



**FOR IMMEDIATE RELEASE**

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## **\$1.5 million Available for “Innovation Funding,” Applicants Sought**

*First 5 San Bernardino launches simplified process to address community-level challenges with practical, collaborative solutions*

**SAN BERNARDINO – September 15, 2022** – First 5 San Bernardino, well-known for its 23-year history of investing in children prenatal through five years old, is launching a new and innovative funding opportunity. Local organizations seeking financial support to initiate or develop programs or ideas aligning with First 5 San Bernardino’s strategic plan are encouraged to apply for funding through the organization’s request for applications process <https://first5sanbernardino.org>.

“This is an amazing opportunity, especially for smaller-sized organizations who may already be collaborating with each other, to apply for funding to address critical issues and needs facing young children and their families,” said First 5 San Bernardino Executive Director Karen E. Scott. “Further, we’re hoping it may spark additional creative thinking on how to engage with families and the community in identifying and meeting needs as possible, which is exactly why the initiative was created,” Scott concluded.

Named after a beloved staff member who recently lost her battle with cancer, **the Merceides Logans Community Innovation Initiative** is a \$1.5 million fund designated to foster a progressive yet simplified approach for community organizations to obtain resources and work together.

A typical funding application process can be overwhelming for some organizations, explained Ronnie Robinson, First 5 San Bernardino section manager of systems and communication. “This opportunity was designed to be easier to navigate, and we invite community organizations, churches, small non-profits and those with similar or shared interests in helping children to apply,” Robinson said.

### **Details:**

- Request for application release: Sept. 15, 2022
- Mandatory attendance at the virtual Application Submission Workshop (Deadline to register online is 12 pm on Sept. 27; Workshop to be held at 4 pm, Sept. 27 via Zoom)
- Application questions deadline: 4 pm, Sept. 30, 2022
- Application submission deadline: 4 pm, Nov. 4, 2022
- Application, Funding Brief and Submission Guidebook materials all available at [First5SanBernardino.org](https://First5SanBernardino.org)
- Tentative start date for contract: Jan. 12, 2023
- Questions? Email [First5SanBernardino@cfc.sbcounty.gov](mailto:First5SanBernardino@cfc.sbcounty.gov), attention Ronnie Robinson

### **About First 5 San Bernardino**

First 5 San Bernardino’s distinct purpose is to improve the lives of young children and their families by giving them the best possible start in life. For more information, visit [First5SanBernardino.org](https://First5SanBernardino.org).