As part of a purposeful opportunity made possible by Intel Corporation®, CDW, and LEGO Foundation, First Book is soliciting proposals for PC and STEAM resource distributions that will ultimately connect more than 10,000 kids in need with their human right to education during the COVID-19 pandemic. The closure of schools during this time exacerbates an existing crisis in education for children in poverty, millions of whom do not have access to computers or internet to enable virtual learning. These children are isolated without educational support and are falling even further behind.

First Book, Intel, CDW and LEGO Foundation recognize that districts are struggling to support remote learning now and will need to support students overcoming the impact of COVID-19 and summer learning loss in the next school year. Through this initiative, these partners have joined forces, combining unique assets and capabilities, to provide a holistic learning solution to support your efforts.

First Book believes that education is the way out of poverty for children in need. We aim to provide all children equal access to quality education by making books and other resources available to classrooms and programs serving children in need, from birth to age 18.

BID SUBMITTAL DEADLINES:

JUNE 5, 2020

FIRSTBOOK.ORG/CCAPPLY
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May 18, 2020

Dear Educational Equity Champion,

The closure of schools during the COVID-19 pandemic exacerbates an existing crisis for children in poverty, millions of whom do not have access to computers or internet to support remote learning. These children are isolated without educational support and are falling even further behind.

First Book is announcing a purposeful opportunity made possible by Intel, CDW and LEGO Foundation to get more than 10,000 laptops and 7,500 LEGO Education Solutions to students in need across communities nationwide. This initiative will provide a unique and holistic STEAM solution to districts, delivering access to education during this unprecedented time, facilitating remote learning and helping students overcome COVID-19 and summer learning loss as the next school year approaches. Through a competitive RFP process, eligible applicants will be selected to receive a gift of configured laptops to support Title I families with an online home-to-school connection. For you, these awards will provide critical help to further your work and goal of supporting children, families, and educators during this crisis. For First Book, this funding will boost the rapid scaling of our goals to reach the 1.3 million U.S. classrooms and programs serving children in need, and to ensure that all children have access to the tools they need and the education they deserve to succeed and thrive in school and life.

You are receiving this RFP because you share our goal of equal educational opportunity for all children. Whether you are an existing First Book Network partner or a potential one, we believe that this opportunity will expand and strengthen our aligned work. The attached RFP describes the terms and requirements for projects and proposals. Awards will be allocated in varying amounts based on need.

While we offer free and low-cost books and educational resources every day, it is an extraordinary opportunity for us to have this volume of free laptops and LEGO Education Solutions to distribute specifically to districts in support of your Title I families. We hope you will take advantage and apply for an Intel Online Learning Initiative: Creating Connections award right away. We look forward to continuing the conversation.

Sincerely,

KYLE ZIMMER
PRESIDENT, CEO, AND CO-FOUNDER
ABOUT FIRST BOOK

First Book believes that education offers children the best path out of poverty, but access to quality education is far from equal. Significant barriers stand in the way for kids in low-income communities, including scarce books and learning materials in their homes and classrooms, and a lack of diversity and relevancy in the books that do reach them. Even the most basic essentials like food and clean clothes aren’t met for these children. First Book’s mission is to remove these barriers.

We have aggregated the largest and fastest-growing community of formal and informal educators serving children from low-income families, with a registered membership of more than 475,000 and growing by 1,000 new members every week. This army of advocates – the First Book Network – includes one third of the estimated 1.3 million educators and programs serving children in need. This vibrant Network trusts First Book to help them to be more effective and reach more kids every day.

Through the award-winning First Book Marketplace, we have overcome the barriers of high price and low relevancy that have prevented learning materials from reaching these educators, leveraging their buying power to create market-driven solutions and technology platforms that directly address their needs. Since 1992, First Book has distributed more learning materials than any other program of its kind: 200 million books and educational resources, worth more than $2 billion, reaching more than 5 million children annually.

First Book Research & Insights, First Book’s unparalleled R&D platform, is a powerful knowledge bank of primary research drawn directly from those who know these kids best: teachers, afterschool program providers, and other caring adults. We’ve used these findings to collaborate with leading experts via the First Book Accelerator, developing research-based collections of books and teaching materials to address top concerns, such as family engagement and social and emotional learning. These innovative platforms speed knowledge to the field in months instead of years.

First Book’s models are built not as a quick fix, but to systematically address educational inequity with lasting, permanent change — not simply in the life of one child who yearns to learn, but across our entire educational system.

HOW WE ADDRESS EDUCATIONAL EQUITY

The Intel Online Learning Initiative: Creating Connections award represents an opportunity to collaborate with First Book as change agents for educational equity. We’re looking to partner with innovators and thought leaders who are committed to transforming lives in under-resourced communities, and who see these PCs as an essential key for unlocking possibilities for school-aged children. We all know that access to adequate resources is one of the greatest contributors to educational inequality in the United States. This is an opportunity for us to come together and create collective impact to level the playing field. Together, we can more powerfully reduce barriers to education for children across the U.S.
PROGRAM OVERVIEW

First Book is proud to partner with Intel, CDW and LEGO Foundation to fuel education during this critical time with an exciting opportunity to support students in Title I eligible schools or Title I districts. Intel, with support from its partner CDW, is generously providing personal computers, software, configuration services and digital learning resources. In addition, each winning application will get a stipend of $4,000 to help address home internet connectivity for kids in need. LEGO Foundation is providing STEAM learning solutions and learning resources.

School district Local Education Agencies (LEAs), Education Service Agencies (ESAs) and district leadership are invited to participate in an award process to apply for up to 350 Windows and/or Chromebook PCs for their Title I students to use for remote learning during the COVID-19 emergency, and to support students as they overcome the impact of COVID-19 and summer learning loss in the next school year. After the world returns to the new normal, these PCs can be used by the school district in support of your Title I schools' needs.

Additionally, districts serving students in grades 2-8 can request LEGO Education Solutions to support STEAM learning at home and in school. These LEGO Education Solutions (donated by LEGO Foundation) are designed to strengthen students 21st century skills by engaging them in real world problem solving. Whether in a remote setup or a classroom, LEGO Education Solutions provide guided experiences to build student confidence. Districts will be invited to choose from among three appropriate solutions to support STEAM learning for grades 2-8:

- **SPIKE Prime**: This go-to STEAM learning tool for grades 6-8 students combines colorful LEGO building elements, easy-to-use hardware, and an intuitive drag-and-drop coding language based on Scratch. SPIKE Prime continuously engages students through playful learning activities to think critically and solve complex problems, regardless of their learning level.

- **Simple Machines**: This set and the accompanying curriculum engage primary school students (grades 2-5) in investigating and understanding the operation of simple machines found in everyday life.

- **Simple & Powered Machines**: This set and the accompanying curriculum promote students’ fundamental STEAM understanding of machines, structures, and mechanisms in grades 6-8.

Applications must be submitted by LEAs, ESAs or district leadership; submissions from individual school administrators or staff will not be moved forward. Please feel free to share this application with your district-level colleagues or contacts if your role is not the appropriate fit to apply. This opportunity is focused on achieving three key goals. Proposals should include a plan to address each goal:

- **Provide resources to families in need.** Distribute laptops and LEGO Education Solutions for at home use to kids in need during the COVID-19 crisis.

- **Create Impact.** It is critically important that this incredible opportunity create maximum impact to fill gaps and ensure the neediest families have access to education during the COVID-19 crisis. After distribution, we will be collecting testimonials, notes of thanks and other illustrations of the impact of this incredible gift.

- **Connect to First Book.** Register and activate thousands of educators and providers working in under-resourced communities.
OVERVIEW OF PROCESS AND TIMELINE

Let’s do this!

We hope you are inspired to share your ideas and plans for how we can do great things together. Following are guidelines for submitting your online proposal via the link below. The online application form is simple and straightforward. The fields in the online application will reflect the questions and descriptions below. Detailed descriptions in this RFP are meant to provide support for those who already know us, as well as those who may not be familiar with First Book yet. We’re excited to explore this possibility with you.

Applications must be submitted by 11:59PM EST on Friday, June 5, 2020. Fully completed proposals should be submitted through the online portal at: https://firstbook.smapply.io/prog/CCapply.

Proposals will not be accepted after that time. No paper or emailed proposals will be accepted.

Questions? We invite you to join the informational webinar on May 21, 2020 at 3:00PM EST for a chance to connect with us live. You can RSVP for this webinar at https://zoom.us/webinar/register/WN_vgc10QTyQGWaHNQmHm4Sug by May 19, 2020 to attend and receive call-in information. To ask questions outside of the webinar, please submit them to CCquestions@firstbook.org by 11:59PM EST May 28, 2020. RFP recipients and organizations submitting questions will receive answers to questions on June 1, 2020.

SELECTION CRITERIA

During the proposal review process, a panel of reviewers will consider all proposals. Evaluations will focus on the following criteria:

• Shares a clear vision for who these PCs and Lego Education Solutions will most impact;
• Demonstrates a clear plan for implementation and distribution of resources;
• Demonstrates a clear plan for internet support;
• Demonstrates a clear plan to support the child’s education using these resources;
• Shows a clear plan to address inequality and fill gaps resulting from COVID-19;
• Includes a clear plan to collect evidence of impact following PC and LEGO Education Solutions distribution;
• Provides a clear commitment and plan to connect eligible educators and providers to the First Book Network through registration; and
• Demonstrates a potential for the LEA/ESA/district leadership’s ongoing partnership with First Book.

Decisions will be made by July 15, 2020, and all applicants and awardees will be notified via email on or before July 22, 2020. Please be sure to add “firstbook@firstbook.org” to your safe sender list to ensure our emails reach your mailbox.
APPLICATION DETAILS

PRE-APPLICATION SCREENER

1. Tell us about your role within your district. Which of the following options best describes your role?

   **Applicant Tip:** Because of the complexity of PC configuration and the need to align this configuration with district standards and support, First Book is requiring the district LEAs, ESAs or other district leadership to be the lead party on the applications that are submitted.

2. Are you a registered member of First Book?

   **Applicant Tip:** First Book requires all applicants to be registered members of the First Book Network in order to apply for these resources. Registration is free and can be done at [www.firstbook.org/CC](http://www.firstbook.org/CC). You can find a step-by-step guide to LEA/ESA/district leadership registration [here](http://www.firstbook.org/CC).

A. ABOUT YOU

   **The application begins by asking some basic contact information:**

   **Primary Contact.** Provide contact information for the lead person completing this application.
   - First Name
   - Last Name
   - Title
   - Daytime Phone
   - Email

   How did you find out about this opportunity?

   By completing this application, you agree to be available for questions from First Book should they arise during the proposal review, and will respond expeditiously.

   **Secondary Contact.** Provide contact information for a secondary contact for this application.
   - First Name
   - Last Name
   - Title
   - Daytime Phone
   - Email
APPLICATION DETAILS

B. ABOUT YOUR SCHOOL DISTRICT

The application then requires you to fill out some basic information about your school district:

- School District Name
- School District Web Address
- School District Address
- Number of Schools in Your School District
- Percent of Schools in Your District That are Title I Eligible
- Number of Students Served Across the District
- Number of Students in Title I and Title I Eligible Schools
- Percent of Students on Free & Reduced Price Lunch Across Your District

Tell us about the area in which you will distribute the laptops.
Is it urban? Suburban? Rural? Native American Community?

Please tell us more about the level of need in your community. (50 words)

**Applicant Tip:** This question is asking for any additional information that you would like to provide about the level of poverty in your community and/or allow you to provide additional color about what life is like for the families in need in your district.

C. ABOUT YOUR PROGRAM

Overview Of Your Proposal

1. Please provide a brief overview of how you plan to use these PCs and why they would be impactful for your district. (500 words)

**Applicant Tip:** With this question, we are interested to learn about your motivation for applying for this award. Please provide brief context on how COVID-19 has disrupted your plans, how this award will help you to address this disruption, and who this award will serve. What do you hope to accomplish using these laptops and how will those results be used to further your work with children and families?
D. YOUR GOALS
Now let’s dive a little deeper. Please tell us how you plan to meet each of the three goals of the Creating Connections initiative.

GOAL 1: Distribute laptops and LEGO Education Solutions to kids in need during the COVID-19 crisis.

PCs:
The application then asks you for information regarding the number and type of PCs you would need.
1. Please start by telling us how many PCs you need. Districts can request up to 350 PCs for the families that you serve.
   a. # of Chromebooks: ___
   b. # of Windows PCs: ___
2. What is the grade level of the children who will be using each of these PCs?
   a. K-2: # of Chromebooks ___ # of Windows ___
   b. 3-5: # of Chromebooks ___ # of Windows ___
   c. 6-8: # of Chromebooks ___ # of Windows ___
   d. 9-12: # of Chromebooks ___ # of Windows ___
3. In some cases, we will only be able to partially fulfill PC requests. If we are only able to fulfill a partial number of this request, would you still want the PCs? [Yes/No]
   a. If yes above, what is the minimum number of PCs that you would find helpful:
      i. # of Chromebooks: ___
      ii. # of Windows PCs: ___
4. Which of the following features would you want configured on your PCs? Please select all that apply.
   a. For Intel Celeron Based Windows Notebooks (to include 11.6’ screen with at least 4GB RAM and 16GB SSD): 1-year warranty; Intel Parents Guide to Remote Learning Brochure; Mouse/mousepad; District Image Deployment; CDW Asset Tag; Consolidated Kitting per Student for Low Touch Deployment
   b. For Intel Powered Celeron Based Chromebooks (to include an 11.6’ screen with at least 4GB RAM and 16GB SSD): 1-year OEM warranty; Intel Parents Guide to Remote Learning Brochure; Mouse/mousepad; White Glove Service; EDU Upgrade License; CDW Asset Tag; Consolidated Kitting per Student for Low Touch Deployment

Applicant Tip: While you will have the opportunity to request specific PC platforms based on learning needs and grade levels if your district is selected for an award, this “opt-in” list will give us an initial sense of which features will be of value to your district.
The application then prompts you for additional details around your plan to distribute and use these resources with families in need across your district.

1. Please tell us your plans for how you will distribute the laptops to the families you have selected. (250 words)

   **Applicant Tip:** These PCs will likely ship to your district in mid-August. Please include information about your proposed timeline and readiness to execute on this distribution.

2. If we are only able to provide fewer PCs than you requested, how will this affect your distribution plan, targeted recipients and proposal? (150 words)

3. If COVID-19 does not interfere with school programming this fall, how will that change how the PCs will be used and by whom? (250 words)

4. In your ideal scenario, when would you want to receive these PCs at the district? (30 words)

   **Applicant Tip:** Please include the desired date and rationale for this request. PCs can be shipped to the district as early as late July 2020, upon special request. Most PCs will be shipped in August or later, in response to district need.

5. What is your plan for providing internet connectivity to the families receiving these laptops? (200 words)

   **Applicant Tip:** Intel and CDW are providing each awarded district with a $4,000 stipend to help you overcome barriers to home internet connectivity for kids in need.

6. Please tell us how you plan to provide technical assistance to the families who receive these PCs. (150 words)
LEGO Foundation is partnering with us to provide LEGO Education Solutions to schools serving children grades 2-8. If you are intending for the Chromebooks and Windows PCs requested above to be shared with children in grades 2-8, please answer the following six questions:

1. Do you prefer utilizing these LEGO Education Solutions in the classroom, or do you envision requesting enough units to send this resource home with families directly?

2. If you plan to send any or all these units home with families to help support student learning during this time, please share information about how you plan to track these units and protect this district-owned resource from resale or loss. (100 words)

3. If we can provide LEGO Education Solutions in addition to the laptops, please tell us about your distribution plan. (250 words)

   **Applicant Tip:** Include information on the following two scenarios: If COVID-19 interferes with school programming this fall, how will that change how the LEGO Education Solutions will be used and by whom? If COVID-19 does not interfere with school programming this fall, how will that change how these resources will be used and by whom?

4. Please indicate which LEGO Education Solutions product you would like and how many of each.

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<table>
<thead>
<tr>
<th>Primary 2-5</th>
<th>Middle School 6-8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hands-on STEAM solutions</td>
<td>Simple &amp; Powered Machines Art. 9686</td>
</tr>
<tr>
<td>Simple Machines Art. 9689</td>
<td>Focus: Hands-on physical Science and Engineering. Lesson plans online.</td>
</tr>
<tr>
<td>Comprehensive STEAM solutions</td>
<td>SPIKE Prime Art. 45678</td>
</tr>
<tr>
<td></td>
<td>Focus: STEAM and coding skills.</td>
</tr>
</tbody>
</table>

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5. In case we can only partially fulfill LEGO Education Solutions requests, how will this affect your distribution plan and proposal? (150 words)

6. In your ideal scenario, when would you want to receive these LEGO Education Solutions at the district? (30 words)

   **Applicant Tip:** Please include the desired date and rationale for this request. Units can be shipped to the district as early as late July 2020.

7. Please share information on the potential impact that these LEGO Education Solutions will have for the families you serve and how this gift will add value. (250 words)

8. Does your district have a STEAM coordinator? [Yes/No]

9. If yes, does this STEAM coordinator work over the summer? [Yes/No]

10. How will your district support your students in using these LEGO Education Solutions? (250 words)

   **Applicant Tip:** Include information about how your district will support scaffolding the students' learning using this resource? Will a family member be available at home to assist each child with the use of his/her LEGO Education Solutions?

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**GOAL 2: Create Impact**

It is critically important to Intel, CDW and LEGO Foundation that this incredible opportunity create maximum impact to fill gaps and ensure the neediest families have access to education during the COVID-19 crisis. We will be collecting testimonials, notes of thanks and other illustrations of the impact of this wonderful gift.

1. Tell us about your plan to collect feedback and testimonials from the families who will leverage this gift. (250 words)

   **Applicant Tip:** Include timeline by when we will see evidence of impact.

2. How will you share impact stories and outcomes from our collaboration? What media channels will you leverage (e.g. social media, press release, reports, etc.)? (250 words)

3. We are requesting this information so that we can shine a light on all the great work you are doing to get these resources to kids in need during the COVID-19 crisis. Accounts shared should be the official accounts for your district. Please do not include the accounts of individuals.
   a. Facebook URL
   b. Twitter URL or Handle
   c. Instagram URL or Handle
APPLICATION DETAILS

GOAL 3: Connect to First Book

REGISTRATION

In this section, please describe the size and makeup of your network of eligible educators/providers that you will encourage to register with First Book as part of this initiative.

1. How many educators/providers in your district and local community are eligible to register with First Book? (Less than 50/50-100/101-250/Greater than 250)

   Applicant Tip: Please see appendix for more information about who is eligible to register for First Book. Only educators and practitioners serving kids in need may register. Registration is free.

2. What outreach mechanisms will you use to encourage educators, administrators, and community providers to register for free with First Book? (250 words)

ONGOING PARTNERSHIP

1. What other projects might we be able to pursue together? How can we partner after this initiative is complete so that First Book’s resource pipeline can continue to fuel your work? (300 words)

E. EVALUATION & SUPPLEMENTAL MATERIAL

If selected, your organization will be asked to complete a brief survey regarding the experience of working with First Book, and educators/providers in your organization’s network may also be asked to complete a brief survey or share pictures, testimonials, anecdotes, etc. with First Book.

Supplemental Materials (Optional). Feel free to upload any additional materials that help tell your story. Letters of support, brief videos, testimonials, etc. are all welcomed. You can attach them by completing the “Upload Supplemental Materials” Task.
F. MEMBER PRIVACY POLICY

General Statement. First Book is dedicated to keeping information that you provide safe and secure. You may be contacted by e-mail or by phone periodically to verify data in our system.

Information First Book collects and how it is used. First Book collects information about the individual interacting with our organization (“personal information”), as well as information about the program the individual represents (“program information”). Personal and program information may be viewed and updated at any time by logging into First Book using your user ID and password (“First Book account”). We may ask for additional information in the future to better serve you.

How First Book collects information. In addition to collecting information at registration, First Book also collects personal and program information from book order information and special surveys.

First Book may combine information submitted during participation in any First Book program into a comprehensive profile that will allow us to better serve you and provide you with the best possible level of service. First Book uses the data collected to provide members with valuable information including, but not limited to:

- First Book Marketplace specials
- Opportunities to receive books as a result of First Book’s alliances with its partners
- Programmatic updates
- Volunteer opportunities

How First Book will not use your information. First Book will only share organization information with entities outside First Book in the following limited circumstances:

- First Book may provide information about your organization to First Book’s partners as part of a campaign that will provide your organization with means to receive books as a result of participation in one of First Book’s programs. We may release an organization’s name, location, mission, and/or history of involvement with First Book as part of such a campaign. First Book will not provide this information to a third party outside the above parameters without your prior consent.

- First Book may use anonymous demographic information to provide partners with a profile of the types of organizations First Book serves as a way of demonstrating the power of the mission.

- First Book may disclose aggregated information (such as the total number of organizations or the total number of children First Book serves) about registered organizations to partners as a way of demonstrating the power of the mission.
Affidavit. I certify that all the information included in this registration is legal, true, and accurate. I understand that offering false information will immediately invalidate my registration. My organization does not discriminate against individuals based on race, gender, sexual orientation, national origin, religion or mental disability.

I understand that First Book will not share my information in accordance with the First Book Privacy Policy. I understand that books, resources and PCs received from First Book may not be re-sold or used for fundraising purposes and that any violation of this policy may result in the termination of my First Book account and the immediate forfeiture of any First Book credits.

Reminder: Be sure to add any supplemental documents to your application by clicking on the Upload Supplemental Materials task.

*Thank you for completing a Creating Connections application. We are excited to continue the conversation!*
APPENDIX: FREQUENTLY ASKED QUESTIONS

Who can apply?

ESAs, LEAs and district leadership in Title I and Title I eligible districts may apply for this award. If your whole district is not Title I or Title I eligible, more than 70% of your schools must be Title I or Title I eligible, and you must include information about how this gift will only be shared with low-income families in your district. All ESAs, LEAs and district leadership applying must also register with First Book. Registration is always free. If you’re not already registered with First Book, you can sign up to create an account here: www.firstbook.org/CC

Who is eligible to register with First Book?

Any educator, program or practitioner serving children in need can register for free with First Book. To register, your place of work must meet at least one of the following criteria:

- A program where at least 70% of children come from low-income families
- Head Start
- Title I or Title I eligible school
- USDA Food and Nutrition Program
- Federally Qualified health center
- Title VII recipient • Military family support program
- Library with an E-rate of 90
- A program primarily serving children with disabilities

First Book encourages every eligible educator and practitioner working with children in need to sign up with First Book directly.

How do I register with First Book?

Registration is free and can be done online by filling out a brief form at www.firstbook.org/CC. Here is a link to a step-by-step guide to registration for ESAs, LEAs and district leadership specifically.

Can I register all the educators in my district?

First Book requires each individual educator or practitioner to individually register for First Book.

How much should my organization apply to receive?

You will be asked to indicate how many laptops and LEGO Education Solutions (if applicable, based on the ages of the children you serve) you are requesting, up to 350 PCs per district. The most competitive proposals will request award amounts that align with your proposed program scope and scale.

How are the awardees chosen?

Award decisions will be made by a panel of First Book representatives.
APPENDIX: FREQUENTLY ASKED QUESTIONS

How will awards be issued?

Districts receiving awards will be connected directly to CDW to arrange configuration and delivery. First Book will deliver the LEGO Education Solutions directly to the district.

What will tech support for these PCs look like?

While First Book is happy to answer any questions awardees may have and support the configuration process, technical support for the PCs and resources, once received, should be directed to CDW and LEGO Education.

What is the timeline for delivery?

PCs and LEGO Education Solutions will be shipped to the district in August, unless otherwise requested by the applicant.

Where will PCs and LEGO Education Solutions be shipped?

The PCs and LEGO Education Solutions will be shipped directly to the winning districts. Districts will be able to determine up to three destinations for the shipments. At this time, we will not be shipping to individual family homes. First Book will work with the LEA/ESA/district leadership to determine the most appropriate shipping location(s).

Will the students be able to keep these PCs and LEGO Education Solutions after quarantine?

The PCs and LEGO Education Solutions will be the property of the recipient school districts and will be used according to district policy. Once these resources are received by the districts, First Book, Intel, CDW and LEGO Foundation are not liable for any lost, damaged or broken resources.

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