

Healthcare Georgia Foundation: Request for Proposals for Contracted Services

Healthcare Georgia Foundation is working toward a Georgia in which all people have the opportunity to attain their fullest potential for health. We recognize that effective, lasting systems change requires advocacy that elevates the voices, stories, and experiences of Georgians. The Foundation is committed to strengthening the field of advocates and to supporting organizations' efforts to empower communities to influence decision makers and create urgency around changes needed to advance health equity in Georgia.

Purpose and Goals

Georgians currently benefit from a strong field of advocacy organizations doing this work on behalf of and in partnership with people and communities across our state. To help the Foundation realize our commitment to strengthening this field, Healthcare Georgia Foundation seeks to more thoroughly understand the current health policy landscape and the capacity of the health advocacy community in Georgia. The Foundation is seeking proposals from qualified contractors to conduct a research project that will include:

- An analysis of the current policy environment that synthesizes key data and information needed to help inform strategy for the field of health advocacy.
- An overview and categorization of the different types of organizations that comprise the field.
- Mapping of how various organizations, groups, and coalitions relate to each other, such as through participation in shared projects or issue campaigns, strategic alliances, and coalitions.
- A high-level analysis of the organizational capacity of the field of health policy and advocacy including the capacity of the field as a whole to work together toward shared goals.
- An assessment of how the field of health policy and advocacy fits into the larger landscape around health policy change in Georgia.
- Initial recommendations for strengthening the field of health advocacy.

Through this research project, the Foundation also seeks to better understand:

- How health policy and advocacy organizations are connected to local community-based organizations that provide direct services or perform community-level organizing or power-building activities.
- Current and emerging policy issues commanding the attention and focus of the field.
- How the health advocacy field has infused health and racial equity into its work.
- Factors that make advocacy campaigns successful in shaping state health policy outcomes.
- The funding environment for systems change work around health.

Once a contractor is in place, we anticipate this project will take approximately 6-9 months to complete.

Scope of Services:

The Foundation is seeking a qualified contractor to work closely with our staff and a small group of partners to carry out major tasks associated with this research project including:

- Perform an environmental scan of relevant data, organizational websites, news reports, funding streams, and other publicly available information that will be used to help inform the approach to the qualitative research elements and that will provide critical context for the landscape assessment.
- Identify the set of issues (e.g. health care access, behavioral health, social determinants of health, etc) that are commanding the most interest of the advocacy community. While the major focus is on state-level work, local or community-based work is also of interest to the extent it has a policy and advocacy focus or is deeply connected to the advocacy field.
- Design, develop, carry out, and analyze the results of interviews and surveying necessary to meet the purpose and goals of the project.
- Work iteratively with the Foundation staff and identified partners to develop an appropriate communications strategy with organizations that are active in the field to support transparency regarding the goals of the research project, ensure the appropriate number and types of organizations are being reached through the interviews and surveys, and ensure that the project stays on track to meet agreed-upon timelines.
- Develop a report and presentation deck that contains the findings from the environmental scan, results from the interviews and survey, an assessment of the field based on the research conducted, and recommendations for strengthening the field of health policy and advocacy.

Qualifications:

- Working knowledge of health policy, advocacy, and the nonprofit sector in Georgia.
- Professional expertise and experience in conducting key informant interviews and in survey design, deployment, and analysis.
- Demonstrated capacity to analyze and synthesize quantitative and qualitative data.



Proposal Requirements and Timeline:

Please provide a proposal narrative that describes:

- Your organization and the names and relevant qualifications of the individuals who will work on this project (“project team”). Please include any proposed subcontractors.
- Your project team’s familiarity with the health policy, advocacy, and nonprofit sectors in Georgia and why your project team is well-positioned to carry out this work.
- How your project team will approach the research project and carry out each component of the scope of services.
- Proposed collaboration with Foundation staff
- Any challenges your project team anticipates in performing the scope of services and how you propose to overcome them.
- Your project management approach, including your plan for managing all phases of the project from project planning to completion.
- A project work plan and timeline that identifies major activities and deliverables.
- Please provide 2-3 examples of projects your project team has completed that demonstrate your capacity to complete this project.

Please provide a detailed cost proposal that aligns with the scope of the project and supports required deliverables. The cost proposal should specify professional services (hourly rate with proposed hours or lump sum), travel, subcontractor fees, and other direct costs. HGF reserves the right to negotiate proposed costs.

RFP Timeline:

September 5, 2023	RFP Release
October 12, 2023	Proposals Due
By November 1, 2023	Contractor Selected
November 2023	Project Begins



Proposal Submission and Review

Proposals should be sent via email to Cindy Zeldin, Vice President of Policy and Government Affairs, at czeldin@healthcaregeorgia.org. Please include the Proposal Narrative and Cost Proposal as attachments to the email.

Proposals will be reviewed in accordance with the requirements of this RFP. Respondents will not be reimbursed for the cost of developing or presenting a proposal. Proposals will be considered confidential.

HGF reserves the right to:

- Reject any or all proposals submitted
- Request additional information from any or all respondents
- Conduct discussions with respondents to ensure full understanding of project requirements
- Negotiate changes to a proposal prior to award of contract
- Approve subcontractors proposed or used in carrying out the work

About Healthcare Georgia Foundation

Healthcare Georgia Foundation is a leading voice on health equity, working to change systems and advance bold ideas to improve the health of all Georgians.

We are guided by our mission, vision, and values:

Our Mission: To inspire and promote collective action that advances health equity for all Georgians.

Our Vision: A Georgia in which all people have the opportunity to attain their fullest potential for health.

Our Values: Courageous Leadership, Trust, Equity, Partnership