

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

AGENCY: Early Learning Coalition of Polk County

TITLE: Highlights Make Kindness a Habit Suite

Short description of the commodity or service desired: The Coalition will expand our existing Kindness Initiative with Highlights Early Learning to reach additional age groups, from infant through preschool. The Highlights Make Kindness a Habit Suite is a comprehensive approach to introducing, explaining, exploring and revisiting the concepts of kindness with children ages 0-5.

CONTACT

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Internal tracking number, if any: ELCPOLK-FY2025-04

Date posted: 11/5/25 Last day for receipt of information: 11/27/25

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):

The Highlights Make Kindness a Habit Suite is a comprehensive approach to introducing, explaining, exploring and revisiting the concepts of kindness with children ages 0-5. Through rich, varied, repeated exposures to kindness and its counterparts, children, their teachers, and their families are supported in strengthening school readiness, social development, emotional growth, and long-term well-being. This suite includes: Highlights Building Kindness Through Children's Literature Sets, The Kindness Connections Bundle, The Highlights Starts with Me Library, Highlights High Five Magazines, and the Highlights Make Kindness a Habit Professional Development/Training Package.

Quantity or Term (as appropriate):

The Coalition will expand our current Kindness Initiative by purchasing materials from the Highlights Make Kindness a Habit Suite which are appropriate for the age groups served in School Readiness classrooms throughout Polk County. The Coalition will begin by purchasing children's literature sets for two and three year olds. In addition, the Coalition will continue the work with preschool age children by purchasing additional Kindness Connections Kits for preschool classrooms (ages 3-5) as well as additional High Five magazines, as needed. All materials/services will be purchased by June 30, 2026.

The Highlights Make Kindness a Habit Suite includes the following quantities of materials:

- *The Highlights Building Kindness Through Children's Literature Classroom Sets -- 10 books per set/each set is designed for a specific age group from infant through preschool age;

- *The Highlights Building Kindness Through Children's Literature Family Packs (Customized quantities, per family/child);

- *The Kindness Connections Kit Bundle -- a play based enrichment kit that teaches social emotional skills to preschool children and provides family engagement resources for fostering the skills at home. There are 10 thematic units in the Kit as well as the Highlights Kindness Starts with Me Library (4 books and related teacher/parent guides);

- *High Five Magazines with custom cover wraps for preschool age children;

- *Highlights Make Kindness a Habit Professional Development/Training Package -- includes both in-person and recorded trainings focused on research-based social emotional outcomes which stem from explicitly teaching kindness and are related to the suite components listed above.

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

Early Learning Coalition of Polk County

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 Coalition's goal is to support the social/emotional and behavioral health and wellness of children.

Intended Single Source:

Highlights Early Learning

Estimated Dollar Amount:

Up to \$750,000.00

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):

Highlights Make Kindness a Habit Suite is a product curated and developed by Highlights Early Learning who holds the exclusive rights to distribute and fulfill any orders and related configurations. No other entity is authorized to manufacture, distribute, or resell this product.

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

Lori Shea, Board Vice-Chair, Interim Chair, Early Learning Coalition of Polk County

Dr. Marc Hutek, CEO, Early Learning Coalition of Polk County

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.