

**DESCRIPTION OF INTENDED  
SINGLE SOURCE PURCHASE  
(PUR 7776)**

AGENCY: Early Learning Coalition of Manatee County, Inc.

TITLE: Reach Out and Read Early Literacy and Pediatric Care Services

Short description of the commodity or service desired: Reach Out and Read provides an evidence-based early childhood literacy and school readiness program integrated into pediatric primary care settings. Services include the distribution of developmentally and culturally appropriate books during well-child visits, provider training, technical assistance, annual site quality reviews, coaching and consultation, literacy promotion activities, and support for implementation fidelity at participating pediatric clinics throughout Manatee County. The program also incorporates caregiver education on early literacy, language development, healthy parent-child relationships, and safe sleep practices.

CONTACT

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Internal tracking number, if any:

**Date posted: 5/27/26    Last day for receipt of information: 6/17/26**

This description of commodities or contractual services intended for purchase from a single source is posted in accordance with Sections 120.57(3) and 287.057(3), Florida Statutes (F.S.), and will remain posted for a period of at least 15 business days.

Commodity or Contractual Service Required (commodity or United National Standard Products and Services Code (UNSPSC), manufacturer, model, and description, as appropriate):

Cost includes books for approximately 6,000 well-child visits, provider training, technical assistance, program coordination, annual site quality reviews, coaching, data collection and reporting, literacy promotion activities, Sleep Baby Safely training, and quarterly in-person support visits for participating pediatric clinics in Manatee County.

Quantity or Term (as appropriate):

1-Year

Requestor (division, bureau, office, individual, as appropriate):

Early Learning Coalition of Manatee County, Inc.

Performance and/or Design Requirements (e.g. intended use, function or application, compatibility, requirements; reference to policy, rule, statute or other act of the Legislature, etc., as appropriate):

The intended use of these funds is to support and strengthen the implementation of the Reach Out and Read model within six participating pediatric sites in Manatee County serving children from birth to age five. Funding will support approximately 6,000 well-child visits annually, book distribution, provider training, site evaluations, coaching, technical assistance, and literacy-related community engagement activities. The services are intended to improve early literacy outcomes, promote healthy child development, enhance caregiver-child interactions, and support kindergarten readiness for children and families residing in Manatee County.

Intended Single Source:

Family Learning Partnership, Inc.

Estimated Dollar Amount:

\$60,000

Justification for single source acquisition (what is necessary and unique about the product, service or source; steps taken to confirm unavailability of competition, as appropriate):

Family Learning Partnership, Inc. is the sole provider authorized to implement and oversee Reach Out and Read the nationally program model within participating pediatric practices in Florida. The organization maintains the exclusive infrastructure, training curriculum, fidelity standards, evaluation tools, and programmatic oversight required to operate the evidence-based model endorsed by the American Academy of Pediatrics. No other provider can deliver the same combination of nationally accredited provider training, established pediatric partnerships, program quality monitoring, and access to the Reach Out and Read network and materials currently utilized by the participating Manatee County clinics.

Approved By (names & titles, as appropriate, e.g., requestor, requestor management, information systems, budget, purchasing):

Darrell King, Chief Executive Officer

Prospective vendors are requested to provide information regarding their ability to supply the commodities or contractual services described. If it is determined in writing by the agency, after reviewing any information received from prospective vendors, that the commodities or contractual services are available only from a single source, the agency shall provide notice of its intended decision to enter a single-source purchase contract in the manner specified in Rule 60A-1.045, Florida Administrative Code, and section 120.57(3), F.S.