

PERFORMANCE BASED CONTRACT GUIDELINES

**Amsterland, LLC.
301 Old Sleepy Hollow Road
Pleasantville, NY 10570
914-741-0007
Lauren Amserdan-CEO
Lauren@Amsterland.com**

1. WHAT IS THE PURPOSE AND SCOPE OF THE SERVICE? (Describe in detail any services to be provided or materials to be purchased)

Amsterland, LLC will design engaging visual supports to include Creative Content for CODA Programing. This re-design will address messaging to Middle School Students. The focus of this project will be to increase awareness of opioid addiction through a visual campaign in Yonkers Public Schools. The components will include, Strategic Concepts and Development of Overarching Ideas, Poster Campaign, Social Media Components, Rack Cards English/Spanish, Parents/Caregiver Information Sheet English/ Spanish, Compassion Walls, and Sel Activity. Below are the objectives of this service focused on Districtwide efforts.

Objective 1

To provide relevant and interventional information to Yonkers parents of middle school students through in-person interactive presentations and demonstrations, with corresponding bilingual printed and video materials.

Objective 2

To create bilingual “Tip Sheets” for parents with suggestions for communicating with middle school youth, to promote healthy decision-making and to avoid behaviors like experimenting with the use of dangerous substances and

Objective 3

To promote and reinforce the healthy norm of only taking pills, or using products, to provided by parents/family members informed by health care providers, by creating attractive posters to be displayed in highly visible locations in school building reinforcing those messages.

2. AMOUNT OF SERVICE?

(Set forth the monetary value of the proposed agreement and quantities and/or amounts of time required to be devoted to the contract and describe where services are to be provided as specified in Schedule “B”)

\$20,000.00

3. WHO IN THE SCHOOL DISTRICT IS SERVED?

(Describe whether services are to be provided directly to students, to staff, etc.)

Yonkers Public Middle Schools, Students, Parent/Caregivers

4. WHO WILL PROVIDE SERVICES?

(If individual providers are contemplated, set forth the names and qualifications of the service providers)

The services will be provided by Amsterland, LLC.

4a. WILL THE CONTRACTOR BE UTILIZING ANY SUBCONTRACTORS OR VOLUNTEERS IN FURTHERANCE OF THIS AGREEMENT? **IF YES, PLEASE LIST ALL OF THEIR NAMES AND CONTACT INFORMATION.**

No

5. WHAT WILL BE COMMUNICATED TO DISTRICT PERSONNEL, PARENTS, OTHERS ABOUT PROGRESS AND RESULTS OF THE SERVICES?

(How specifically will the contractor report to the School District (or parents, if applicable) about their progress towards achieving the goals of the contract?)

Amsterland, LLC., will provide the District with a draft of a poster to increase CODA awareness for approval.

6. HOW WILL THE SCHOOL DISTRICT JUDGE THE QUALITY OF SERVICES? (Set forth the method which will be used to evaluate contractor's performance)

The Special Education and Pupil Support Department will review the key themes and messages that will focus with District middle school student.

7. INDIVIDUALS RESPONSIBLE FOR ADMINISTERING THE CONTRACT.

Vendor Name: Amsterland, LLC.

Vendor Address: 301 Old Sleepy Hollow Road
Pleasantville, NY 10570

Vendor Phone No.: 914-471-0007

Vendor Business Status: (corporation, non-profit individual, unincorporated)

Vendor Contact Name: Lauren Amsterdam

Vendor Contact Email: Lauren@Amsterland.com

Tax ID No.:20-8278185

School District Administrator Name: Dr. Stephanie McCaskill

School District Administrator Title: Interim Assistant Superintendent Special Education and Pupil Support Services

School District Administrator Phone No.: 914-376-8489

School District Administrator Email: smccaskill@yonkerspublicschools.org

8. ARE THE SERVICES PURSUANT TO A GRANT AGREEMENT? **IF YES, WHAT IS THE GRANT, AND WHAT ARE THE GRANT REQUIREMENTS RELATED TO THIS AGREEMENT?**

No

9. WILL THE CONTRACTOR BE RECEIVING ANY STUDENT DATA OR OTHER DATA FROM YONKERS PUBLIC SCHOOLS? **IF YES, PLEASE DESCRIBE. IF STUDENT DATA IS BEING SHARED, PLEASE PROCEED TO QUESTION 10 BELOW.**

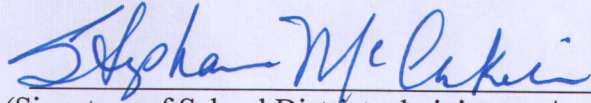
No

10. WILL THE STUDENT DATA BE USED FOR THE PURPOSE OF DEVELOPING, VALIDATING, ADMINISTERING STUDENT AID PROGRAMS, OR IMPROVING INSTRUCTION? **IF YES, PLEASE SPECIFICALLY DESCRIBE.**

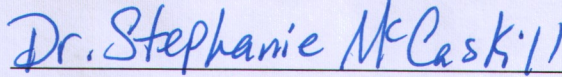
No

Performance Based Guidelines

Reviewed and approved by:



(Signature of School District administrator/employee)



(Printed Name)