



# Equity Grant

## for Schools from Birth–12th Grade



Every Head Start program and most K–12 school districts automatically qualify for the ParentPowered Equity Grant.

### What is an "Equity Grant"?

We know that tight budgets make it hard to launch new programs. The Equity Grant makes implementing your ParentPowered program easier by covering a large portion of the first 1, 2, or 3 years of partnership costs.

### What does the grant cover?

The ParentPowered Equity Funding Program offsets the cost of ParentPowered for up to 3 years. The funding can be applied to any ParentPowered program, including Trauma-Informed.

### Does my organization qualify?

Head Start agencies automatically qualify for the maximum award. Schools and districts with 80% or more of their students eligible for free and reduced price lunch also automatically qualify to receive the maximum award levels.

### Is there a deadline to apply?

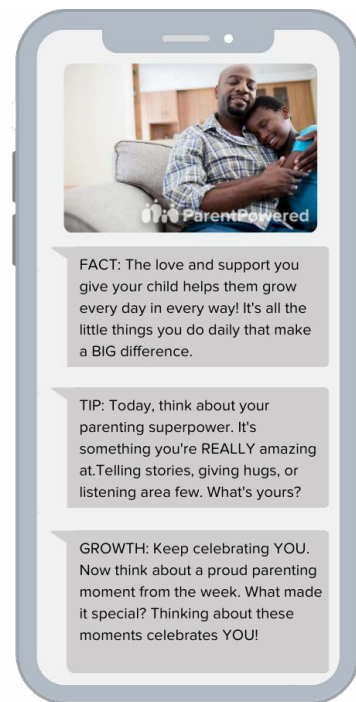
Grants are awarded on a first-come, first-served basis, and funding is limited.

### What is ParentPowered?

ParentPowered is an evidence-based family engagement program.

- Serves birth through 12th grade families
- Uses text messaging — used by 98% of US adults — to reach all families
- Comes in English, Spanish, Chinese, Vietnamese, Russian, Hmong, Arabic, Burmese, and Polish.

Based on years of research, ParentPowered is shown to **increase student growth by 2+ months** over a school year.



“It’s old school, new school. It’s innovative, but then the text messaging...it’s a quick read. And just like that this can reach so many families.”

Christy Vandergriff, Assistant Director  
Sequatchie Valley Head Start

## Equity Grant Award Levels

Award amounts are based on percentage of economically disadvantaged families served and length of commitment. Maximum award levels are:

### 1-Year Grant

Award Covers:

**50% of Program Fees**

### 2-Year Grant

Award Covers:

**Year 1: 50% of Program Fees**

**Year 2: 25% of Program Fees**

### 3-Year Grant

Award Covers:

**Year 1: 50% of Program Fees**

**Year 2: 50% of Program Fees**

**Year 3: 25% of Program Fees**

**Get started  
in one  
easy step!**



# Equity Grant FAQ

## What can we use the funds for?

The Equity Grant program provides matching grants to significantly reduce the cost of getting started with ParentPowered for organizations serving economically disadvantaged families. The grant has been established through a partnership with philanthropic organizations dedicated to serving highly impacted communities.

Funds may be applied toward setup, licensing and customization fees to provide your families any of our programs: ParentPowered Core, Trauma-Informed, and Personalized Learning.

## What are the requirements to qualify for the maximum grant available?

To qualify for the maximum funding levels of Equity Grant program, an institution must:

1. Be a new ParentPowered customer
2. Serve a high percentage of economically disadvantaged families, as defined at the bottom of these FAQs

## What if we're not eligible for the maximum grant?

For organizations below the thresholds outlined below, grants of up to 20% of program costs will be awarded.

## What's the deadline?

We are accepting applications until funding has been fully allocated. Based on past demand, we encourage interested organizations to apply early.

## If I apply, am I committed to accepting the grant?

No, you can choose not to accept the grant. However, we cannot guarantee that grant funds will be held for your organization for more than 30 days after the grant offer has been awarded.

## What kinds of organizations can apply?

Any of the following types of organization serving families of children age birth through 12th grade may apply:

- School districts
- Community-based organizations
- Head Starts
- Government assistance programs
- Health care providers

## What is the maximum available grant award?

Qualifying organizations will receive the following grant, based on the duration of their ParentPowered program:

- 1-Year Term: 50% of Program Fees
- 2-Year Term: 50% of Year 1 Program Fees and 25% of Year 2 Program Fees
- 3-Year Term: 50% of Year 1 Program Fees, 50% of Year 2 Program Fees, 25% of Year 3 Program Fees

## What are the costs to my organization?

The matching grant covers a portion of the program, but not the entire cost of the program. The total cost to your organization will be based on four factors:

- The ParentPowered program you choose
- The percentage of economically disadvantaged families you serve
- The length of your ParentPowered program (1, 2, or 3 years).

The ParentPowered team will provide you with the program cost to serve your community after receiving your grant application and learning more about your program goals.

## Equity grant definition of “serving a high percentage of economically disadvantaged families”

**Schools:** Districts with a free or reduced price lunch (FRPL) percentage of at least 80 percent, as determined by the number of identified students (who automatically qualify for free lunch) under the Community Eligibility Provision (“CEP”) in the district multiplied by the CEP multiplier (currently at 1.6x but subject to revision by the United States Department of Agriculture) per the Food Research & Action Center (“FRAC”) database as the FRPL proxy in accordance with government guidelines, are eligible to apply for the grant, so long as they commit to allocating at least 50 percent of the funds to high-needs schools within the district and provide data demonstrating that they did so. In addition, districts with a FRPL percentage less than 80 percent who want to access funds specifically to support high-needs schools may apply for the grant but must provide data demonstrating that the funds went to high-needs schools only (to allow for districts that are wealthier overall but have pockets of extreme poverty to access grant funds).

**Community-based organizations:** The FRPL percentage of the largest school district within the community must be at least 80 percent, defined using the same methodology as above, and the mission of the CBO must be related to serving economically disadvantaged families.

**Head Starts:** Automatically qualify given income eligibility requirements.

**Health Care Providers** (including hospitals and networks of hospitals): Must meet the same FRPL percentage requirements as CBOs.

**Government Assistance Programs** other than Head Start (e.g., the Women, Infants, and Children program): Automatically qualify given income eligibility requirements.