

Great Expectations Funding Opportunity

Building Support for Family, Friend and Neighbor Care

This funding opportunity is to extend the Family, Friend, and Neighbor Care pilot program to implement strategies and programs that build awareness of and support for family, friend, and neighbor (FFN) care—informal childcare often provided by family members or friends—in Forsyth County. This work should be informed by the 2022 report on FFN care in the community and align with previous pilot efforts.

Goal

Strengthen the capacity of informal caregivers to provide enriching environments and developmentally appropriate care for young children and ensure that the Forsyth County childcare ecosystem is inclusive of informal care.

Strategy

Convene, facilitate, and coordinate stakeholders to collectively address goals. This could include better coordination within and across systems and regularly convening community partners.

Conduct broad-based communications, community education, and advocacy efforts that advance goals.

Build community, network, organizational, and individual capacity so that historically marginalized populations, particularly Black, Immigrant, Indigenous, and other leaders of color can drive community and health improvement efforts.

Timeframe

Call-by date: July 20, 2023

Application deadline: August 10, 2023

Geographic Focus

Forsyth County

Opportunity Details

Family, friend and neighbor (FFN) care is a critical component of many families' support systems—especially economically vulnerable families. Most families with young children use FFN care, and there has been little attention at the local and state levels to learning about and building the capacity of the caregivers that care for many of our youngest children.

In 2017, the Trust funded research that surveyed more than 1200 parents and caregivers about FFN care. Research showed that families consider many factors when making childcare arrangements and that more than 70 percent of children are served outside the formal licensed childcare system. Safety, trust, affordability, convenience, and other factors lead many families to choose or rely on FFN care, and many parents reported a preference for FFN care and happiness with their current childcare arrangements.

In 2018, a design team of organizational stakeholders convened over six months to discuss friend, family, and neighbor care needs. The design team considered the strengths and needs of the families and caregivers involved in FFN care, learned from national best practices, and designed pilot programs and community education and advocacy strategies that will strengthen and support FFN care in Forsyth County. Two pilot programs with a focus on providing play-and-learn groups and home visiting for FFN caregivers, as well as a cross-cutting FFN evaluation, were funded in 2019. Due to the COVID-19 pandemic, the pilot sites and participating families experienced some setbacks and disruptions.

The Child Care Resource Center of Forsyth County also oversaw a landscape analysis of policies that impact individuals providing unlicensed family, friend, and neighbor care across the state. The purpose of the report was to develop a policy framework and recommendations to support FFN care in North Carolina.

The Trust is interested in receiving collaborative applications from previously funded pilot organizations or design team stakeholders to develop and implement community education and advocacy efforts based on recent research and strategic planning. Given the Trust's stated concern about advancing equity, our interest in FFN is particularly focused on supporting economically vulnerable families whose childcare options are limited.

Contact

To schedule a conversation about this opportunity, please contact Grants Assistant Mary Weaver for an initial consultation at mary@kbr.org or 336-972-5654.