

# **Request for Proposal (RFP): Diversity, Equity and Inclusion (DEI) Consultant to Develop DEI Strategic Action Plan**

**Issued Thursday, April 25, 2024  
Due 5:00 p.m. CST Friday, May 10, 2024**

## **1. Introduction:**

Proof Alliance, hereinafter referred to as the "Client," is seeking proposals from qualified Diversity, Equity and Inclusion (DEI) consulting firms or individual consultants to develop a comprehensive DEI strategic action plan. The purpose of this plan is to foster a diverse, inclusive and equitable environment and culture to ensure that Proof Alliance staff leadership and constituents have the opportunity to contribute and thrive.

## **2. Background:**

Since 1998, Proof Alliance has been delivering hands-on hope to those with an FASD and their families and raising critical awareness through education about the dangers of prenatal alcohol exposure. Proof Alliance has the proof that prenatal alcohol exposure is the leading cause of preventable brain injury in children, and we have the proof that FASD is preventable with the right support and resources, and people living with an FASD can reach their full potential. Proof Alliance understands the multiplying power of collaboration and partnering. We ally ourselves alongside those with an FASD, their families, legislators, experts in the field, new partners and community members.

Our mission is to prevent prenatal alcohol exposure and care for all impacted by an FASD. Our vision is a world in which alcohol is not consumed during pregnancy and people living with an FASD are identified, supported and valued.

We recognize the importance of diversity, equity and inclusion in maintaining an effective and positive organizational culture and in ensuring our organization is achieving our goals to reach all communities in a relevant and meaningful way. As such, we are committed to proactively addressing DEI issues and integrating DEI principles into all aspects of our work.

## **3. Objectives:**

The primary objectives of this project are as follows:

- a) Conduct a comprehensive assessment of our current DEI practices, policies and culture.
- b) Engage stakeholders at all levels of the organization to gather input and insights regarding DEI priorities and challenges.
- c) Develop a DEI strategic plan that outlines specific goals, strategies and action steps for promoting diversity, equity and inclusion within the organization.
- d) Provide recommendations for measuring progress and evaluating the effectiveness of DEI initiatives.

## **4. Scope of Work:**

The consultant(s) shall perform the following tasks as part of this project:

- a) Review relevant documents, including existing DEI policies, reports and demographic data.
- b) Conduct interviews, focus groups, surveys or other methods to gather input from employees, leadership and other stakeholders.
- c) Analyze findings to identify strengths, weaknesses, opportunities and threats related to DEI within the organization.
- d) Develop a DEI strategic plan that includes specific goals, objectives, timelines, responsible parties and performance indicators.
- e) Present the draft DEI strategic plan to key stakeholders for feedback and revisions.
- f) Finalize the DEI strategic plan based on feedback received and deliver a comprehensive written document.

### **5. Deliverables:**

The consultant(s) shall deliver the following:

- a) A detailed project plan outlining timelines, milestones and deliverables.
- b) A comprehensive assessment report summarizing findings from the review and stakeholder engagement activities.
- c) A draft DEI strategic action plan for review and feedback including specific, actionable steps that can be taken with limited resources.
- d) A final DEI strategic action plan incorporating feedback from stakeholders.

### **6. Proposal Requirements:**

Proposals should include the following information:

- a) Consultant(s) or firm's qualifications and experience related to DEI consulting.
- b) Approach and methodology for assessing and developing the DEI strategic plan.
- c) Proposed project timeline and budget, including all costs associated with the project.
- d) Relevant examples of past work or case studies demonstrating success in similar projects.
- e) Contact information for references who can speak to the consultant(s) or firm's capabilities.

### **7. Timeline:**

The following timeline is provided for reference:

- RFP Issuance Date: Thursday, April 25, 2024
- Proposal Submission Deadline: Friday, May 10 2024, no later than 5:00 p.m. CST
- Consultant Selection: Thursday, May 16, 2024
- Project Kickoff: Monday, May 20, 2024
- Draft DEI Strategic Plan Review: Monday, June 17, 2024
- Final DEI Strategic Plan Delivery: Friday, June 28, 2024

### **8. Funding:**

While funding details are still being finalized, we welcome proposals of \$10,000. Please feel free to offer a phased proposal or menu of options.

## **9. Evaluation Criteria:**

Proposals will be evaluated based on the following criteria:

- a) Consultant(s) or firm's qualifications and experience: 25%
- b) Approach and methodology: 25%
- c) Project timeline and budget: 20%
- d) Past work or case studies: 15%
- e) References: 15%

In addition, in alignment with Proof Alliance's commitment to diversity, equity and inclusion, Proof Alliance will prioritize soliciting bids from the following groups: businesses located within the communities Proof Alliance services, minority owned businesses and women owned businesses.

## **10. Submission Instructions:**

Proposals should be submitted electronically to [stacey.holland@proofalliance.org](mailto:stacey.holland@proofalliance.org) no later than 5:00 p.m. CST on Friday, May 10, 2024 Late submissions will not be considered. Please include "DEI Strategic Plan RFP" in the subject line of your email.

Proof Alliance reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources or to cancel in part or in its entirety this RFP if it is in the best interest of the organization.