

REQUEST FOR PROPOSALS # 0265A

Consultancy
in support of
ELIZABETH GLASER PEDIATRIC AIDS FOUNDATION
1140 Connecticut Avenue, N.W., Suite 200
Washington, DC 20036

Firm Deadline: Friday, July 26, 2019 5:00 pm Eastern Time

BACKGROUND

Elizabeth Glaser Pediatric AIDS Foundation (EGPAF) is the global leader in the fight to end AIDS in children and adolescents. Our vision is a world in which children and families live free from HIV/AIDS. Our mission is to end global pediatric HIV/AIDS through prevention and treatment programs, research, and advocacy.

EGPAF has reached almost 30 million women with services to prevent transmission of HIV to their babies. EGPAF is currently supporting activities in 19 countries and in over 5,000 sites to implement prevention, care, and treatment services; to further advance innovative research and demonstration projects; and to advocate globally for policies that bring dramatic change to the lives of millions of women, children, and families worldwide.

Formed 30 years ago to raise money and advocate for pediatric HIV/AIDS research in the United States, over time EGPAF has expanded its strategies to achieve its mission. Today, the vast majority of EGPAF's work is in sub-Saharan Africa assisting national, provincial, and district health systems with preventing and treating HIV for their populations. To carry out our projects and other activities, the vast majority of employees work in 13 African countries. EGPAF's headquarters is in Washington, DC, and it also has two small offices in Los Angeles, California and in Geneva, Switzerland. EGPAF also has three independent affiliates in three African countries that share the Glaser name and brand.

EGPAF's projects are funded by a variety of donors. The largest donors are CDC and USAID, under the PEPFAR program. Other donors include UN agencies, private foundations, and corporations. About 85% of the Foundation's \$180 million annual spending is funded by the USG, about 13% of spending is financed by non-USG donors, and the remaining 2% comes from unrestricted funds. Over the last 5 years, EGPAF has fought the epidemic by engaging in high quality program implementation, technical assistance, innovation, research, and advocacy, supported by a sound management and operational structure. The organization has grown from an annual budget of \$120 million to over \$200 million, expanded into new programmatic areas, and successfully navigated operational and financial changes. At the same time, the field has seen a significant drop in new pediatric HIV/AIDS infections, to which EGPAF's programmatic and advocacy efforts have contributed significantly.

EGPAF's current [Strategic Plan](#)¹ ends in 2020. EGPAF has engaged Bridgespan and is in the process of finalizing a new Strategic Plan for 2020- 2024. EGPAF approaches this new strategic plan from a position of strength and growth.

EGPAF's updated strategic plan will build on and accelerate its long-standing success in advancing the fight against pediatric HIV/AIDS and emphasizes five major strategic imperatives:

1. Adapt to effectively address the evolving HIV/AIDS epidemic
2. Build capabilities for the future: technical assistance, capacity building, and innovation for scale
3. Advance sustainable local ownership and delivery of care
4. Stimulate global commitment to ending the HIV/AIDS epidemic
5. Shore up critical funding sources

Notably, the updated strategic plan will focus on:

- Further prioritizing youth in our programmatic work
- Focusing on TB and other advanced disease co-morbidities that are most pressing for children and youth, integrated with HIV/AIDS
- Expanding capabilities and work in testing and bringing innovations to scale
- Increasing national advocacy and public policy efforts in country to create supportive, sustainable operating contexts
- Enhancing international and US advocacy to reinvigorate and maintain donor awareness and action to combat the epidemic
- Growing capabilities to effectively deliver global technical assistance

EGPAF is mindful that both technical and non-technical consumer facing audience segments are critical to effective growth moving forward, and must continue with messaging that appeals to both audiences. Historically, we have tried to reach these groups with one set of messages and tactics and have often struggled to balance the need for consumer friendly language with the need for clinical and technical evidence.

With the consumer audience, EGPAF faces challenges that pediatric AIDS is no longer a United States health priority for philanthropy, where the vast majority of our private fundraising has occurred historically. The messaging of an African health crisis to a U.S. donor audience has become challenging. We do believe that messaging which balances solvability and urgency are necessary, but we need a simplified and compelling consumer value proposition.

SCOPE OF WORK

EGPAF views the launch of an updated strategic plan as a key communication opportunity and are looking to partner with a firm to do the following:

1. Creation of a brief, two page document summarizing updated strategic plan and related

¹ Available for download at http://www.pedaids.org/wp-content/uploads/2017/12/StrategicPlan_Final_2017-20201.pdf

- concepts in easy to understand, yet compelling language that appeals to, but does not alienate our targeted audiences
2. Review, analyze, and update current EGPAF external messaging, including tagline, to ensure alignment with new/updated strategic plan; create messaging options for EGPAF committee review; support EGPAF to build connection and relevance that will motivate both consumer and technical audiences to care about the impact of AIDS on children, youth, and families; ensure that our external messaging documents, platforms and assets effectively market EGPAF's range of capabilities
 3. Leverage select existing communications assets, including existing testing, messaging platforms, graphics, branding and other items, to ensure optimization of and avoid duplication of previous efforts
 4. Test agreed upon messaging concepts with relevant audience segments with focus groups; use results to inform a final strategic messaging direction and clear set of messages /tag line options.
 5. Develop and support execution of time bound roll out strategy for updated strategic plan with relevant audiences – using email, social media, traditional media and any other relevant platforms.
 6. Contact and obtain input from select internal/external stakeholders and donors on updated messaging and tagline and rollout strategy
 7. Analyze, synthesize, and package all information gathered to produce concepts and options for EGPAF's review and consideration. Provide other summaries of information, such as the external environment scan, analyses of relevant trends, summaries of focus groups, stakeholder feedback, interviews, any survey results, etc.
 8. Develop an overview deck for use with key audiences (including donors) to frame how EGPAF has evolved, our core strengths, and main strategic objectives for this next phase of our strategic plan.
 9. Develop a deck and/or set of materials to describe EGPAF core technical strengths to key partners and donors.

TIMEFRAME

We anticipate the work will begin in August 2019 and conclude in 1st quarter of 2020, with rollout in late 2019 and early 2020.

FOUNDATION'S RESPONSIBILITIES

A committee focused on external communication of the Foundation's updated strategic plan will work closely with the consultants to deliver on the scope outlined above. EGPAF will also provide relevant background documents (including stakeholder interviews) from our engagement with Bridgespan to help inform this external communications and messaging effort.

LOGISTICS

Face-to-face meetings will occur at the Foundation's headquarters in Washington, DC. Your proposal should describe how you plan to interact with us, including the frequency and nature of face-to-face meetings; frequency and nature of virtual meetings (and the communications tools you propose to use); and information, document, and project

management strategies and tools.

KEY CONTRACT TERMS

Please propose the type (or types) of contract/payment terms that you will consider for this engagement. For example, firm fixed price with payment milestones or a labor-hour contract (with individual or a blended rates). The Foundation is looking for high quality assistance, while also ensuring that results are delivered on schedule at an affordable cost.

The total available budget is up to \$60,000. The Consultant must propose their best offer on a fixed daily rate. The Consultant is also responsible for outlining costs related to travel, if necessary; EGPAF will separately reimburse the Consultant for the cost of air or ground travel, lodging, and per diem for travel outside the assigned city. Offerors providing a fee lower than the budget for quality services will receive special consideration.

Unless stated otherwise in the proposal, the consultant is responsible for providing all equipment and supplies it requires to perform the services.

All materials created for the Foundation for this engagement must be furnished for the use of the Foundation on an exclusive and confidential basis and without payment of any royalty or any additional fees beyond those listed in any subsequent contract. The consultant will not use or allow the use of the materials created for the Foundation for any other purpose without the prior written consent of the Foundation.

The selected consultant will be required to sign a non-disclosure agreement to protect EGPAF's proprietary information.

EVALUATION CRITERIA AND SUBMISSION REQUIREMENTS

All proposals will be evaluated against the following Evaluation Criteria, which are listed in order starting with the most important at the top of the table. Each proposal must contain the items listed in the Submission Requirements column in the following chart. Please submit your Submission Requirements in the order that they appear below.

Evaluation Criteria	Submission Requirements
Proposed approach: how you will work with us to ensure our needs are met on time	Proposal that describes in detail the "how" to achieve the scope of work in the timeframe
Cost and proposed payment schedule	Total cost for project, cost factors (e.g., hours by labor category), payment schedule and proposed basis for payments.
Qualifications of proposed staff working on this engagement	Summary of how you decided to staff the project, supplemented by CVs of named personnel

Past performance of similar work	At least five references, with phone and email contact info, and what services you provided for them

All applicants are required to be legally registered and authorized to perform the scope of work.

PROPOSED TIMELINE:

Tuesday, June 25th, 2019: Release of RFP.

Monday, July 8th, 2019: Submission of Contractual and Technical Inquiries: Cathy Colbert, Senior Awards and Compliance Officer, ccolbert@pedaids.org No phone calls please.

Monday, July 15th, 2019: Question and Answer Response Document posted on EGPAF website at: <http://www.pedaids.org/pages/contracting-opportunities>.

Friday, July 26th, 2019: Completed proposals must be delivered electronically by the deadline mentioned on page one to: Cathy Colbert, Senior Awards and Compliance Officer, ccolbert@pedaids.org with a “cc” to Clare Dougherty, Vice President, External Affairs, at cdougherty@prediads.org.

Monday, August 19th, 2019: Final decision announced and Offerors notified.

Monday, August 26, 2019: Contract executed and Services begin.

Please note it is our best intent to comply with the above timeline but unavoidable delays may occur. Please note it is our best intent to comply with the above timeline but unavoidable delays may occur.

ADDITIONAL INFORMATION

Any proposal not addressing each of the foregoing items could be considered non-responsive. Any exceptions to the requirements or terms of the RFP must be noted in the proposal. The Foundation reserves the right to consider any exceptions to the RFP to be non-responsive. Late proposals may be rejected without being considered.

This RFP is not an offer to enter into agreement with any party, but rather a request to receive proposals from persons or firms interested in providing the services outlined within the RFP. Such proposals shall be considered and treated by the Foundation as offers to enter into an agreement. The Foundation reserves the right to reject all proposals, in whole or in part, enter into negotiations with any party, and/or to award multiple contracts.

The Foundation shall not be obligated for the payment of any sums whatsoever to any recipient of this RFP unless and until a written contract between the parties is executed.

EGPAF is committed to equal opportunity and represents that all qualified bidders will receive consideration without regard to their gender, race, color, ethnic origin, disability, medical condition, age, sex, gender expression, religion, marital status, sexual orientation, genetic identity, veteran or military status, or any other protected classification.

ETHICAL BEHAVIOR

As a core value to help achieve our mission, the Foundation embraces a culture of honesty, integrity, and ethical business practices and expects its business partners to do the same. Specifically, our procurement processes are fair and open and allow all equal opportunity to win our business. We will not tolerate fraud or corruption, including kickbacks, bribes, undisclosed familial or close personal relationships between offerors and Foundation employees, or other unethical practices. If you experience or suspect unethical behavior by a Foundation employee, please contact fraud@pedaids.org or the Foundation's Ethics Hotline at www.reportlineweb.com/PedAids/. Any offeror who attempts to engage, or engages, in corrupt practices with the Foundation will have their proposal disqualified and will not be solicited for future work.