PRINCE GEORGE’S COUNTY

PARTNERSHIPS AND COMMUNITY INVESTMENT

CONSULTANT

REQUEST FOR PROPOSALS

RELEASE DATE: February 5, 2020

DEADLINE: FEBRUARY 28, 2020 AT 5:00 p.m.

TO APPLY: Bidders are invited to submit a proposal (4-8 pages) including a brief summary of qualifications, resume, proposed methodology and project budget and rate information by 5:00 pm on February 28, 2020 to Amina Anderson at aanderson@thecommunityfoundation.org. If you have any questions, please email aanderson@thecommunityfoundation.org.

BACKGROUND: Established in 1998, The Community Foundation in Prince George’s County has grown exponentially. The Community Foundation has raised significant resources for grantmaking and other initiatives including the Partnership for Prince George’s County, Sharing Prince George’s, and the Civic Leadership Awards. Increasing philanthropic capital in Prince George’s County remains a top priority for the Greater Washington Community Foundation as Prince George’s has some of the greatest needs in the DC metro area. Given the shifting demographics from DC to the surrounding suburbs, we expect that these needs will continue to grow.

While four of the richest Black communities in the country are in Prince George’s County, and nine of the 10 wealthiest majority Black populations in the DMV are in Prince George’s County, there is tale of two Prince George’s; one that is relatively affluent and ready to benefit from the coming economic opportunity and the other that is low-income, low-skilled, and struggling.

Additionally, the county’s fledging nonprofit sector requires deeper and more strategic investments as 80% of nonprofits in the County have budgets of $25,000 or less.

The Community Foundation wants to ensure that Prince George’s County has the resources needed to address community concerns and facilitate investment and engagement by a broad set of stakeholders. The Partnerships and Community Investment Project seeks to increase philanthropic capital in Prince George’s County by engaging key stakeholders that cross philanthropy, business, and government to increase philanthropic capital and work in partnership with The Community Foundation to address community needs.

SCOPE OF SERVICES

The Community Foundation is seeking to partner with a qualified consultant to assist with the Partnerships and Community Investment Project (PCIP).
DELIVERABLES: Deliverables for the project will include but are not limited to the following:

- Develop and implement an Annual Strategic Partnership Plan to meet established fundraising goals and objectives from new and existing corporate, philanthropic, and public sector partnerships.
- Map current philanthropic investments in Prince George’s County and assess fundraising potential from corporate, government, and private philanthropy to inform development of a fundraising strategy.
- Develop a list of funding prospects for 3-5 year investments based on research, professional network, staff and community input and existing partnerships.
- Develop a compelling case statement/fundraising pitch that articulates needs and impact of funding and measurable outcomes for use in outreach to educate key stakeholders about the effort and for fundraising.
- Support new business development by engaging new partners and renegotiating with existing partners to convert into revenue generating partnerships.
- Represent The Community Foundation in Prince George’s County with key constituencies, such as government, corporate, philanthropic and faith leaders.
- Manage The Community Foundation’s partnerships with key public and corporate partners, in particular Prince George’s County Government, Prince George’s County Public Schools, Maryland National Capital Parks and Planning, and Prince George’s Economic Development Commission.
- Write grant proposals and/or Memorandum’s of Understanding for foundations, corporations, and government grants.
- Ensure that all contractual and other commitments are met on both sides and partnership achieves stated goals.
- Maintain The Community Foundation’s database of prospects. Ensure follow-up and pass other qualified opportunities to appropriate team members with call to action.
- Provide regular reports and status updates including in-person meetings or conference calls for the duration of the project.
- Maintain comprehensive project notes/contacts in online database detailing moves management, conversations, meetings, and research used to engage each prospect.
- In addition to the scope of services listed above, The Community Foundation may request additional services on an as needed basis for specific research/analysis or communications needs that are identified by the Project Team during the term of the contract.

PERIOD OF PERFORMANCE
The initial contract period is for approximately twelve months with the potential for a one-year renewal and will begin as early as March 2020 (as soon as the contract can be executed).

The Greater Washington Community Foundation will act as the contracting entity. The Community Foundation is open to reviewing proposals from an individual or team of consultants or qualified technical assistance firms that meet the criteria in this request for proposals.

SELECTION PROCESS AND TIMELINE
February 5, 2020: RFP Issued
Deadline for submission of proposals is 5:00 p.m. on February 28, 2020
Mid-to-late March: Notification of decision
PROPOSAL EVALUATION: The primary consideration(s) in selecting a qualified consultant will be an evaluation of the bidder’s past history and experience in successfully providing the services being requested or similar services, qualifications, cost reasonableness, administration and oversight, quality and reasonableness of the proposed approach and methodology, responsiveness of the described work plan. All proposals will receive equal consideration.

INSTRUCTIONS
A. All proposals should be emailed to aanderson@thecommunityfoundation.org by February 28, 2020 no later than 5:00 p.m. Late proposals will not be accepted.
B. Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the request. Emphasis should be on completeness and clarity of content.
C. All proposals must include the following information:
   i. Cover Page, including:
      Name and contact information for the individual or lead consultant (if submitted by a team or firm) working on this project.
   ii. Work Plan: Describe the overall work plan for the period of performance, and the key benchmarks for progress on the project components; and targets for delivery of proposed reports. Describe how the consultant will organize and coordinate relationships. Describe the methodologies to be employed for achieving the goals of the project and any anticipated challenges. Provide a timeline for the entire project that includes key milestones, in detail, and for the full period of performance.
   iii. Key Products and Deliverables: At a minimum, bidders must offer the products and deliverables detailed above. All products and deliverables should clearly be related to the strategy proposed and should clearly be related to the goals of this project.
   iv. Relevant Expertise: Brief description of general qualifications, specific evidence of relevant experience that aligns with scope of work, and a listing of the individual(s) that would work on this project.
   v. Comparable Projects: Summary of similar projects in progress or completed.
   vi. Projected Budget: Provide detailed budget and budget narrative for the project, describing the total budget (not to exceed $75,000). Provide a brief description of budgetary controls and spending procedures you expect to apply.
   vii. Resume: Submit a resume for all individual(s) working on this project.
   viii. References: A minimum of three references from past clients is required.

TERMS AND CONDITIONS
A. The Greater Washington Community Foundation reserves the right to reject any and all applications, and to waive minor irregularities in any proposal.
B. The Community Foundation reserves the right to request clarification of information submitted and to request additional information from any applicant.
C. The Community Foundation reserves the right to award any contract to the next most qualified applicant, if the successful applicant cannot execute the contract within a period deemed reasonable by The Community Foundation.
D. The Community Foundation reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially on the most favorable terms which the Consultant can propose. The Community Foundation does reserve the right to contact a Consultant for clarification of its proposal.
E. The Consultant should be prepared to accept this RFP for incorporation into a contract resulting from this RFP. Contract negotiations may incorporate some of the Consultant’s entire proposal.
F. The successful contractor should be prepared to enter into a contract, which may be substantially the same as the proposal and its general terms and conditions.
G. The Community Foundation will not be liable for any costs incurred by the Consultant in preparation of a proposal submitted in response to this RFP, in conduct of a presentation, or any other activities related to responding to this RFP.

FOR ADDITIONAL INFORMATION
Please email Amina Anderson, Senior Director Prince George’s County at aanderson@thecommunityfoundation.org.