# Vroom Materials Application

Review the “[Vroom Brain Building Materials and Technical Assistance Opportunity](https://content.govdelivery.com/attachments/WADOH/2020/06/02/file_attachments/1464829/Vroom%20Materials%20Opportunity%20Description%20.pdf)” description for important information about this opportunity and how to apply.

### Applicant Information

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| --- | --- |
| **Organization name** | |
|  | |
| **Organization address (physical location for materials delivery, no post office box)**  Street address | |
|  | |
| City, State, Zip | |
|  | |
| **Contact person name** | |
|  | |
| **Contact person email** | **Phone number** |
|  |  |
| **Shipping address for materials delivery, if different from physical location**  Street address | |
|  | |
| City, State, Zip | |
|  | |
| **Which Starter Set Package of materials would you like**? (See package descriptions on pages 4-6 of “[Vroom Brain Building Materials and Technical Assistance Opportunity](https://content.govdelivery.com/attachments/WADOH/2020/06/02/file_attachments/1464829/Vroom%20Materials%20Opportunity%20Description%20.pdf)” description). If your application is approved, we will work with you to get the right mix of languages. We can also consider modifications to the packages and custom packages. | |
| Starter Set A: Lots of Handouts  Starter Set B: Variety | Package C: Lots of Display Materials  Other/not sure |
| **Signature.** I verify that the named organization is currently operating in Washington State and serving families of children within the range of prenatal (expecting parents) through age 5. (It is okay if you are serving families of children within part of that range.) | |
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### Application: Plan for Sharing Vroom

*Please respond to the following. You will not be penalized for exceeding the word counts. They are suggestions. Consider the Scoring Criteria listed on p. 3 of the document “Vroom Brain Building Materials and Technical Assistance Opportunity” in your response.*

1. **Purpose in applying:** Why are you applying for these opportunity? How does it advance your goals? (150 words maximum)

1. **Plans for using these materials**: Briefly describe your plans for how you will use the materials to share Vroom with the families you serve or reach and message the importance of brain building activities. (400 word maximum)

1. **a. Focus population:** This opportunity prioritizes bringing Vroom to populations and communities furthest from opportunity.

**Check as many of the following** that describe a significant portion of the families you serve or reach.

|  |  |  |
| --- | --- | --- |
| Low Income | Latinx | Single Parents |
| Refugee/Immigrant | Asian/Pacific Islander | Fathers |
| Non-English Speaking | American Indian/Alaska Native | Homeless Families |
| African American | Teen Parents | Non-Parent Relatives Acting as Primary Caregivers |
| Child Welfare System involved |  |

Other (Specify and briefly explain why you consider this a population furthest from opportunity):

**b. Describe the characteristics of** the community or population you plan to serve or engage including demographic information, geographic location and any other defining features. Why are you confident in your ability to reach this population? (200 words maximum)

c. **Reach: Approximately how many familie**s do you expect to reach with Vroom? Briefly explain your answer. (100 words maximum)

1. **Vroom experience**. Have you used Vroom in your programs now or in the past? If yes, describe your experience and explain how a Vroom starter set will increase your future ability to use Vroom. (150 words maximum)

**Questions about this opportunity? Contact** [**Marilyn.Gisser@doh.wa.gov**](mailto:Marilyn.Gisser@doh.wa.gov)**.**