q4: How will the control group be tracked? Does the control group need to be tracked?**

**A4:** Once sample members are recruited for Family Reward and assigned to the program and control groups, it will be the responsibility of the evaluation team to track the control group members.

**Q5: Please clarify how the Mayor's Fund Collaborative will generate the list of eligible participants.**

**A5:** The Mayor's Fund Collaborative will work with government agencies to obtain data and develop a list of eligible participants who receive either TANF or food stamps (SNAP) and have a child in 9<sup>th</sup> or 10<sup>th</sup> grade.

**Q6. Can we recruit and enroll TANF and food stamp participants from our own program(s)? Will we receive referrals of potential participants from public benefit agencies?**

**A6.** No. The Mayor's Fund Collaborative will work with the TANF and food stamp agencies in Memphis and New York City to develop the recruitment lists for the sub-grantees. These lists will include contact information for families who meet the program's eligibility criteria. No referrals will be made to the sub-grantee by these public agencies. Thus, the recruitment plan should not assume referrals for this program from public benefit agencies. Sub-grantees will be expected to develop outreach and recruitment plans to contact the families on the lists provided by the Mayor's Fund Collaborative. Sub-grantees will inform the families about the opportunity to enroll in the SIF Family Rewards program, screen those who come forward, administer the intake and random assignment procedures, and provide an orientation for those selected for the program group. It is possible some of the families on these lists are from the sub-grantee's program, but only individuals on the lists produced by the Mayor's Fund Collaborative will be eligible to participate.

**Q7: Please clarify the difference between an applicant's capacity to enroll participants versus their capacity to recruit of participants.**

**A7:** Recruitment and enrollment are related but distinct activities for sub-grantees. Recruitment involves reaching out to eligible participants through phone calls, posters, community presentations, and other means to encourage them to go to the community-based organization(s) where they can enroll in the study. As noted in the RFP, the Mayor's Fund Collaborative will provide sub-grantees with the contact information for eligible participants to facilitate outreach. Enrollment occurs at the community-based organization once the participant (who is the head of household) agrees to be randomly assigned to the program or control group. Before this can happen, sub-grantees must give participants information about the research study, screen participants for eligibility and review identification documents, and invite participants to complete random assignment forms. Sub-grantees should expect some fall-off between recruitment and enrollment as participants may not show up for appointments at the community-based organization, decline to be randomly assigned, or be deemed ineligible. As a result, sub-grantees should expect to have to recruit more families than they are able to enroll.

***Reminder: All questions about the Family Rewards RFP must be submitted to [SIF@cityhall.nyc.gov](mailto:SIF@cityhall.nyc.gov) by Friday, February 7, 2011 to ensure a response. The deadline for Family Rewards proposals is 3pm, Friday, February 18, 2011. See the RFP for more details.***