



REQUEST FOR PROPOSALS:
PROGRAMMATIC/POLICY DESIGN AND EVALUATION

Questions due by 5:00 PM on May 27, 2019

Proposals due by 5:00 PM on June 3, 2019

Overview

Organization: Federation of Protestant Welfare Agencies, Inc.

Address: 40 Broad Street, 5th Floor, New York, NY 10004

Targeted Geographic Areas: New York City (All Five Boroughs & Long Island)

Program Focus: policy and advocacy; member agency and faith community capacity building and leadership development; and, research

Approach to Social Concerns: Grantmaking; Coalition Building; Convening; Technical Assistance; Commission Research; Program Evaluation; New York Times Neediest Fund; and Marketing and Communication

Annual Budget: \$7.2 million

Project Overview

For almost a century, FPWA has advocated on behalf of New York City's most vulnerable residents and supported the efforts of human services and faith-based organizations working to improve the lives of low-income New Yorkers. Building on this rich history, FPWA recently set a new strategic direction that emphasizes economic security and envisions undertaking new, ambitious policy and program initiatives that affect low-income New Yorkers' abilities to achieve economic security.

FPWA is an anti-poverty, policy and advocacy nonprofit with a membership network of 170 human service and faith-based organizations. Each year, FPWA reaches 1.5 million low income New Yorkers of all ages, ethnicities, and denominations. FPWA strives to build a city of equal opportunity that reduces poverty, promotes upward mobility, and creates shared prosperity.

FPWA's theory of change is anchored in our vision of ensuring low-income New Yorkers have the resources needed to achieve economic security and well-being. FPWA aims to help ensure this vision by addressing three core issue areas that directly determine, affect and impact economic security: income and wealth, housing, and human services sector effectiveness and stability.

FPWA's theory of change is intended to be a flexible and dynamic representation of FPWA's work that can be modified and adapted to respond to emerging needs that the organization is well-positioned to address.

FPWA works to effect positive change in these three issue areas by advocating for fair and effective policies, legislation and funding for programs and nonprofits at the City, State, and federal levels; strengthening the capacity of human services organizations through leadership development, training and grant-making; working with faith-based institutions to effectively advocate for and support low-income communities; and providing financial resources directly to people who need immediate support.

FPWA seeks to establish two to three key measures of success for each issue area to track progress toward the desired results and understand how FPWA's programs, policy initiatives, and member and faith engagement activities contribute to our success.

FPWA desires that each issue area has clear goals and outcomes, and that every individual program or policy initiative has a clear set of outcomes, indicators and related metrics attached to it and a plan for gathering relevant data—whether through administrative data sets, surveys, *etc.* These metrics will help FPWA track the effectiveness of each initiative, as well as understand how initiative-level outputs and outcomes are contributing to the desired results of the larger issue area.

Scope of Work

Informed by FPWA's desired long-term and intermediate term outcomes in its areas of engagement, FPWA seeks support in program and policy design, and evaluation. As part of that support, FPWA envisions creating a clear Outcomes Measurement and Management Framework to guide and support the development of our programmatic, policy and engagement work. As part of this work, FPWA anticipates working alongside the Respondent to:

- Define clear long-term outcomes and outcome statements for each issue area for engagement with necessary performance indicators

- Create a monitoring and evaluation framework to support on-going assessment and management of our programmatic efforts in achieving their intended results
- Assistance and support in programmatic and policy initiative design including creating the plans, tools and templates needed to effectively implement our new programmatic and policy initiative work
- Empirical identification of inputs, outputs, and defining indicators that demonstrate effectiveness, as needed

Proposals should present an outline of the work, a work plan, a schedule of reports and deliverables, and a schedule of costs to deliver the services, in addition to other materials defined below in "Proposal Content Requirements."

Project Timeline

It is anticipated that the project can begin June 17, 2019 and be fully completed by the end September 30, 2019.

Selection Criteria

FPWA reserves the right to select a firm or consultant based directly on the proposal or to negotiate further with one or more respondents. FPWA reserves the right to reject any and all proposals.

The proposal will be evaluated by FPWA and the highest-ranking vendor(s) may be asked to make formal presentations to the administration and other organizational leadership.

Evaluation of the proposals will include but not be limited to the following criteria:

- Relevant experience and success in programmatic and policy initiative design and evaluation in the nonprofit sector;
- Cost to complete the process;
- Ability to meet deadlines and operate within budget; and,
- Prior experience in working with staff committees.

If invited for an in-person presentation following your written submission, your presentation should include physical and/or electronic samples of your work for other institutions to show the format you would provide for the final product. Presentation should be no longer than 30 minutes in duration and will be followed by questions.

Proposal Content Requirements

Respondents shall have:

- A cover letter providing a brief description of the firm or individual, name, address of consultant, telephone number, e-mail, and fax of principal contact person.
- Executive summary of the highlights of the proposal, which should not exceed one page in length, but convey that the Respondent understands of the purpose and expected outcomes of the project.
- A list of key personnel who would be involved in the process and their expertise/ experience.
- A summary of the Respondent's qualifications and experience. Evidence of successful experience in theory of change development, evaluation and planning is crucial to the selection.
- A work plan that includes a description of the methodology, tasks, timeline, and estimated amount of time that would be spent on the project.
- Exclusions or exceptions – Note any parts of the proposal that is beyond the expertise of the consultant.
- A schedule of costs for providing planning services, including number of onsite visits and cost per trip, data gathering and analysis, and other costs associated with the planning process.
- References of and contact information for at least three (3) previous organizations, nonprofit preferred, for which consultant has provided theory of change and policy/program evaluation services.
- Additional Documentation - Consultants are welcome to provide additional documentation that will assist FPWA in the selection process.

RFP Standards

- FPWA will not reimburse costs of preparing the consultant proposals.
- FPWA reserves the right to cancel the award of contract any time before the execution of the contract by both parties. The responding consultants bear sole risk and responsibility for costs incurred in the preparation and mailing of the proposal. FPWA will draft contract.
- FPWA reserves the right to reject any or all responses to this Request for Proposal.
- No FPWA board or staff member shall have a financial interest in this proposal.
- In cases of disputes over differences of opinions as to the services in the proposal, the decision of FPWA shall be final.
- FPWA reserves the right to ask for clarification in the proposal if the need arises.

Questions should be submitted electronically via email to rfp@fpwa.org

Please submit any questions by 5:00 PM on May 27, 2019.

Answers will be posted on May 29, 2019 on the RFP website <https://www.fpwa.org/RFP-PPD>.

A single electronic copy of your proposal should be prepared and submitted in accordance with the RFP instructions and delivered to FPWA's attention **via email by 5:00 PM on Monday, June 3, 2019 to rfp@fpwa.org.**

All proposals not received by that date will not be considered for review.

FPWA will only notify the consultants chosen for further consideration within 7 days after the proposal deadline.