

## AMENDATORY AGREEMENT

This **AMENDATORY AGREEMENT** is made between the **CITY AND COUNTY OF DENVER**, a home rule and municipal corporation of the State of Colorado (the “City”) and **BRIGHT BEGINNINGS**, a Colorado nonprofit corporation, whose address is P.O. Box 7038, Denver, Colorado 80207 (the “Contractor”), jointly (“the Parties”).

### RECITALS:

**A.** The Parties entered into an Agreement dated December 6, 2022 (the “Agreement”) to perform, and complete all of the services and produce all the deliverables set forth on Exhibit A, the Scope of Work, to the City’s satisfaction.

**B.** The Parties wish to amend the Agreement to extend the term, increase the maximum contract amount, update paragraph 7-Examination of Records, update paragraph 19-No Employment of Illegal Aliens, add paragraph 35-Compliance with Denver Wage Laws, amend the scope of work exhibit, and amend the budget exhibit.

**NOW THEREFORE**, in consideration of the premises and the Parties’ mutual covenants and obligations, the Parties agree as follows:

1. Section 3 of the Agreement entitled “**TERM**” is hereby deleted in its entirety and replaced with:

“**3. TERM**: The Agreement will commence on **August 1, 2022** and will expire on **July 31, 2025** (the “Term”). The term of this Agreement may be extended by the City under the same terms and conditions by a written amendment to this Agreement. Subject to the Executive Director’s prior written authorization, the Contractor shall complete any work in progress as of the expiration date and the Term of the Agreement will extend until the work is completed or earlier terminated by the Executive Director.”

2. Section 4 of the Agreement entitled “**COMPENSATION AND PAYMENT**” Sub-section d. (1) entitled “**Maximum Contract Amount**” is hereby deleted in its entirety and replaced with:

“**d. Maximum Contract Amount**:

**(1)** Notwithstanding any other provision of the Agreement, the City’s maximum payment obligation will not exceed **FIVE HUNDRED FORTY-FIVE THOUSAND FIVE HUNDRED SEVENTY-EIGHT DOLLARS AND NO CENTS (\$545,578.00)** (the

“Maximum Contract Amount”). The City is not obligated to execute an Agreement or any amendments for any further services, including any services performed by Contractor beyond that specifically described in **Exhibit A**. Any services performed beyond those in **Exhibit A** are performed at Contractor’s risk and without authorization under the Agreement.”

3. Section 7 of the Agreement entitled “**EXAMINATION OF RECORDS**” is hereby deleted in its entirety and replaced with:

“7. **EXAMINATION OF RECORDS AND AUDITS:** Any authorized agent of the City, including the City Auditor or his or her representative, has the right to access, and the right to examine, copy and retain copies, at City’s election in paper or electronic form, any pertinent books, documents, papers and records related to Contractor’s performance pursuant to this Agreement, provision of any goods or services to the City, and any other transactions related to this Agreement. Contractor shall cooperate with City representatives and City representatives shall be granted access to the foregoing documents and information during reasonable business hours and until the latter of three (3) years after the final payment under the Agreement or expiration of the applicable statute of limitations. When conducting an audit of this Agreement, the City Auditor shall be subject to government auditing standards issued by the United States Government Accountability Office by the Comptroller General of the United States, including with respect to disclosure of information acquired during the course of an audit. No examination of records and audits pursuant to this paragraph shall require Contractor to make disclosures in violation of state or federal privacy laws. Contractor shall at all times comply with D.R.M.C. 20-276.”

4. Section 19 of the Agreement entitled “**NO EMPLOYMENT OF WORKERS WITHOUT AUTHORIZATION TO PERFORM WORK UNDER THE AGREEMENT:**” is hereby deleted in its entirety and replaced with:

“19. **[RESCINDED.]**”

5. Section 35 of the Agreement entitled “**COMPLIANCE WITH DENVER WAGE LAWS:**” is hereby added to the Agreement as follows:

“35. **COMPLIANCE WITH DENVER WAGE LAWS:** To the extent applicable to the Contractor’s provision of Services hereunder, the Contractor shall comply with, and agrees to be bound by, all rules, regulations, requirements, conditions, and City determinations regarding the City’s Minimum Wage and Civil Wage Theft Ordinances, Sections 58-1 through 58-

26 D.R.M.C., including, but not limited to, the requirement that every covered worker shall be paid all earned wages under applicable state, federal, and city law in accordance with the foregoing D.R.M.C. Sections. By executing this Agreement, the Contractor expressly acknowledges that the Contractor is aware of the requirements of the City’s Minimum Wage and Civil Wage Theft Ordinances and that any failure by the Contractor, or any other individual or entity acting subject to this Agreement, to strictly comply with the foregoing D.R.M.C. Sections shall result in the penalties and other remedies authorized therein.”

6. **Exhibit A** is hereby deleted in its entirety and replaced with **Exhibit A-Amendment01, Scope of Work**, attached and incorporated by reference herein. All references in the original Agreement to **Exhibit A** are changed to **Exhibit A-Amendment01**.

7. **Exhibit B** is hereby deleted in its entirety and replaced with **Exhibit B-Budget\_Amendatory 01**, attached and incorporated by reference herein. All references in the original Agreement to **Exhibit B** are changed to **Exhibit B - Budget\_Amendatory 01**.

8. As herein amended, the Agreement is affirmed and ratified in each and every particular.

9. This Amendatory Agreement will not be effective or binding on the City until it has been fully executed by all required signatories of the City and County of Denver, and if required by Charter, approved by the City Council.

**[THE REMAINDER OF THIS PAGE IS INTENTIONALLY LEFT BLANK.]**

**Contract Control Number:** ENVHL-202474403-01/ENVHL-202263892-01  
**Contractor Name:** BRIGHT BEGINNINGS

IN WITNESS WHEREOF, the parties have set their hands and affixed their seals at Denver, Colorado as of:

**SEAL**

**CITY AND COUNTY OF DENVER:**

**ATTEST:**

By:

\_\_\_\_\_

\_\_\_\_\_

**APPROVED AS TO FORM:**

**REGISTERED AND COUNTERSIGNED:**

Attorney for the City and County of Denver

By:

By:

\_\_\_\_\_

\_\_\_\_\_

By:

\_\_\_\_\_

**Contract Control Number:**  
**Contractor Name:**

ENVHL-202474403-01/ENVHL-202263892-01  
BRIGHT BEGINNINGS

By:  \_\_\_\_\_  
DocuSigned by:  
Katherine Richardson  
416114CD3E29476

Name: Katherine Richardson  
(please print)

Title: CEO, Bright Beginnings dba Bright by Text  
(please print)

ATTEST: [if required]

By: \_\_\_\_\_

Name: \_\_\_\_\_  
(please print)

Title: \_\_\_\_\_  
(please print)



# EXHIBIT A\_Amendment01

## SCOPE OF WORK

### I. Purpose of Agreement

- A. The purpose of this contract is to establish an agreement and Scope of Services between the Department of Public Health and Environment and Bright Beginnings, dba Bright By Text (the “Provider”).

The Provider shall provide the identified services for the City under the support and guidance of the Denver Department of Public Health and Environment using best practices and other methods for fostering a sense of collaboration and communication.

Bright by Text has been awarded the following amounts in Healthy Food for Denver’s Kids funds:

- **\$341,000** for Term 1 (August 1, 2022 – July 31, 2024)
- **\$204,578** for Term 2 (August 1, 2024-July 31, 2025)
- Cumulative Maximum Contract Amount: **\$545,578.00**

### II. Program Services and Descriptions

- A. The Provider will be granted funds to provide the following services:

Bright by Text is reducing barriers to access by sharing vital food and nutrition security resources directly to parents' cell phones. The MEAL opt-in text message program is for all parents in the Denver area who need help getting food for their families. Participants receive approximately 1-2 weekly text messages with connections to federal and local resources. This pilot program aims to connect families to federal resources such as WIC and SNAP, local resources like food distribution sites, and state/local agencies, and to help parents feel supported, not stigmatized, as they do their best for their families.

Objective	Activity	Timeline
Objective 1: Outreach and Forming New Partnerships	<p>1. Bright by Text will boost outreach through raising awareness of local food distributions conducted by any partner Community Food Organizations (CFO): food pantries/pop up food events, school break meal programs, Head Start food events, home delivery programs, school and garden markets. These community messages enable CFOs to tailor the reach of event announcements through text messages targeted by zip code, preferred language, age of child(ren).</p> <p>2. Form partnerships, based on Healthy Food for Denver’s Kids staff and Commission</p>	This is an ongoing goal, but all will be complete by July 31, 2025.



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## SCOPE OF WORK

	<p>recommendations, with additional organizations (of all sizes) providing healthy food for families and promoting their programs via text message, thereby expanding their outreach capacity of individual organizations and the hunger ecosystem.</p> <p>3. Bright by Text provides training to partner staff to create and distribute community messages.</p>	
<p>Objective 2: Provide expert-informed, age-appropriate nutrition education content to Denver families using Bright by Text.</p>	<p>1. BBT delivers content in all three message categories: core program general nutrition and healthy eating topics, optional series on food and eating topics, and community messages promoting educational events. This content library contains over 800 messages, including 35+ developed collaboration with prenatal and early childhood nutrition experts (CDPHE, Food Research and Action Center, Cooking Matters) which cover a variety of topics: prenatal nutrition and healthy weight gain, benefits of breastfeeding, developing food skills and healthy eating habits, introduction of food, allergies, avoiding sugary beverages, oral health, encouraging movement and healthy weight, strategies for picky eaters, talking to your child’s healthcare provider about needs related to food, and more.</p> <p>2. Collaborate with organizations to promote food-related education programs and events for families through community messages targeted to applicable subscribers, such as family cooking classes, neighborhood garden programs, selecting healthy foods on a budget. One of BBT’s objectives is to extend this capability to connect families to educational programs to additional organizations providing this programming. BBT have met with staff from Sun Valley Food Access Collaborative and begun planning on how to promote their diverse healthy food programming.</p>	<p>This is an ongoing goal, but all will be complete by July 31, 2025.</p>
<p>Objective 3: Support increased awareness of and enrollment in</p>	<p>1. Craft and deliver informative messages to build awareness of and access to programs for</p>	<p>This is an ongoing goal, but all will be</p>



## EXHIBIT A\_Amendment01

### SCOPE OF WORK

<p>federal nutrition programs.</p>	<p>children and their families that support healthy nutrition.</p> <p>2. Provide messages directing caregivers to nutrition benefit programs and food program locators (SNAP, WIC, P-EBT, Free and Reduced Lunch application, Hunger Free Colorado Food Resource Hotline and Food Finder). Partners such as Mile High United Way utilize community messages to share information about eligibility, enrollment, or changes in policy.</p>	<p>complete by July 31, 2025.</p>
<p>Objective 4: Explore effective text messaging practices with a pilot project</p>	<p>1. The objective of this proposed pilot project is to increase understanding regarding effective food and nutrition resource text messaging. Utilizing our SMS message platform, Bright by Text will create a caregiver-directed, outreach and feedback message series containing information related to healthy eating environments, food access and nutrition benefit enrollment. Denver families facing food insecurity would be invited to subscribe/join this text messaging channel which delivers more in-depth and more frequent information about food education and benefit programs. Bright by Text will develop a method for caregivers receiving these messages to provide feedback on the usefulness of the messages with a simple in-message response. The content of these messages and feedback questions will be created in collaboration with national and local subject matter experts. The responses to the feedback questions and interviews will be analyzed to better understand effective messaging and how subscribers interact with the message content, with the intent of learning how to best communicate to build awareness, participation and knowledge concepts provided in these programs.</p>	<p>This is an ongoing goal, but all will be complete by July 31, 2025.</p>

- A. The following roles and/or partners will be instrumental in the success of this grant:
  - i. Bright by Text
    - 1. **CEO/President**- Responsible for all facets of leadership and management of Bright by Text organization





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2. **BBT Product Owner**- Leads the technological development strategy and team
3. **VP Strategic Partnerships**-Cultivate and maintain partnerships, conducts onboarding and system training, plus ongoing program communication.
4. **Program Translator** - Provides translation of program and community messages to Spanish for partners without inhouse capability
5. **Community Message Coordinator**- Reviews all messages for compliance with messaging guidelines and manages message schedule to ensure appropriate cadence and relevance.
6. **Content Specialist** - Reviews and writes content for Bright by Text
7. **Technical Program Manager**- Oversee technical product development schedule including feature development, testing, issue resolution.

ii. Partners

1. **Partner Organization Community Message/Communications Liaison**- Creates and submits community messages and is primary contact at partner organization

B. **Program Locations:** The Provider will serve the following sites and/or neighborhoods:

Geographical Location	Please check all that apply
Citywide	<input checked="" type="checkbox"/>

### III. Evaluation, Outcome Measures and Deliverables

#### A. Process and Outcome Measures/Deliverables

The Provider will report on the process measures and outcome measures. The measures in the surveys Providers will answer will align with the items and descriptions in the “objectives” section above. A general description of types of measures are listed below, but the final measures will be decided upon with the Provider in collaboration with the HFDK Evaluation contractor and staff. The HFDK evaluation contractor is available to provide technical assistance to the Provider on the development and implementation of their metrics, as needed.

**Process measures** are outputs of operating the agreed-upon program. These may include, for example, number of classes or events held, number of students reached, number of meals served, or number of partnerships developed, among others. The Provider will be asked to collect demographic information for participants as much as possible to help report progress on disparities and direct efforts more equitably.

**Outcome measures** are longer-term results of the program that demonstrate impact. These may include, for example, changes in attitudes or behaviors, curriculum or policy changes within an organization, etc.

#### Participation in the Macro Evaluation



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The Provider will participate in the Macro Evaluation, including working in partnership with the HFDK Evaluation contractor and HFDK staff, for shared learning to improve the Denver food system. The HFDK Evaluation contractor and HFDK staff will work with all HFDK grantees to determine which local and macro level data will be collected and reported on through the Monitoring platform (see the Reporting Section below). The Provider will provide agency and community input on Macro Evaluation activities and products (e.g., Theory of Change, Macro Evaluation plan, annual reports, etc.).

### IV. Performance Management and Reporting

#### A. Performance Management

Monitoring will be performed by Denver Department of Public Health and Environment (DDPHE) staff and/or designee.

The Provider will be reviewed for:

1. **Program Monitoring/Evaluation-Related Activities:** Review and analysis of current program information to determine the extent to which the Provider is achieving established agreed upon goals. This may include the review and analysis of Evaluation Dashboards, the Reporting Form and Annual reports. As needed, DDPHE may attend evaluation site visits or check-ins to understand progress towards agreed-upon goals in this agreement.
2. **Fiscal Monitoring:** Review financial systems and billings to ensure that contract funds are allocated and expended in accordance with the terms of the agreement.
3. **Administrative Monitoring:** Monitoring to ensure that the requirements of the contract document, Federal, State and City and County regulations, and DDPHE policies are being met.

#### B. Reporting

The Provider will be responsible for reporting on program outputs and outcomes.

Bright By Text will be responsible for reporting on the following Sections of the Evaluation Survey; Food/ Nutrition Assistance and Food Nutrition Education.

The table below summarizes reporting activity and due dates. The dates and or frequency may be subject to change.

Report # and Name	Description	Due Date	Reports to be sent to:
Reports	Progress on outcome measures as outlined by HFDK Evaluation Contractor. Report of previous quarter of activities.	Quarterly Reporting. Due dates TBD. Please see the quarterly schedule: Q1: August- October	Submitted through QuickBase, or the platform selected by the HFDK Evaluation Contractor



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### SCOPE OF WORK

	Upload relevant evaluation documents. Additional narrative description of successes and challenges.	Q2: November-January Q3: February-April Q4: May-July	
Other reports as requested	To be determined (TBD)	TBD	TBD

C. Evaluation Support

The HFDK evaluation contractor has been contracted by the City to provide evaluation technical assistance for HFDK grantees to support grantee’s participation in the macro evaluation. HFDK grantees will be supported around the development or modification of their evaluation tools, and other general evaluation questions. Additionally, the HFDK evaluation contractor will provide technical assistance to the HFDK cohort of grantees on a variety of topics, to be determined in the future based on grantees’ needs and interests.

The Provider will be responsible for reporting on process and outcome measures on a quarterly basis. The Provider’s data submitted to the monitoring platform will be used in the macro evaluation to measure progress across the entire cohort of HFDK grantees and will additionally be given back to the Provider to support their own work. Importantly, the Monitoring Platform may also include a few open-ended questions about strategy, challenges and successes for the Provider to fill out.

V. **Budget**

A. Budget

The budget for this agreement is attached as an exhibit. All expenditures must:

- Be reasonable, realistic, and justified including making an effort to purchase healthy meals or snacks at affordable prices through wholesale, Food Bank of the Rockies, or other low-cost purchasing methods whenever possible
- Show strong fiscal responsibility
- Limit indirect costs to 10%

**Indirect Cost Limit:** The Provider’s total indirect costs cannot exceed 10% of the Maximum Grant Amount as listed in the Budget. Administrative costs are included in indirect costs and defined as the costs incurred for usual and recognized overhead, including management and oversight of specific programs funded under this contract; and other types of program support such as quality assurance, quality control, and related activities. Administrative costs can be direct or indirect. Direct costs are costs that can be directly charged to the program, and which are incurred in the provision of direct services. Indirect costs are defined as the administrative costs that are incurred for common or joint activities that cannot be identified specifically with a particular project or program.



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### SCOPE OF WORK

**Examples of indirect costs include:** Salaries and related fringe benefits for accounting, secretarial, and management staff, including those individuals who produce, review and sign monthly program and fiscal reports; Consultants who perform administrative, non-service delivery functions; General office supplies; Travel costs for administrative and management staff; General office printing and photocopying; General liability insurance; Audit fees, rent, utilities, general office supplies and equipment/technology

#### VI. **Invoice**

##### A. Invoice

A sample of the HFDK invoice template is attached as an exhibit.

#### VII. **Payments**

- A. Invoices and reports shall be completed and submitted to the [HFDKinvoices@denvergov.org](mailto:HFDKinvoices@denvergov.org) email on or before the 15th of each month following the month of services rendered 100% of the time.
- B. All non-personnel purchases of \$1,000 or more must have back up documentation submitted with the invoice and report each month to HFDK. Provider is required to keep on file all documentation of purchase of items and/or payment less than \$1,000 but does not need to submit those back up documents with invoice and report. Provider must keep all personnel files and other documentation on hand related to this grant for audit purposes.
  - a. When submitting backup documentation, Provider must indicate which purchases within a receipt were purchased with Healthy Food for Denver's Kids projects, and which were not.
- C. Provider shall use preferred invoice template. **Invoices shall be processed with immediate payment terms.**
- D. Invoice timeliness, use of invoice templates, attendance to invoice training, and other factors will be used in determining compliance.

#### VIII. **General Grant Requirements**

- A. **Funds for program(s) and activities must providing quality services for at least one of the following:**
  - i. Access to healthy food, including up to three healthy meals and snacks per day, with emphasis on filling gaps when meals are not already provided;
    1. May include buying and distributing local food from Colorado farms, ranches and food manufacturing businesses, for the proposed program (so long as they are less than 10% more expensive than compared out-of-state foods) For example, if a pound of carrots grown out of state costs \$1.00 and a pound of carrots grown in Colorado is \$1.08, it would be acceptable to purchase the higher priced carrots.
  - ii. Hands-on experiential education and public health programs associated with farming, gardening, cooking, nutrition, dietary and home economics, and healthy eating



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1. May include buying and utilizing local food from Colorado farms, ranches, and food manufacturing businesses, for the proposed program (so long as they are less than 10% more expensive than comparable out-of-state foods, see above 1a. for an example)

**Additionally, programs must:**

- A. Encourage consumption of a variety of culturally responsive foods with high nutrient content: vegetables, fruits, whole grain, lean protein and low-fat dairy
- B. It is encouraged to serve as many of the items fresh and/or simply prepared as possible, as opposed to ultra-processed foods.
- C. **NOT use HFDK funds to purchase any of the following items:**
  - i. All diet or regular sodas and sports/energy drinks
  - ii. Flavored/added sugar milk
  - iii. Juice of all kinds, including both fruit and vegetable juice drinks and 100% juice
  - iv. Candy
  - v. Sweet desserts and snacks like cakes, pastries, cupcakes, pies and brownies
  - vi. Sweet breakfast foods (e.g. sugary cereals, donuts, toaster pastries)
  - vii. Dairy desserts (e.g., ice cream, milkshakes)
- D. Limit the purchase and preparation of deep-fried, par fried, or flash fried foods (e.g. fried chicken, French fries, potato chips)
- E. Limit the preparation and purchase of foods with partially hydrogenated oil (Trans fat).
- F. Be tied directly to activities located within the City and County of Denver that serve youth who are Denver residents
- G. Benefit low-income and/or historically/currently under-resourced youth ages 18 and under

**Additional, Provider will be asked to:**

- A. Ensure snacks or meals are healthy by meeting, at minimum, the Healthy Food for Denver’s Kids Nutrition Guidelines.
- B. Attend evaluation and other capacity building workshops. Providers are highly encouraged to attend trainings offered through HFDK. The Evaluation kick off meeting, initial 1:1 with HFDK Program staff, invoice training, and orientation are mandatory meetings.
- C. Meet with an HFDK representative to once a year to debrief, share lessons learned about grant process, programming impact, etc.
- D. Host at least one site visit for HFDK staff, commissioners, and/or evaluation partners each year.
- E. Follow the HFDK Communication Guidelines, including displaying signage and/or online banners noting that the program receives funding from DDPHE and the Healthy Food for Denver’s Kids Initiative. The HFDK Initiative will provide electronic files (e.g., logos) and guidelines for printing and/or displaying on websites, social media accounts, and other materials.

**IX. Other**

- A. *Provider shall submit updated documents which are directly related to the delivery of services*
- B. Additional document requirements that may be requested for this contract:
  - i. organizational Chart



**DENVER**  
THE MILE HIGH CITY

## EXHIBIT A\_Amendment01

### SCOPE OF WORK

- ii. updated Certificate of Insurance
- iii. reports and information for Program Evaluation, as required.

**Exhibit B Budget Amendment 01**

Instructions: Use this Budget Worksheet Template to explain how your organization plans to use funds consistently with the proposed work plan. Align budget requests and associated deliverables to provide a consistent, logical picture of what you will accomplish, by whom, and the associated costs. The information in each expenditure category helps the Review Panel understand your request. Please provide narrative for each category in the "Description of Work/Item" section. You may add more lines to each section, please ensure they are included in the total sum.

Healthy Food for Denver's Kids Program Budget					
Organization Name	Bright by Text		Year 3 Revised Budget		
Term	Year 3 (8/1/2024 - 7/31/2025)				
Request for Proposal Name	Healthy Food for Denver's Kids(HFDK03)				
Budget Categories					
Food and Supplies					
Item	Description of Item	Does this budget item support the Scope of Work?	Quantity	Per Item Cost	Total Amount Requested from Healthy Food for Denver's Kids Initiative
<b>Total Food and Supplies</b>					<b>\$0.00</b>
Program Operating Expenses					
Item	Description of Item	Does this budget item support the Scope of Work?	Quantity	Per Item Cost	Total Amount Requested from Healthy Food for Denver's Kids Initiative
Promotional Campaign	Customized print and digital materials	Y	6000	\$ 1.00	\$6,000.00
Message submission incentives	Gift card incentives to partners submitting messages	Y	20	\$ 50.00	\$1,000.00
Promotional Campaign Outreach	Promotion activities (marketing manager, designer time, paid digital marketing, video storytelling)	Y	N/A	N/A	\$15,000.00
Incentives	Incentives to feedback groups	Y	N/A	N/A	\$1,800.00
<b>Total Operating Expenses</b>					<b>\$23,800.00</b>
Personnel and Administrative Services					
Salary Employees					
Position Title	Description of Work	Does this budget item support the Scope of Work?	Percent of Time	Salary + Fringe Benefits	Total Amount Requested from Healthy Food for Denver's Kids Initiative
Program Coordinator	Recruit and support community partners	Y	10%	\$ 120,000.00	\$12,000.00
Content Development Specialists	Create nutrition/healthy food messages	Y	10%	\$ 120,000.00	\$12,000.00
BBT Project Management	Coordinates project team, commitment status review, reporting for project and macro evaluation	Y	5%	\$ 200,000.00	\$10,600.00
Hourly Employees					
Position Title	Description of Work	Does this budget item support the Scope of Work?	Hours	Hourly Rate	Total Amount Requested from Healthy Food for Denver's Kids Initiative
Community Message (CM) Coordinator	Reviews CMs for compliance with messaging and schedule guidelines	Y	300	\$ 42.00	\$12,600.00
Community Message Translator	Ensure all messages are available in English and Spanish	Y	250	\$ 40.00	\$10,000.00
Evaluation/Impact Analyst	Cooperation with DDPHE evaluation/metrics, surveys, data analysis	Y	180	\$ 36.00	\$6,480.00
					<b>\$63,680.00</b>
Other / Miscellaneous					
Item	Description	Does this budget item support the Scope of Work?	Quantity	Per Item Cost	Total Amount Requested from Healthy Food for Denver's Kids Initiative
Messaging Costs	Technology platform and message delivery costs for additional program	Y	N/A	N/A	\$10,000.00
Technology Development and Testing	Contracted tech development talent to maintain the program and deliver post production support	Y	N/A	N/A	\$22,000.00
Technology Platform	Technology platform operating expenses	Y	N/A	N/A	\$18,000.00
Project Evaluation	Study design, to lead user interview efforts (English/Spanish), results analysis and report writing and submission for publication	Y	N/A	N/A	\$20,000.00
Content Creation	BBT Content and Partner team develops annual calendar containing 1-2 messages/wk and feedback questions, translation, consultation with subject matter experts, schedule and load messages	Y	N/A	N/A	\$28,500.00
<b>Total Other</b>					<b>\$98,500.00</b>
<b>TOTAL DIRECT COSTS (Supplies &amp; Operating, Personnel, Other)</b>					<b>\$185,980.00</b>
Indirect					
Item	Description				Total Amount Requested from Healthy Food for Denver's Kids Initiative
Indirect rate (if applicable):	Indirect Costs: Healthy Food for Denver's Kids policy places a ten percent (10%) cap on reimbursement for indirect costs or the organization's federally negotiated rate, based on the total contract budget.				
<b>TOTAL INDIRECT COSTS</b>					<b>\$18,598.00</b>
<b>TOTAL AMOUNT REQUESTED FROM HFDK</b>					<b>\$204,578.00</b>

**Total Contract Amount (August 1, 2022-July 31, 2025) \$545,578.00**