



**REQUEST FOR PROPOSALS**

**Communications Services Delivered to the Mayor's Fund for Philadelphia**

**Issued by:**

The Mayor's Fund for Philadelphia

Questions about this RFP should be submitted to [emily.gowen@phila.gov](mailto:emily.gowen@phila.gov) by January 28, 2022. Responses will be provided and posted on the Fund's website.

Proposals must be received no later than 5:00pm Monday, February 14, 2022. A pdf version of the proposal must be emailed to: [emily.gowen@phila.gov](mailto:emily.gowen@phila.gov).

## **SECTION I – INTRODUCTION**

### **A. Statement of Purpose**

The Mayor's Fund for Philadelphia seeks a qualified communications consultant to help develop and implement a two-phase communications strategy. In the near-term, the consultant will provide strategic direction and messaging related to the rollout of a new organization name and rebrand. Following the rebrand, the consultant will craft a communications plan which aligns with the Fund's recently completed strategic plan.

### **B. Project Background**

The Fund for Philadelphia (currently d/b/a The Mayor's Fund for Philadelphia) serves as the City of Philadelphia's designated fiscal sponsor, providing the City with the ability to apply for and accept charitable donations and grants. We manage a portfolio of approximately \$23 million dollars and hold accounts on behalf of the majority of the City's administrative departments and agencies. These funds are spent down, in accordance with funder guidelines, to help address many of the City's most challenging issues.

In addition, the Fund's Board oversees two grantmaking pools: using a portion of the profits from the Philadelphia Marathon, the Fund allocates approximately \$300,000 annually to provide support to local non-profits, and using funds from its operating budget, the Fund allocates \$50,000 annually to support innovative ideas generated by City departments to improve government services.

The Fund's Board of Directors recently undertook a strategic planning effort with an outside consultant. Its new strategic plan was finalized by the Board in September 2021 and prioritizes deepening the Fund's partnership with the City of Philadelphia and the philanthropic community. The plan outlines a phased implementation of three strategic areas: Programs and Services, Leadership, and Operations. It's communications goal, nestled within the "operations" strategy is to *"raise our organizational profile by developing a communications plan that segments markets, messages, and media, and that clearly speaks to our identity"*.

A first step in implementing the strategic plan is to return to the Fund's original name, "The Fund for Philadelphia". The Fund began doing business as "the Mayor's Fund for Philadelphia" in 2012, and its Board has voted to return to the organization's formal name to reflect its role in advancing City of Philadelphia priorities broadly.

A copy of the strategic plan can be shared with applicants upon request.

### **C. General Disclaimer**

This RFP does not commit the Fund to award a contract. This RFP and the process it describes are proprietary to the Fund and are for the sole and exclusive benefit of the Fund. No other party, including any Applicant, is intended to be granted any rights hereunder. Any response, including written documents and verbal communication, by any Applicant to this RFP, shall become the property of the Fund and may be subject to public disclosure by the Fund, or any authorized agent of the Fund.

## **SECTION II – PROPOSED SERVICES**

The Consultant will support the Fund with communications related to both its rebrand/return to “The Fund for Philadelphia” as well as its longer-term strategic communications goals. This work will be split into two phases: Phase 1 will address the name change/rebrand, and Phase 2 will cover a communications plan to be implemented throughout the next two years (through 2023). We encourage the Applicant to make recommendations about the most effective strategies for achieving our goals stated below.

### **A. Project Goals**

#### **Phase 1 – Organization Rebrand**

The Fund’s seeks support in developing and carrying out a rebrand strategy, which should include, but are not limited to, the following activities:

1. Design a new logo tied to the Fund’s new name
2. Develop messaging around the name change to “The Fund for Philadelphia”; announce the return to our original name and share a new logo
3. Make updates to the Fund’s website related to the rebrand announcement
4. Release the new strategic plan under the Fund’s new name

The Fund acknowledges that some of the above activities may require procurement of additional vendors to complete the work.

#### **Phase 2 – Communications Strategy**

The Fund’s primary objectives for its communications strategy are to:

1. Clearly articulate to the Fund’s stakeholders how our services support their work.  
The Fund’s three stakeholder groups: (1) the City Administration; (2) philanthropic



fundes; and (3) nonprofits who serve the Philadelphia region each have diverse needs and interact with the Fund in different ways. Our communications strategy should address the Fund's unique position to provide services to each of these groups. The strategy should also provide specific and actionable communications to each group on *how* to work with the Mayor's Fund.

2. Raise our organizational profile and establish our role in the philanthropic community.
3. Clarify for public audiences the Fund's relationship to the City and the Mayor's Office.
4. Develop a process for conveying our successes (and the successes of the programs we support) and collecting client stories.
5. Evaluate the potential of the Fund's use of social media channels.
6. Create sustainable tools and methods for a small staff to continue to carry out the communications strategy.

The Applicant's proposed scope of work should address each objective specifically and describe in detail how the Applicant will achieve the objective.

Additional communications objectives of the Fund's strategic plan are:

1. Develop relationships with media outlets and platforms and networks; ensure City Press Office acknowledgement.
2. Develop proactive PR and crisis plan as part of overall comms strategic plan; have consultants on standby.
3. Refresh the Fund's website (which was last updated approximately 5 years ago).

If the Applicant has expertise in these areas, they may be included as part of the proposed scope.

**B. Timeline**

<b>Milestone</b>	<b>Date</b>
Questions Received	January 28, 2022
Proposals received	February 14, 2022
Final Vendor Selection	No later than March 4, 2022

An ideal timeline for the completion of Phase 1 is by July 1, 2022. The Fund expects to have a communications strategy completed and ready for implementation by December 31, 2022.

**SECTION III – GENERAL TERMS**



The Mayor's Fund for Philadelphia serves as a Fiscal Sponsor for projects and programs administered by The City of Philadelphia (the City) and City-Related Agencies in support of the Mayor's core priorities. The Fund is responsible for implementing procedures that honor Chapter 17-1400 of the Philadelphia Code.

By submission of a proposal in response to this RFP, the Applicant agrees that it will comply with all contract monitoring and evaluation activities undertaken by the Mayor's Fund for Philadelphia.

What follows are contractual terms the chosen applicant will be expected to agree to. By submitting a proposal in response to this RFP, the applicant acknowledges and agrees to be bound by these terms unless otherwise noted in the applicant's proposals. The applicant may suggest alternative language to the following terms, and at the Fund's sole discretion, negotiation may be possible to accommodate an applicant's requested changes during the contracting phase.

#### **A. Insurance Requirements**

The standard minimum insurance policy requirements to be maintained by Consultant of The Mayor's Fund are listed below. Consultant must maintain:

1. Workers' compensation (or similar) insurance as required by the jurisdiction where the Services are performed
2. Commercial general liability insurance (including products liability, completed operations and contractual liability coverage) with minimum limits applicable to bodily injury and property damage of \$1,000,000 per occurrence, and \$2,000,000, and containing a waiver of subrogation against The Fund

Such policies must (a) be in Consultant's name unless agreed upon in writing by The Fund, (b) include The Fund and its employees as additional insureds, (c) not have a deductible exceeding \$25,000 per claim, and (d) be placed with insurers reasonably acceptable to The Fund, having a Best's rating of no less than "A-". These minimum insurance amounts are not to be construed as limiting a Contractor's right to obtain additional coverage and higher liability limits at Contractor's discretion. Contractor may be required to provide proof of insurance at the Fund's discretion.

#### **B. Confidentiality**

Through performance of the Agreement resulting from this RFP, the selected Consultant may receive or have access to Confidential Information of The Fund, which may include



certain information concerning the Services and other information not generally known to the public. Consultant shall not disclose any Confidential Information it receives from The Fund to any person or entity except (a) employees or contractors of Consultant, and (b) Consultant's professional advisors who have a need-to-know such information, provided such professional advisors have agreed in writing to maintain the confidentiality of such information pursuant to confidentiality agreements containing confidentiality obligations that are not materially less restrictive than those contained in this Agreement, or such professional advisors are bound by law or codes of professional conduct to keep such matters confidential. Consultant shall inform such employees having access or exposure to Confidential Information of Consultant's obligations under this Agreement. Consultant shall use not less than the same degree of care (but no less than a reasonable degree of care) to avoid disclosure of such Confidential Information as Consultant uses for its own confidential information of like importance. Consultant shall use reasonable efforts to ensure that Confidential Information and all materials relating to The Fund at the premises of Consultant or in the control of Consultant shall be stored at locations and under such conditions as to prevent the unauthorized disclosure of such information and materials. Consultant may not use the Confidential Information for any purpose other than for the performance of to the Services under this Agreement. This obligation shall survive the termination of this Agreement. Consultant shall return The Fund materials, if applicable, to The Fund promptly upon termination of this Agreement or earlier if requested by The Fund.

"Confidential Information" means all non-public information in whatever form transmitted, whether written, electronic, oral or otherwise, including without limitation business plans, specifications, design plans, drawings, software, data, prototypes and other business and technical information that is disclosed by The Fund pursuant to this Agreement and that is marked as "confidential" or "proprietary" (or, if disclosed orally, designated as confidential upon disclosure) or which, under the circumstances surrounding disclosure, a reasonable person would deem as confidential. Notwithstanding the foregoing, Confidential Information shall not include information that: (a) is independently developed by Consultant or lawfully received by Consultant free of restriction from another source having the right to so furnish such information; (b) is or becomes generally available to the public without breach of this Confidentiality Agreement by Consultant; (c) at the time of disclosure, was known to Consultant free of restriction; or (d) is required to be disclosed pursuant to any statute, law, rule or regulation of any governmental authority or pursuant to any order of any court of competent jurisdiction; provided however, that: (e) the Consultant shall use commercially reasonable efforts to notify The Fund before disclosure, (f) Consultant shall disclose only such portion of the information as is legally required; and (g) the disclosed information is not "Confidential Information" only for the purpose of and to the extent of the required disclosure, and otherwise remains "Confidential Information" subject to the terms and conditions of this Agreement.



### **C. Representations, Warranties, and Covenants**

The selected Consultant represents, warrants and covenants that so long as the Agreement resulting from this RFP has not been terminated: (a) Consultant has full power and authority to enter into and perform its obligations under the Agreement; (b) entering into and performing its obligations under the Agreement (i) will not violate or breach any agreement binding on Consultant; and (ii) does not result in a conflict of interest between the Services or Works to be provided under the Agreement and Consultant's other activities. Consultant shall advise The Fund of any conflict of interest that arises during the performance of the Agreement. (c) the Services and Works will: (i) be created and originated by Consultant and may be conveyed to The Fund under the Agreement free and clear of claim of ownership by others; (ii) not violate or infringe any proprietary information, non-disclosure, copyright, patent or other intellectual property or contractual right; (iii) not violate any applicable law, rule or regulation; (iv) conform with the Agreement, be performed in a workmanlike and professional manner, be of high quality, and in no event, be of a quality less than the quality of services performed and work product created by a skilled consultant with expertise in the area for which Consultant is providing the Services; and (v) be free of errors and that all failures of the Services or Works furnished hereunder will be corrected to conform with the Agreement.

### **D. Indemnification**

The selected Consultant shall indemnify, defend and hold The Fund harmless from and against any damage, loss, liability, obligation, claim, litigation, demand, suit, judgment, cost or expense including, without limitation, reasonable attorneys' fees ("Claims") that may be made: (a) for bodily injury, death, or damage to real or tangible personal property, including theft, resulting from the acts or omissions of Consultant, its employees or agents; (b) in connection with Consultant's breach of its obligations under the Agreement; (c) by any third party alleging that the Services or Works violate any proprietary information, non-disclosure, copyright, patent or other intellectual property or contractual rights; and (d) in connection with Consultant's recklessness, gross negligence, willful misconduct, or violation of applicable law. The Fund may participate at its expense in any Claim, and The Fund prior written consent is required for settlement of any Claim.

Except for the indemnification covenants contained in the first paragraph of this Section, for which no cap shall be applicable, if Consultant has any other liability to The Fund for any Claims, such liability shall in all cases whatsoever be limited to the greater of (e) any amount of insurance Consultant is required to carry as set forth in the Agreement, and (f) the total amount received by the Consultant for the Services under the Agreement.



## **SECTION IV – SUBMISSION REQUIREMENTS**

### **A. Organization & Personnel Qualifications:**

Provide a statement of qualifications and capability to perform the services sought by this RFP, including a description of relevant experience with projects that are similar in nature, size and scope to that which is the subject of this RFP.

### **B. Scope of Work Description:**

The scope of work proposed by Applicant should demonstrate an understanding of the project goals and include a general project schedule that identifies all activities, deliverables, and milestones the Applicant proposes to carry out for the project.

### **C. Cost Proposal:**

Applicants must provide a detailed cost proposal, which must include 1) a line-item breakdown of the costs for specific services and work products proposed, and 2) a statement of staff hourly rates. The proposed price must include all costs that will be charged to the Fund for the services and tangible work products the Applicant proposes to perform and deliver to complete the project. Any contract resulting from this RFP will provide for a not-to-exceed amount in the compensation section of the contract.

### **D. References:**

Include contact information for a minimum of (2) references who can speak to the applicant or firm's experience with similar types of work as that described in this RFP.

### **E. Deadline for Submission:**

Responses to this RFP must be emailed as a single .pdf by February 14, 2022 to [emily.gowen@phila.gov](mailto:emily.gowen@phila.gov).