



Request for Proposals: Design Services

On behalf of its sponsored project, Andy Hill CARE Fund, Evergreen Social Impact is soliciting proposals for graphic design services to produce two sequential projects: (1) an Annual Report for Fiscal Year 2025 and (2) the CARE Fund Strategic Plan.

Request for Proposals (RFP) Issued: June 23, 2025

Proposals Due: The proposal must be received via email by the RFP Coordinator no later than 4:00 p.m. Pacific Time, on July 14, 2025.

Estimated Term: The estimated term of this subcontract will be July 23, 2025 – January 31, 2026, with the option to extend or renew thereafter upon mutual agreement of both parties.

Proposal Not to Exceed: \$24,000 (excluding printing costs)

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 June 30, 2025. Please note that any addenda or question and answer documents related to this RFP may be issued and 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) was established in 2015 to make grants for the promotion of cancer research to improve the quality of life for the people of Washington. CARE 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, 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 CARE Fund.

Evergreen Social Impact (ESI) Background

ESI (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. ESI currently serves as CARE Fund's Program Administrator.

Opportunity

Evergreen Social Impact, on behalf of its sponsored project, Andy Hill CARE Fund, seeks a graphic designer to work with staff to develop two key branded products:

1. **Annual Report for Fiscal Year 2025** (up to 16 pages)
2. **CARE Fund Strategic Plan** (6–8 pages)

Both projects require collaboration with staff, professional design, and coordination with print vendors (printing costs are not included in the contract).

Services to be Performed

Your proposal is expected to cover the following services for each project:

- Creative services to design and develop each document based on provided content, including art direction, layout, and formatting.
- Application of accessibility best practices for digital distribution
- Adherence to CARE Fund's brand guidelines to ensure consistency across both projects
- Development of visual assets as needed, including icons, charts, and infographics to support storytelling
- Up to three (3) rounds of feedback and revisions per document, resulting in a Final Draft to be submitted for Board review (Annual Report) or client approval (Strategic Plan). Following Board/client review, only minor edits may be required prior to finalization and print preparation.
- Project management to ensure on-time delivery
- Preparation of files for printing and coordination with designated print vendors (actual print costs are not included in the contract)
- Delivery of print-ready PDF, web-optimized PDF, and fully editable source files (e.g., InDesign, Illustrator) for each project

Deliverables

The selected contractor will be responsible for the following:

For the Annual Report (up to 16 pages):

- Initial concepts and layout based on provided content

- Three rounds of drafts and revisions, resulting in a Final Draft delivered by October 1, 2025, or negotiated date, for Board review in November. Minor edits may be required based on Board feedback after November 19, 2025, followed by preparation of final print-ready and editable files.
- Print-ready PDF, web-optimized PDF, and fully editable design files
- Delivery of any custom visual assets (e.g. charts, infographics) created for the report
- Confirmation of client approval prior to file delivery and print coordination
- Coordination with printer (excluding cost of printing)

For the CARE Fund Strategic Plan (6–8 pages):

- Design and layout based on content provided post-Board approval of Plan in November 2025
- Three rounds of drafts and revisions, resulting in a Final Draft for client approval in early January 2026, followed by any minor edits and preparation of final print-ready and editable files.
- Print-ready PDF, web-optimized PDF, and fully editable design files
- Delivery of any custom visual assets (e.g. charts, infographics) created for the Plan
- Confirmation of client approval prior to file delivery and print coordination
- Coordination with printer (excluding cost of printing)

Estimated Schedule of Activities

Activity	Date/Deadline
RFP Issued	June 23, 2025
Questions Due	June 30, 2025
Proposals Due	July 14, 2025
Proposal Evaluation	July 15 – July 25, 2025
Notification of Apparent Successful Contractor	July 28, 2025
Subcontract Negotiation	August 6, 2025
Work Begins	August 11, 2025
Annual Report – Final Draft Due	October 1, 2025
Annual Report – Board Review	November 19, 2025
Annual Report – Board Feedback Complete	November 26, 2025
Annual Report – Finalization & Print Coordination	After November 26, 2025
Strategic Plan – Content Provided (post-approval)	November 20, 2025
Strategic Plan – Final Draft Due	First week of January 2026
Contract Completion	January 31, 2026

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:

Executive Summary

A one-page summary describing:

- Your understanding of the work to be performed
- The estimated fees (hourly rate, estimated hours required, and a total not-to-exceed proposed fee)
- Your prior experience
- Your qualifications
- Your ability to perform the work within the time frame provided, including three drafts per project and delivery deadlines for both the Annual Report and Strategic Plan
- Indicate whether the proposal is from a registered minority-owned, women-owned, or veteran-owned small business (as certified by the Office of Women and Minority Business Enterprises or Washington Department of Veteran Affairs). Attach certification(s) documenting current status, if any.

Proposed Scope of Work and Timeline

Describe your approach, process, and proposed schedule for both projects.

Proposed Budget

Evergreen Social Impact has budgeted an amount not to exceed \$24,000 for this project (excluding printing costs). Proposals in excess of this amount will be considered non-responsive and will not be evaluated.

Identify all costs in U.S. dollars, detailing expenses to be charged for performing the services and producing all deliverables, including staff costs and any subcontractor work (broken out separately). Proposers are required to collect and pay Washington state sales and use taxes if applicable.

Professional Experience

Describe qualifications for this engagement. This may include resume(s), CV(s), and links to websites and/or LinkedIn profiles that highlight your capacity to successfully perform the required functions.

Additional Questions/Information

- Describe your commitment to diversity, equity, and inclusion.
- Provide any additional information, not specifically requested, that you believe would be useful in evaluating your proposal.

Method of Submittal

Proposals should be submitted via email, no later than July 14, 2025, with “RFP: Design Services” in the subject line, to Joseph Sparacio at 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 guidelines may be considered non-responsive and not evaluated.

Evaluation of Proposals

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 and reserves the right to reject any and all proposals received without penalty.

ESI and/or CARE Fund collect contact information for all potential contractors for the purpose of notifying them of 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.

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