



FOR IMMEDIATE RELEASE
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First 5 Sacramento Releases \$40 Million in Funding for Local Competitive Bids

Programs aimed at services for children prenatal through age five and their families

Over the next two months, the First 5 Sacramento Commission will be staggering the release of multiple Request for Proposals (RFPs) totaling over \$40 million in funding. Contracts will begin July 2021. Funding over a three-year period is for services benefiting the health and well-being of young children and will be allocated among the following areas:

- Preventing African American Child Deaths
- Strengthening Families/Decreasing Child Abuse and Trauma
- Improving School Readiness
- Building Quality Child Care Settings
- Increasing Breastfeeding

For background information and the funding allocation for each area, refer to the [First 5 Implementation and Systems Improvement Plan](#). Additional background information is also available in the [First 5 Strategic Plan](#).

Please regularly check the [First 5 Sacramento website](#) for proposal information and mandatory dates. If you have any questions, please call 916-876-5865.

About First 5 Sacramento

Research shows that 90% of a child's brain develops in the first five years and what parents and caregivers do during these years to support their child's growth will have a meaningful impact throughout life. Based on this research, California voters passed Proposition 10 in 1998, a tobacco tax, to support programs for expectant parents and children ages 0-5. In the last year, First 5 Sacramento distributed approximately \$12 million in Prop 10 revenues to programs and services that meet local needs in Sacramento County. All 58 counties have a First 5 Children and Families Commission providing unique local services for that county. More information available at www.first5sacramento.net, Facebook, Twitter, Instagram, LinkedIn, YouTube and Pinterest.

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