



June 4, 2025

Dear Community Partner,

Since its beginning, First 5 San Luis Obispo County has understood that supporting children from prenatal through age five means supporting the entire family and the communities in which families live and work. When parents and caregivers thrive, so do young children. That's why First 5 has invested in efforts that promote and expand family-friendly policies where families spend much of their time: at work.

In 2021, First 5 SLO County partnered with the County of San Luis Obispo and the San Luis Obispo Chamber of Commerce to launch the SLO County Family-Friendly Workplaces Program – a free, countywide resource designed to promote and support family-friendly practices in businesses of all sizes and sectors. Since its inception, the program has:

- Created a countywide brand and toolkit;
- Built and maintained a robust online assessment and resource hub;
- Offered personalized consultations and implementation support;
- Provided public recognition through the SLO County Family-Friendly Workplaces Award; and
- Gained regional and statewide attention as a model of public-private partnership and community impact.

In just four years, the program has completed over 337 assessments and honored more than 267 businesses with awards, many of which have gone on to deepen their commitments and serve as champions for family-friendly practices.

As the SLO Chamber has decided to conclude its role as the lead contractor for this initiative, First 5 SLO County is considering an opportunity to invest in a new organization or business partner to carry forward this impactful work.

To help make this decision, we are inviting interested and qualified community organizations or businesses to submit a Letter of Interest (LOI) to carry forward the work of the SLO County Family-Friendly Workplaces Program.

More About Potential Opportunity:

- Estimated Annual First 5 SLO County Investment: \$75,000
- Additional leveraged/in-kind support from contractor: Required
- 1 year contract with First 5 SLO County with potential for 2 more years of funding
- Primary Responsibilities Include:
 - Program leadership and coordination
 - Delivery of workplace assessments and consultations
 - Outreach and communications with SLO County businesses and chambers
 - Establishing and growing opportunities for business participation in North and South County and Coastal Communities

- Broadening diversity of participation across employer size and sector
- Managing the award process and public recognition efforts
- Collaborating with First 5 and other stakeholders to sustain and grow the program

Program Goals:

- Accelerate the adoption of family-friendly workplace practices throughout SLO County.
- Educate employers on how these practices support a strong, inclusive workforce.
- Ensure every SLO County business has access to tools and support to become more family friendly.
- Ease the burden on child care system county-wide

Your LOI should include:

- Primary Contact
- Your organization's name, mission and connection to this effort
- Vision for continuing the program
- Description of staffing capacity
- Proposed use of funds, including additional leveraged/in-kind support or matching funding (In-Kind or Cash)
- Estimated timeline to transition program and begin implementation

Please send your Letter of Interest (maximum 4 pages) by June 18, 2025 to: Jason Wells, Associate Director (jwells@first5slo.org).

After reviewing submissions, First 5 may invite candidate/s to discuss this partnership opportunity and request additional information. The Commission reserves the right to accept or decline proposals in its sole discretion.

We look forward to reading your letters of interest and appreciate your commitment to supporting families, strengthening the workforce, and building a brighter future for children across San Luis Obispo County.

Sincerely,

Jason Wells
Associate Director
First 5 San Luis Obispo County