



REQUEST FOR PROPOSALS

Advocacy Consultant for Family Stability Programs

Due by Wednesday, February 15, 2023 at 5:00PM PST

Introduction

United Way Bay Area is seeking proposals from consultants with California expertise (preferably in the Bay Area) to develop and advance strategies that will increase funding to support our Family Stability programs.

Proposal must be submitted to United Way of the Bay Area by **Wednesday, February 15, 2023** at 5:00PM PST. Proposals and questions must be submitted via email to: policy@uwba.org. Emails must include the subject line: **ADVOCACY CONSULTANT FOR FAMILY STABILITY PROGRAMS**

UWBA has a budget of \$50,000 for this work, with a target start date of Monday, April 3, 2023.

Background

Founded in 1922, United Way Bay Area (UWBA) envisions an equitable Bay Area where all people have the opportunity and resources needed to live healthy, stable, and robust lives. The organization aims to reach that vision through its mission to mobilize the Bay Area to dismantle the root causes of poverty and build equitable pathways to prosperity. Through initiatives & policy change, we provide immediate and long-term support for employment, housing, financial stability, and access to health and other basic needs.

UWBA serves over 500,000 individuals per year. Even before the pandemic, one in four Bay Area families lived in poverty. Throughout the COVID-19 pandemic, many Bay Area residents faced exacerbated difficulties just to make ends meet. The work of UWBA and our community partners is more essential than ever in changing the outcomes of a growing number of families and individuals in need. We support services that ensure residents have access to food, clothing, shelter, and more, by providing solutions to both short- and long-term challenges.

Given the ongoing and worsening housing crisis in the Bay Area, the UWBA is particularly focused on addressing housing insecurity that affects low-income families of color, who were disproportionately impacted by COVID-19.

UWBA's Housing and Family Stability programs and initiatives include:

- a) **Safety Net Services:** Although most jurisdictions have expended their federally designated COVID-related funding for rental relief and safety net services, the need is still high. Also, as emergency declarations are ending, we expect an increase in the need for eviction prevention, family stability assistance and other programs that help residents become self-sufficient. UWBA maintains a network of on-the-ground community based partners who help assist in delivering these programs and supports that keep families housed and fiscally stable.
- b) **211 Bay Area:** A social safety net helpline, operating 24 hours every day to provide basic needs and emergency services, to improve the lives of individuals who need access to services to address a current or persistent challenge. . Assistance is available in over 150 languages. While 211 is federally designated, it does not come with automatic, ongoing federal, state or local funding. Given that 211 is crucial in times of disasters and crises, as well as, to help individuals overcome the high cost of basic needs and stress of living in the Bay Area, UWBA is looking to increase local, state and federal agencies support to ensure 211's ongoing financial feasibility.
- c) **SparkPoint:** One stop centers helping individuals and families to improve their financial health and stability through the provision of financial coaching, credit and debt counseling and career coaching. Sparkpoint is a proven model that results in higher credit scores, incomes, savings, and lower debt levels. Sparkpoint centers at Community Colleges succeed in increasing the Persistence Rate for students - the rate of students coming back for another semester of college. Sparkpoint can be a crucial part of a city, county, or regional economic development and workforce development strategy.

For more information on our programs and policy efforts, visit www.uwba.org.

Applicant Eligibility and Timeline

Eligibility

United Way Bay Area will accept applications from registered advocacy/lobbyist organizations, firms and/or individuals. Selected applicant must currently be registered to lobby in at least one of the following counties: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara or Solano.

Qualification/Experience

At a minimum, applicants must have the following qualifications:

- Have at least five (5) years' experience lobbying on behalf of human service organizations and /or other non-profit organizations, with at least two (2) years in the Bay Area.
- Can demonstrate their previous successes in advocacy enhanced by references and examples.
- Can demonstrate ability to understand and obtain funding through the State or County appropriations process.
- Have the staff and resources to be able to engage on scope of work immediately upon contract execution.
- Provide disclosure statement citing any potential or existing conflict of interest(s) with the UWBA including its board and staff.
- Have an understanding of UWBA's diversity statement and goals

Applicant Question

Potential applicants may submit questions in writing to policy@uwba.org.

Timeline

Tuesday, January 17, 2023	Request for Proposals Release
Wednesday, February 15, 2023	Proposals Due to UWBA
Early/Mid March 2023	Interviews with Top 3 Finalists
Friday, March 24, 2023	Contract Awarded
Monday, April 3, 2023	Contract Begins
Friday, December 29, 2023	Contract Ends

Goals, Objectives and Scope of Work

UWBA needs an effective and proactive advocate that can advance strategies and increase funding to support our Housing and Family Stability Programs. The ideal advocate would identify and secure funds to support our housing, basic needs, and financial security programs, and identify legislation of interest to the UWBA.

Goals & Strategic Objectives

The primary goal of this work is to build the case, and identify and secure sources of funding, to support UWBA's Family Stability programs.

Objectives include:

- Help UWBA navigate the appropriations process in the eight (8) counties located within UWBA jurisdiction
- Increase awareness of the effectiveness of UWBA's Family Stability Programs among counties elected and appointed officials
- Identify potential county grant funds to support UWBA's Family Stability programs
- Advocate for legislation that advances UWBA's strategic objectives at the county level

Anticipated Activities:

- Help identify and secure grant funds and/or inclusion in county appropriations for UWBA and its partners
- Actively identify and monitor important legislation and funding opportunities that may promote UWBA's goals
- Advise and make UWBA aware of impacts of new and amended legislation relevant to UWBA and Housing, Basic Needs and Financial Security programs
- Provide strategic guidance and recommendations with UWBA staff to maximize UWBA's policy influence and achieve its legislative goals/objectives
- Prepare status reports for select UWBA program staff and executive management team members by gathering, analyzing and summarizing relevant information

Proposal Instructions

Proposal must be submitted to United Way of the Bay Area by Wednesday, February 15, 2023. Proposals must be submitted via email to: policy@uwba.org. Emails must include the subject line: **"ADVOCACY CONSULTANT FOR FAMILY STABILITY PROGRAMS"**

Complete proposals will contain the following:

Proposal Narrative that includes:

1. Title Page:
 - i. Applicant information, including: name, address, website and Federal Employer Identification Number (EIN).
 - ii. Contact information, including: name of contact, title, email address and phone number.
2. Detailed plan for achieving goals, strategic objectives and anticipated activities outlined in this proposal, including implementation timeline and performance benchmarks.
3. Your project management, advocacy and lobbying experience, highlighting prior successes, and how this experience positions to accomplish the goals and objectives of this project.
4. The names of the individual(s) who will be working on the project, their experiences and qualifications, and their areas of responsibility.
5. Statement on how the firm aligns with UWBA's diversity statement and goals (no more than 500 words)

The following attachments (please label each attachment with the headings below):

- Client References – provide a list of at least three clients for whom you have worked within the past five years and an example of a success achieved with them. Include the client, contact name, email address and phone number.
- Proposal Budget – include an itemized budget, with brief narrative description for each budget item.

- Lobbyist Registration – include evidence that you/your agency is a registered lobbyist.
- Short biographical sketches of primary staff members who will be working on this project.