



REQUEST FOR CONTRACTED SERVICE PROPOSALS

Changemaker Fellows Strategic Communications Assistance



**Missouri Foundation
for Health**

a catalyst for change



Missouri Foundation for Health (MFH) is requesting proposals from qualified contractors to co-design and implement a communications strategy to brand and publicize the inauguration of a new fellowship opportunity. MFH designed Changemaker Fellows to recognize and bolster leaders for health equity in Missouri with a significant award.

Key Application Dates	
Close Date	May 30, 2024, Noon, CT
Anticipated Award Notification	Mid July 2024

Description of Services

The philanthropic sector has seen increased interest in financially supporting individual, impactful leaders in order to sponsor their work while not dictating a specific use requirement for spending (i.e., unrestricted funding). Examples of these programs include the [MacArthur Fellows](#), [David Prize](#), [Pinnacle Prize](#), and [Freedom Scholars](#). Some of these programs are framed as "prize philanthropy." Others are structured as more traditional fellowships. The emphasis on unrestricted funding also aligns with [conversations in the philanthropic sector](#) and internally at MFH.

MFH plans to launch the inaugural fellowship in the second half of 2024, with a goal to support burgeoning health equity leaders in Missouri as they implement ideas they're passionate about and deepen their ties across the state. The goal is to target mid-career professionals doing innovative health equity work in order to retain their talents and expertise in Missouri. Up to five individuals may be selected to participate in the first year and up to 10 in future years.

Ideally, candidates will come from within communities they are serving and have engaged with systems affecting health equity enough to have ideas about how to improve them. At the same time, they may lack the funding or financial safety net to achieve the change needed or to disrupt the status quo. Some potential projects might include (but are not limited to) social entrepreneurship, research, advocacy, or freelance journalism.

MFH serves both [urban and rural counties](#) and seeks candidates of diverse backgrounds and geographies for this opportunity. Candidates will likely be referred to MFH by trusted community leaders and nominators, as opposed to an open call for nominations.

MFH is already working with a contractor ([Credo Philanthropy Advisors](#)) to design and implement the selection process for this prize. Additional support is needed related to strategic communications.

Some of the objectives include identifying and recruiting community nominators, providing concise information about ideal candidates, encouraging submissions, crafting talking points throughout the process, and eventually publicizing those who receive the fellowship via a variety of channels. Additional work includes fundamental branding of the fellowship, setting it up for future nominations, the development of brand guidelines, reserving a custom URL, etc. This work will be completed in collaboration with MFH and Credo.

Proposal Submission

Proposals must be submitted online by noon Central on May 30, 2024.

To begin a proposal, [click here](#).

To return to a proposal in progress, log in to your [Account](#).



Proposal Requirements

- Submission acknowledgment.** Complete and submit the [one-page acknowledgement form](#).
- Proposal narrative.** Address each of the sections below
 - **Approach to services.** Provide a brief description of the approach to services and address each of the following:
 - How do you center equity and antiracism in your communications work?
 - Describe your approach to identifying and recruiting community nominators. What strategies would you use to broaden the net of applicants outside of MFH's established networks?
 - What is your plan for publicizing those who receive the fellowship? What content could be collected from the first awardees that could be used for the next round of nominations?
 - Since this fellowship is expected to continue for many years, what elements need to be considered in order to ensure that the prize is built on a solid foundation?
 - Describe what success looks like to you with this campaign.
 - **Deliverables and proposed timeline.** Provide a work plan and timeline that identifies activities and deliverables.
 - **Organization history and qualifications.** Provide a summary of the experience and qualifications of your organization's staff as well as any proposed subcontractors. Include bios of key personnel. Provide information and examples demonstrating how your organization shares [MFH values and critical concerns](#) as described below.
- Cost proposal.** Provide a detailed cost proposal and justification for: professional services (hourly rate and number of hours), subcontractor fees (attach proposal or contract), and other direct costs that can be tracked specifically to the project. Overhead/indirect expense can only be applied to other direct costs. Respondents should submit a cost proposal that aligns with the scope of the project and supports required deliverables. MFH reserves the right to negotiate proposed costs.
- Intellectual property list.** If applicable, attach a list of [intellectual property](#) that may be used in performing the services.
- Additional required documents:**
 - The names and contact information of 2 – 3 individuals or organizations MFH can contact to verify past work.
 - Completed [W-9 form](#)
 - Completed [Conflicts of Interest Disclosure form](#)



Proposal Review and Evaluation

Proposals will be reviewed in accordance with the requirements of this RFP. Only those proposals that meet all the mandatory criteria in the RFP will be given consideration.

A respondent's submission of a proposal in no way guarantees procurement. MFH will not reimburse a respondent for the cost of developing or presenting a proposal in response to this RFP. The proposal will be considered confidential.

Right to Reject

MFH 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 and responsiveness to the solicitation requirements
- Negotiate modifications to a respondent's proposal prior to final award for the purpose of obtaining best and final offers
- Approve subcontractors proposed or used in carrying out the work

Contact Provisions

If selected, the contractor will be required to enter into a Service Agreement with MFH. To review the terms of the agreement, [click here](#).

Contact and Deadline

If you have questions, please contact Daniel Waxler, Senior Communications Strategist, at dwaxler@mffh.org or (314) 345-5580. Proposals must be received by noon Central on May 30, 2024.

For more information on the online submission process, [click here](#). If there are additional questions, please contact Wendy Rohrbach, Project Coordinator, at wrohrbach@mffh.org or (314) 345-5504.



MFH Values and Critical Concerns

MFH is committed to engaging partners who share and demonstrate our values of equity, integrity, humility, and commitment. In addition, MFH has identified advancing equity and inclusion, promoting human dignity, and making environmentally conscious decisions as critical concerns. The organization will be asked to affirm that:

- Employment practices of your organization ensure that there is no discrimination in hiring and promotion practices. This includes discrimination based on gender, age, race, disability, veteran status, religious affiliation, or sexual identification.
- No part of your organization's operations or communication with the public discriminate against any individual or group based upon any of the factors listed above.
- Any violation of this provision shall be considered a violation of the material provision of this procurement and shall be grounds for cancellation, termination, or suspension in whole or in part of any related agreement by the MFH.

About Missouri Foundation for Health

Missouri Foundation for Health is building a more equitable future through collaboration, convening, knowledge sharing, and strategic investment. Working in partnership with communities and nonprofits, MFH is transforming systems to eliminate inequities within all aspects of health and addressing the social and economic factors that shape health outcomes. To learn more please visit mffh.org.

Communications from our online portal are sent from mail@grantapplication.com. To ensure that you receive all information and notifications, please add this email address to your safe senders list and contacts. If you need help ensuring that our emails are not routed to your spam folder, follow these instructions for [Google](#) or [Outlook](#) email clients.