



## Request for Proposals: Design Services

On behalf of its sponsored project Andy Hill CARE Fund, Evergreen Social Impact is soliciting proposals for graphic design to produce an annual report and a one-page information sheet.

**Request for Proposals (RFP) Issued:** July 10, 2024

**Proposals Due:** The proposal must be received via email by the RFP Coordinator no later than 4:00 p.m. Pacific Time, on July 31, 2024.

**Estimated Term:** The estimated term of this subcontract will be August 19, 2024 – December 1, 2024 with the option to extend or renew thereafter upon mutual agreement of both parties.

**Proposal Not to Exceed:** \$13,000

**RFP Coordinator:** Joseph Sparacio, Deputy Director, Andy Hill CARE Fund

**RFP Coordinator's Email:** joseph@wacarefund.org

Questions related to this RFP must be directed to the RFP Coordinator listed in the RFP no later than 5:00 p.m. Pacific Time on **July 23, 2024**. Please note that an addenda and/or question and answer documents related to this RFP may be issued. Any such documents will be posted on the agency's website. Please check the agency's website before submitting proposals to ensure that you are responding to the most current RFP information.

### Andy Hill CARE Fund Background

The Andy Hill Cancer Research Endowment (CARE) Fund ([www.wacarefund.org](http://www.wacarefund.org)) was established in 2015 to make grants for the promotion of cancer research to improve the quality of life for the people of Washington. The Fund's objectives are to optimize the use of public funds to prioritize research with the greatest potential to improve health outcomes; leverage our state's cancer research facilities, talent, clinical and therapeutic resources; and positively impact our economy through requiring matching funds, creating jobs, encouraging investments, and advancing our biotech, medical device, and health care information technology industries. Historically, the CARE Fund generally awards a total of up to \$10 million per year in grants. In 2023, the Washington Legislature appropriated an additional \$30 million one-time investment to the CARE Fund.

### Evergreen Social Impact (ESI) Background

ESI ([www.evergreensocialimpact.org](http://www.evergreensocialimpact.org)) is a 501(c)3 tax exempt, Washington State nonprofit corporation. ESI was founded in April 2021 and launched operations on July 1, 2021. ESI is a fiscal sponsor organization that provides fiduciary services, including governance, funds management, and other administrative services to projects with social-impact missions. ESI can act as a 'nonprofit incubator' for new entities that are in start-up mode, or as a long-term administrative home for tax-exempt and public/private partnership organizations.

## **Opportunity and Scope of Work**

### *Opportunity*

Evergreen Social Impact, on behalf of its sponsored project Andy Hill CARE Fund, seeks a graphic designer to work with staff to develop multiple branded products, including an Annual Report, a complementary One Page Information Sheet and three branded backgrounds for use in virtual meetings.

### *Services to be Performed*

Your proposal is expected to cover the following services:

Creative services to design and develop an Annual Report (up to 16 pages), a complementary One Page Information Sheet and three branded backgrounds for use in virtual meetings (Zoom, Teams, etc.).

Services include design, art direction, placement and formatting of provided content, up to 3 (three) rounds of client changes, project management, preparation of files for printing, and coordinating printing of both documents.

### *Deliverables*

The work performed is expected to produce the following:

- Annual Report (up to 16 pages)
- A complementary One Page Information Sheet
- Three branded backgrounds for use in virtual meetings (Zoom, Teams, etc.)
- Coordination with printer(s)

### *Estimated Schedule of Procurement Activities*

The following is the anticipated timeframe of the RFP, services, and deliverables to be provided.

Request for Proposals issued	July 10, 2024
Question and Answer Period deadline	July 23, 2024
Proposals due	July 31, 2024
Evaluate proposals	July 31, 2024 – August 5, 2024
Announce “Apparent Successful Contractor” and send notification via e-mail to unsuccessful proposers	August 8, 2024
Hold debriefing conferences (if requested)	August 12, 2024
Negotiate subcontract	August 14, 2024
Begin subcontracted work	August 19, 2024
Completion of subcontracted work	December 1, 2024

ESI reserves the right, at its sole discretion, to revise the above timeframe, with or without notice.

## **Proposal Submission**

### *Required Components and Content*

To simplify the evaluation process and obtain maximum comparability, please organize your proposal into the following components:

1. Executive Summary

Describe your understanding of the work to be performed, the estimated fees (hourly rate, estimated hours required to execute on the scope of work, a total not to exceed proposed fee), and your ability to perform the work within the time frame provided.

2. Proposed Scope of Work and Timeline

3. Proposed Budget

Evergreen Social Impact has budgeted an amount not to exceed \$13,000 for this project. Proposals in excess of this amount will be considered non-responsive and will not be evaluated. Any contract awarded as a result of this RFP is contingent upon the availability of funding.

The evaluation process is designed to award this procurement not necessarily to the Proposer of least cost, but rather to the Proposer whose Proposal best meets the requirements of this RFP. However, Proposers are encouraged to submit Proposals that are consistent with the conservation of resources.

Identify all costs in U.S. dollars detailing expenses to be charged for performing the services necessary to accomplish the objectives of the contract. The Proposer is to submit a fully detailed budget including staff costs and any expenses necessary to accomplish the tasks and to produce the deliverables under the contract. Proposers are required to collect and pay Washington state sales and use taxes if applicable.

Coordination of printing is included in this RFP, but the actual cost of printing is not.

Costs for work to be completed by subcontractors are to be broken out separately.

4. Professional Experience

Describe qualifications for this engagement. This could include resume(s), CV(s), and links to websites and/or LinkedIn profiles that highlight capacities to successfully perform the functions outlined in this RFP.

5. Additional Questions/Information

- a. Identify whether the proposal is from a registered minority-owned, women-owned or veteran-owned small business (per the Office of Women and Minority Business Enterprises under the Revised Code of Washington chapter 39.19 or as certified by the Washington Department of Veteran Affairs). Certification(s) documenting the registered minority-owned, women-owned or veteran-owned small business current status is **required**.
- b. Describe the proposer's commitment to diversity, equity and inclusion.
- c. Provide any additional information, not specifically requested, but which you believe would be useful in evaluating your proposal.

### *Method of Submittal*

Proposals should be submitted via email, no later than July 31, 2024, with “RFP: Design Services” in the subject line, to Joseph Sparacio at [joseph@wacarefund.org](mailto:joseph@wacarefund.org). Proposals must be submitted in Microsoft Word or PDF format; zipped files cannot be used for submission of proposals. Questions regarding this RFP may also be addressed to this same email address.

Proposals not submitted per the above proposal submission guidelines may be considered non-responsive and not be evaluated.

### **Evaluation of Proposals**

Proposers may be asked to submit additional materials, including references.

Total compensation under this contract will be based on the following criteria:

- Price (inclusive of travel and other routine business expenses)
- Prior experience
- Qualifications
- Responsiveness of the proposal
- References, if requested

ESI will evaluate and award the contract to the proposal deemed to be in the best interest of ESI and Andy Hill CARE Fund.

This RFP does not obligate ESI or Andy Hill CARE Fund to contract for services specified herein. ESI and Andy Hill CARE Fund reserve the right at its sole discretion to reject any and all proposals received without penalty and not to issue a contract as a result of this RFP.

ESI and/or Andy Hill CARE Fund collects contact information for all potential contractors for the purpose of notifying them for future contracting opportunities. If you do not wish to be added to our contact list, please state so in your proposal.

All entities or individuals contracting with ESI must be prepared to provide proof of liability insurance coverage if selected to perform the work outlined in this RFP.

Thank you for your time and consideration of this Request for Proposals.