

**Family Rewards Program  
Responses to Questions #2  
Part of the Federal Social Innovation Fund  
Updated February 8, 2011**

*Note: As stated in the Family Rewards 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: Is the budget for the Family Resource Fund (\$400/year per family) included in the annual \$1,200,000 SIF CCT reward payments budget? Or should we include this Resource Fund as a separate budget line item?**

**A1:** No, the annual \$1,200,000 SIF CCT reward budget includes the cost of reward payments only, and it does not include the Family Resource Fund. The budget for the Family Resource Fund should be included as a separate budget line item.

**Q2: How do we determine which families require more frequent follow up in this project? How are you defining "not progressing towards achieving their goals rewarded?" (eg. a family only receiving less than 5? less than 3?)?**

**A2:** At this stage, the Mayor's Fund Collaborative is not proposing specific progress measures, but is interested in understanding the approach sub-grantees will use to ensure that families are getting the assistance they need to achieve the activities rewarded by the program. Based on the original Opportunity NYC Family Rewards experience, we know that almost all families enrolled in the program will earn one or more rewards, but not necessarily in every domain (health, education, and employment) or consistently over time. For the SIF, sub-grantees should use data on the patterns of reward receipt to help decide who needs what kind of intervention, and when, and should propose benchmarks they will use based on these data. For example, applicants may want to propose the number of missed payments for particular rewards that would trigger the sub-grantee's interventions with families and how they will work with participants who could have, but did not earn rewards.

**Q3. What are the eligibility requirements for Memphis-based organizations to apply for grant?**

**A3.** As stated on page 5 of the RFP, "Organizations eligible to apply include not-for-profit organizations, states and local governments (and other political subdivisions), public schools, other educational institutions, tribes, as well as faith-based organizations." For more information on the experience and expertise requirements, see Section III of the RFP.

**Reminder: The deadline for Family Rewards proposals is 3pm on Friday, February 18, 2011. See the RFP for more details.**