



**Date Issued:** February 9, 2023

**Submittals accepted until:** February 28, 2023

**Contact Person:** Joseph Sparacio, Deputy Director, Andy Hill CARE Fund

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## Request for Proposals: Awareness Study

On behalf of its sponsored project, the Andy Hill Cancer Research Endowment (CARE) Fund, Evergreen Social Impact is soliciting proposals for a consultant to work in partnership with staff to conduct an awareness study for its sponsored project, the Andy Hill Cancer Research Endowment (CARE) Fund, to result in analysis and recommendations to raise awareness of the CARE Fund in order to expand the applicant pool and to increase projects that address disparities.

### Background

The Andy Hill Cancer Research Endowment (CARE) Fund is a relatively new funder in Washington State, established in 2015 to promote and invest in cancer research to improve the quality of life for the people of Washington. The 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. The CARE Fund typically makes up to \$10 million per year in grants.

Several of the CARE Fund's strategic priorities are dependent on continued success in increasing awareness and engagement with potential applicants, particularly those entities which have no history of applying even for funds for which they may be eligible. These strategies include:

- Increase projects that address disparities in health services delivery and community-based participatory research, including but not limited to, by race/ethnicity and among rural populations.
- Expand the applicant pool by broadening the promotion of CARE Fund grant programs, including communicating funding opportunities and the allowable uses of grant funds.

### Scope of Work

#### *Project*

An awareness study is proposed, to assess:

- a) current awareness and perceptions of the CARE Fund and its grant opportunities;

- b) the challenges faced by eligible applicants that may be unknown;
- c) opportunities to increase awareness and to mitigate barriers to application.

An awareness study should have the additional benefit of deepening existing relationships and cultivating new relationships with partners, applicants and others.

Elements of the awareness study would optimally include:

- At least 15 one-on-one virtual key stakeholder interviews, including leaders from
  - Peer organizations (health grantmakers in Washington State) and
  - Entities which are eligible for grant seeking but have been underrepresented among applicants, including local health jurisdictions, tribal governments, tribal entities, Urban Indian Organizations, and community health organizations with a focus those led by and serving Black, Indigenous, and People of Color (BIPOC), and/or rural populations.
- A targeted online survey of CARE Fund news subscribers.
- Two virtual focus groups with past and current grantees.
- High level review of grant application response over time.

#### *Deliverable*

The proposed awareness study would provide a report for CARE Fund leadership and board to assess:

- Perceptions of the CARE Fund, its purpose and opportunities.
- Perceptions of CARE Fund grantmaking, eligibility and opportunities.
- Perceived barriers to applying for CARE Fund grants.
- Paths to improved outreach and communication, especially to underrepresented populations and grant seekers.
- An “elevator pitch” and talking points for CARE Fund board members and other ambassadors.
- Metrics to be monitored over time to assess CARE Fund’s success in increasing and expanding outreach.

#### *Process*

- Consultant to develop targets for interviews, online survey and focus group(s) to be identified with CARE Fund staff and the standing Grants Committee.
- Consultant to develop interview and focus group questions with input from CARE Fund staff and the standing Grants Committee.
- Consultant to conduct Interviews and focus groups to ensure confidentiality for interviewees.

#### *Resources*

This project will be carried out by a consultant under supervision of CARE Fund Deputy Director, with CARE Fund Executive Director and Program Officers participating in development of interview, focus group and survey lists and questions. The Board’s standing Grants Committee or Committee Chair may also provide input, as needed.

#### *Optimal Timeline*

February 2023: Issue RFP for contract for services.

March 2023: Select consultant and contracting.  
March – May 2023: Plan and conduct interviews and focus groups.  
June 2023: Develop and produce draft report.  
June 2023: Develop and produce final report.

## Proposals

Required components:

1. A proposed scope of work
2. A proposed timeline
3. A bid that includes:
  - a. Hourly rate
  - b. Estimated hours required to execute on the scope of work
  - c. A total (not to exceed) proposed fee
4. Resume(s), CV(s), or link to LinkedIn profile that highlight your capacity to successfully perform the functions outlined in this RFP.
5. Identify if the proposal is from a registered minority-owned, women-owned or veteran-owned small business.

Proposals should be submitted via email, no later than February 28, with “Awareness Assessment” in the subject line, to Joseph Sparacio at [joseph@wacarefund.org](mailto:joseph@wacarefund.org). Questions regarding this RFP may also be addressed to this same email address.

Finalists may be asked to submit additional materials, including references.

Total compensation under this contract will be inclusive of travel and other routine business expenses.

ESI will prioritize proposals with one or more of the following: Expertise in brand awareness and/or grantmaking; experience in conducting interviews with organizational leaders and analyzing findings; effective communication skills; and ability to produce written recommendations.

## ABOUT EVERGREEN SOCIAL IMPACT

Evergreen Social Impact (ESI) Evergreen Social Impact was founded in 2021 to fiscally sponsor public/private partnerships and charitable projects with a social impact mission in the Pacific Northwest. We provide fiduciary services, including governance, funds management, and other administrative services to projects with social-impact missions. We can act as a long-term administrative home for new or established projects, or as a 'nonprofit incubator' for projects seeking to become independent nonprofit organizations. By providing an administrative and operations hub, we support our sponsored projects in focusing on their missions and building capacity.