REQUEST FOR PROPOSAL FOR THE EVALUATION OF THE
THE DAYTON FOUNDATION'S
DEL MAR ENCORE FELLOWS INITIATIVE

Purpose of the RFP

This Request for Proposal (RFP) is to invite prospective vendors to submit a proposal to provide evaluation services to The Dayton Foundation’s Del Mar Encore Fellows (DMEF) Initiative to determine what impact DMEF has made on our community.

DEL MAR ENCORE FELLOWS INITIATIVE

Mission: The mission of The Dayton Foundation’s Del Mar Encore Fellows Initiative is to strengthen existing community partnerships and leadership initiatives by leveraging highly skilled, experienced professionals as Encore Fellows, and engaging additional older adults in meaningful volunteer work.

Vision: We envision a Dayton region that, as a matter of course, leverages the wisdom and experience of older adults in solving major community challenges.

Background

The Dayton Foundation’s Del Mar Encore Fellows Initiative began in 2017 with a $1 million grant to The Dayton Foundation from Don Ambrose, the president of the Del Mar Healthcare Fund. The purpose of the grant was to build a movement to tap the skills and experience of those in midlife and beyond in order to improve communities and the world. The mission of the Initiative is to strengthen existing community partnerships and leadership initiatives by leveraging highly skilled, experienced professionals as Del Mar Encore Fellows, and engaging additional older adults in meaningful volunteer work. The Fellows work to challenge the myths of aging by bringing their unmatched experience, wisdom and perspectives to problem-solving. They dispel the concept of ageism that marginalizes and victimizes older adults, which limits their ability to continue contributing.
The Fellows, who number a dozen, and have served in thirteen Host Organizations, working on significant community issues and in many cases creating tools, resources and insights to enhance the goals and objectives of various nonprofit organizations.

The Fellows work in diverse nonprofit organizations, but we believe the thread that runs through each initiative that can provide focus and structure to the evaluation is equity. Each initiative strives to level the playing field for groups that have been marginalized or unable to access opportunities afforded to others, i.e., minority entrepreneurs, adults with poor literacy skills, child care and health care workers earning low wages, or older adults who have limited access to affordable healthcare, as well as all who could benefit from age-friendly communities.

Scope of Work

The Dayton Foundation’s Del Mar Encore Fellows Initiative has been in existence for almost five years. We believe that this initiative has been successful, however, it is important to measure its impact in quantitative and qualitative terms. In order for us to be more effective and sustainable in the coming years, we need to gather data, observations, insights and program information to enable us to communicate the value of the investments of time, money and actions.

A formal evaluation affords us the opportunity to identify best practices and to determine if this initiative can be replicated and sustainable in other communities.

The evaluation goals are:

- To determine how and if the Initiative has challenged the myths of aging
- To assess the value (program, best practice, lesson learned) the Fellows provided to their Host Organizations
- To gauge whether the Initiative provided benefit to the larger community
- To identify unintended outcomes that resulted from the fellowships, e.g., were there unexpected impacts for the host or community?
- To identify consistent themes and practices that inform us on new and expanded programs and opportunities.
- To identify community needs that are most receptive to replication and expansion of the Del Mar Fellows’ efforts and impact, i.e., calculate the market demand for Fellows’ efforts.
- To conclude if this Initiative is sustainable in the Dayton area. Is it replicable in other areas?

Deliverable

The Dayton Foundation’s Del Mar Encore Fellows Initiative expects a written report that responds to the above goals, quantifying if and how the Fellows benefit the community; if there are unintended outcomes as a result of the Fellows’ work; whether the
Initiative is replicable in other communities; and if there are recommendations for improving the initiative.

**Structure of Response**

- General Information
  - Organization Name
  - Name of Key Contact Person
  - Email Address of Key Contact
  - Mailing Address
  - Phone Number
  - Website
  - Federal Tax ID#
  - Company Profile (Describe your core business)
- Executive Summary
- Illustrate your understanding of the scope of work
- Describe implementation approaches/deliverables/methods used
- Timeline
- Qualifications and experience of proposed project personnel
- Management approach (team structure, communication plan, other relevant information)
- Cost projection
- List of similar evaluations and client references (at least 3)

**Timeline**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFP Distribution to Vendors</td>
<td>December 1, 2021</td>
</tr>
<tr>
<td>Questions from Vendors about scope or approach</td>
<td>No later than January 7, 2022</td>
</tr>
<tr>
<td>Proposal Due Date</td>
<td>January 13, 2022</td>
</tr>
<tr>
<td>Notification of Short List</td>
<td>January 28, 2022</td>
</tr>
<tr>
<td>Onsite Oral Presentation(s)</td>
<td>February 10, 2022</td>
</tr>
<tr>
<td>Vendor selected, contract drafted</td>
<td>February 25, 2022</td>
</tr>
<tr>
<td>Anticipated commencement date of work</td>
<td>March 21, 2022</td>
</tr>
<tr>
<td>Mid-point check-in (milestones in contract)</td>
<td>May 9, 2022</td>
</tr>
<tr>
<td>Anticipated completion of work</td>
<td>June 17, 2022</td>
</tr>
</tbody>
</table>

**Contact Information**

Completed proposals are due by 4 p.m. Thursday, January 13, 2022 via email. Send to Noreen Willhelm, Senior Fellow, at nwillhelm@daytonfoundation.org. Phone: (937) 225-9949. You may also use this contact information if you have questions.
Evaluation Criteria

Evaluations will be based upon the vendor’s responsiveness to the RFP and the total price quoted for all items covered by the RFP. The Dayton Foundation continues to be committed to advancing racial equity in our community. Preference will be given to organizations that fully embrace diversity and inclusion in their operations.

Proposals will be evaluated based on the following criteria:

- Completeness of proposal
- Description of implementation and action steps in the evaluation
- Action steps are specific, realistic, achievable and time bound
- Experience and past performance with similar clients (references)
- The resources applied to the evaluation (staffing, travel, Zoom meetings, transcription)
- Cost
- Demonstrated quality of service
- Flexibility of services offered
- Oral presentation

Selection criteria may be adjusted at any time.

Supporting Information Provided by DMEF

The selected vendor will be provided with all relevant documents which include:

- Contact information for current and previous Fellows and their Host Organizations
- Proposals and evaluations from Host Organizations
- Documents, tools and reports created by Fellows
- Presentations created by Fellows
- Return on Investment calculations, based on total hours Fellows have worked
- Information about how the Initiative was developed
- Articles and social media content

To be considered, your complete proposal package must be received by 4:00 p.m., on Thursday, January 13, 2022. Incomplete or late proposals will not be reviewed.