



REQUEST FOR PROPOSAL
National Replication Task Force Consultant

Invitation

Generation Hope is seeking proposals from mission aligned, socially conscious, and experienced scaling consultants and practitioners to assist us in completing the first phase of our replication efforts. Applicants should submit a proposal via the link below by 5:00 PM EST on Friday, November 12, 2021. The term of the contract for this phase is expected to be from December 1, 2021 - June 30, 2022.

Link to Submit: <https://forms.gle/XhegodRWLTqtRwus6>

Background

Founded in 2010, Generation Hope is a nonprofit organization in Washington, DC. To ensure all student parents have the opportunities to succeed and experience economic mobility, Generation Hope engages education and policy partners to drive systemic change and provides direct support to teen parents in college (Scholars) as well as their children through holistic, two-generation programming. Fewer than 2% of teen mothers will earn their college degrees before they are 30 years old, but Generation Hope Scholars graduate at a rate that exceeds the national average for all college students, is almost two times the rate of low-income college students, and is almost eight times the rate of single mothers nationwide. Generation Hope engages in local and national advocacy work, amplifying the student-parent voice and centering their experiences. Additionally, Generation Hope leverages its data and best practices to serve as a thought partner, providing colleges with the tools, resources, and support that they need to implement programs, adjust policies, and change structures and culture to improve outcomes for student parents through our capacity building program called FamilyU. Click [here](#) for more information about Generation Hope.

Over the past year, Generation Hope has participated in a strategic planning process to plot our trajectory through 2024. Generation Hope was guided by our vision, mission, and core values in creating our strategic plan for the next three years. This plan articulates guiding principles and offers specific goals, objectives, and criteria for evaluation as we boldly dream and work to change the world for student parents, including teen parents, their children, and our community.

Generation Hope developed this strategic plan as the nation navigated a global pandemic and wrestled with racism and structural systems of oppression in the wake of the murders of several African American men and women at the hands of law enforcement. Despite this uncertainty and upheaval, the Generation Hope community fully engaged in the strategic planning process and dared to dream big about how we could have an even greater impact.

This strategic plan calls for Generation Hope to replicate the organization’s flagship program, the Scholar Program, beyond the Washington, DC metro region by the end of FY24. Below are the three replication phases to bring this to fruition:

FY 22, Phase 1: Prep & Research - Determining the essential elements to replicate the program in another locale, identifying the replication approach and philosophy, establishing the criteria to select a new site, conducting research to determine new site location feasibility, and determining necessary partnerships needed to replicate in a new locale.

In FY23, Phase 2: New Site Identification and Capacity Building – Conducting site visits to potential locales, selecting a final locale, establishing partnerships and building relationships with necessary community stakeholders in the new community, developing the marketing and messaging collateral for and about the new site, creating the fundraising and sustainability plan to ensure successful replication pilot, training the new site on implementation of Generation Hope’s Scholar Program, and establishing data collection methods to track Scholar progress.

In FY24 - Phase 3: New Site Program Launch – Hosting a kick-off celebration for the new site, providing ongoing training and support to the new site, and collecting Year 1 data.

Generation Hope RFP Process and Completions	
Posting of Request for Proposal:	October 22, 2021
Proposal submission deadline:	November 12, 2021
Phone Interviews:	November 13 - 17, 2021
Anticipated award of the project:	November 19, 2021
Anticipated start of the project:	December 1, 2021
Anticipated completion of the project:	June 30, 2022

Submission Information

Proposals should be submitted via the link below by Friday, November 12, 2021, at 5:00 p.m. EST. Proposals submitted after the submission deadline may not be considered. Generation Hope may reach out to applicants to request additional information or clarification.

Link to Submit: <https://forms.gle/XhegodRWLTqtRwus6>

General questions regarding this proposal should be directed to Reginald M. Grant at reginald@generationhope.org.

Project Scope:

The consultant will:

- A. **Co-facilitate National Replication Task Force (NRTF) Meetings:** The National Replication Task Force will meet monthly from October 2021 through June 2022. The task force comprises board

members and other stakeholders with varying degrees of expertise in scaling and will include the CEO and COO. The consultant will help facilitate the task force meetings in support of the CEO and COO, including drafting agendas and sending them to the COO and CEO in advance for review and approval. The NRTF meeting schedule is listed below:

- December 8th 1:30 p.m. to 3:00 p.m.*
- January 5th @ 12 p.m. to 1:30 p.m.*
- February 2nd @ 12 p.m. to 1:30 p.m.*
- March 2nd @ 12 p.m. to 1:30 p.m.*
- April 6th @ 11 a.m. to 12:30 p.m.*
- May 4th @ 12 p.m. to 1:30 p.m.*
- June 1st @ 12 p.m. to 1:30 p.m.*

**Consultant must be able to attend these meetings. At this time, all NRTF meetings are virtual. We will inform the NRTF and consultant of any changes in advance.*

- B. **Support scaling decisions:** The consultant will be responsible for providing information, expertise, and resources to assist the task force and leadership team in making replication decisions (i.e., determining our scaling approach).
- C. **Research scaling efforts:** The consultant will do research and interview similarly positioned nonprofit organizations that have scaled to another location(s) as well as funders that have supported scaling and share those findings with the NRTF.
- D. **Research and establish criteria for the next locale:** The consultant will research what made Generation Hope’s model successful in the DC region through interviews and other assessments to assist with establishing a list of criteria for the next location (i.e., a checklist for cities that meet our replication standards). This list will include high-level funding insights for the desired locales.
- E. **Identify elements for implementation:** The consultant will identify critical elements for the successful implementation of the scaling plan, including staffing and funding.
- F. **Co-Present progress and final plan at meetings with Generation Hope’s Board of Directors (January, March, and June):** The consultant will attend three meetings of Generation Hope’s Board of Directors to present the scaling updates. The board meetings will be held on January 28th, March 25th, and June 24th. (Please note: the January board meeting will be virtual. We have not determined whether or not the March and June board meetings will be virtual.)
- G. **Provide feedback:** The consultant will provide feedback on the job description for new employees that will assist with implementing the new site as well as Generation Hope’s Scaling Philosophy.
- H. **Co-Present scaling approach at a staff meeting:** The consultant will attend one Generation Hope Staff meeting and present the scaling strategies to the staff. Staff Meetings occur weekly on Mondays at 12:30 pm ET. The CEO and COO will determine the best timing for this presentation.

Deliverables:

Project Deliverables	Deadlines
Summary of approximately 20 phone/Zoom interviews with funders and nonprofits on their lessons learned/advice in scaling and replication of programming	By February 2022
Research findings on “What worked in DC” in terms of Generation Hope’s programming as well as identified criteria for the next region/city	By February 2022
Status update presentations at three board meetings	January 28, 2022 March 25, 2022 June 24, 2022
Short list of cities/regions to be considered for replication based on established criteria	By April 2022
Feedback on job descriptions for positions that are created to support Generation Hope’s replication efforts	By March 2022
Feedback on Generation Hope’s Scaling Philosophy	By April 2022
Sample prospecti that other organizations have used to present to funders to support their scaling efforts	By April 2022
Provide final versions of all findings, tools, and resources	By June 2022

Required Proposal Components:

Generation Hope seeks to hire an individual or a firm with capabilities to address all aspects of this RFP. By selecting one individual or firm, Generation Hope seeks to avoid duplication of efforts, ensure a comprehensive and integrated analysis, and prevent gaps in knowledge and understanding. Please note that we will vet consultants and any subcontractors or partners you decide to work with for potential conflicts of interest.

Proposals should be in the range of \$20,000 to \$30,000.

By November 12, 2021, at 5:00 pm EST, please submit full proposals [here](#). Proposal requirements include:

1. **Interest.** Please describe why this opportunity is of interest to you, your team, or your firm. What about Generation Hope, the project, and/or our mission aligns with your mission and goals?
2. **Qualifications/Experience.** Describe how you, your team, and/or firm are positioned to fully complete the scope of work and achieve the desired outcomes described in the RFP. Possible

elements to include: background, qualifications, and specialized/technical experience (including lived experience), or methods. If the consultant or firm is experienced in using the lens of race equity in implementing its work, describe your experience and how you might use this lens with Generation Hope's replication efforts.

3. **Track Record.** Briefly describe two comparable/relevant projects, including organization name, a brief scope of work, project dates, and deliverables.
4. **Team.** Identify the project manager, key personnel, sub-consultants, and the engagement lead (if different from the project manager).
5. **Scope of Work.** Narrative of how the individual, team, or firm would address and deliver the scope of work for and with Generation Hope.
6. **Budget.** A detailed cost budget estimate, including a breakdown of rates and hours, for achieving the deliverables in the scope of work above.
7. **References.** Please provide three references, including the name, address, and phone number of a person familiar with your work and available to respond to a phone call.

Evaluation Criteria

Criteria have been established to guide the evaluation of each consultant proposal. The following weighted criteria will be used to evaluate and rank proposals:

- A. Interest (10%)
- B. Qualifications/Experience/Race Equity Work (25%)
- C. Track Record (15%)
- D. Team (5%)
- E. Scope of Work (35%)
- F. Competitiveness of pricing and ability to perform within budget (10%)

Negotiations for the award of the contract will be with the consultant that best meets the evaluation criteria. If you have any questions regarding the proposal process, please contact Reginald M. Grant at reginald@generationhope.org.