

## REQUEST FOR PROPOSALS #0088A

Curriculum Development for Proposal Development Training  
in support of  
ELIZABETH GLASER PEDIATRIC AIDS FOUNDATION (EGPAF)  
1140 Connecticut Ave NW, Suite 200 Washington, DC 20036

**Firm Deadline: May 25, 2017**

The Elizabeth Glaser Pediatric AIDS Foundation, a non-profit organization, is the world leader in the fight to eliminate pediatric AIDS. Our mission is to prevent pediatric HIV infection and to eliminate pediatric AIDS through research, advocacy, and prevention and treatment programs. For more information, please visit <http://www.pedaids.org>.

### **PURPOSE/SCOPE OF WORK**

The Elizabeth Glaser Pediatric AIDS Foundation (EGPAF) has developed successful new business development processes and tools for all aspects of proposal development from capture planning to award. EGPAF's expanded and increasingly complex new business efforts have created a need to standardize EGPAF's new business processes and tools into formal operating procedures and to design and roll out a comprehensive skills-based proposal development training. The training will build on a previous process based training and will target both headquarters (HQ) and field-based staff to increase staff's understanding of the proposal development process and to develop skills in critical areas such as proposal design and writing. EGPAF is seeking a Contractor/Consultant to: (1) Review and package EGPAF's existing processes and standard operating procedures (SOPs); and (2) Develop a comprehensive curriculum for a skills-based business development training focused on proposal development based on EGPAF's SOPs.

EGPAF prefers contracting with one Contractor/Consultant capable of covering both areas outlined above but will consider offers for either area one or two.

Specifically, the Contractor/Consultant/s will:

1. Review and package EGPAF's existing SOPs and corresponding tools
  - a. Review existing tools and SOPs in coordination with the New Business Development (NBD) Unit which includes standard processes and tools for tracking opportunities, capture planning, vetting opportunities, go/no-go decisions, partnering, proposal design, and writing, development of staffing plans, recruitment, review, submission, and award negotiation. Contractor/Consultant should be familiar with these tools and the most effective presentation for use within an organization.
  - b. Standardize tools and determine optimal packaging for NBD SOPs and tools. Specifically the consultant will:
    - i. Develop a user-friendly format for tools
    - ii. Standardize format and presentation of tools
    - iii. Explore and roll out web-based access to tools utilizing EGPAF's existing platforms
2. Develop skills-based NBD training for selected field and HQ staff
  - a. Utilize final SOPs (see #1) and previous process-based training curriculum to develop curriculum for a two-day NBD workshop-style training which includes:

- i. Overview of entire process from opportunity identification to award negotiation
  - ii. Skills-based training that focuses on key elements of proposal development that require input from field and HQ staff. Final topics are TBD but may include assessing opportunities, proposal design, and proposal writing
- b. Training will include individual and group exercises as well as PowerPoint slides.
  - i. Materials must be designed for instruction according to adult learning principles and exercises must be constructed in a clear manner, with corresponding notes/materials for both facilitators and trainees.

EGPAF pursues and implements projects with both public funding (USAID, CDC, and other bilateral funding) and private funding (foundations, corporations, and other private donors). This curriculum is expected to focus primarily on methodologies for pursuing public funding opportunities announced through formal RFA/RFP processes. However, elements of the curriculum will also be used to develop concepts and proposals for private and multilateral opportunities.

### **CONTRACTOR/CONSULTANT DELIVERABLES**

- 1) Packaged NBD SOPs in a user-friendly format (in hard copy, electronic formats, and web-based as appropriate).
- 2) NBD training curriculum (in hard copy and electronic) including:
  - a. Training outline
  - b. Training materials
  - c. Participants guide
  - d. Facilitators guide

If Contractor/Consultant only submits an offer for one area the relevant deliverables will be required.

### **MINIMUM REQUIREMENTS:**

- Experience standardizing and presenting processes and systems in user-friendly formats including web-based options. (Area 1 only)
- Documented training and facilitation experience with a focus on adult learning. (Area 2 only)
- Development of customized training programs for business development. (Area 2 only)
- Demonstrated experience in high-level and successful business development.
- Experience working with organizations in related lines of work and at similar stages of development.
- Strong editing, writing, organizational, and communication skills.
- Knowledge of international health, U.S. President's Emergency Plan for AIDS Relief (PEPFAR) and the Global Health Initiative a plus.
- Experience with U.S. Government (USG) and non-USG procurement processes, specifically CDC and USAID.

### **EGPAF RESPONSIBILITIES:**

EGPAF will provide the Contractor/Consultant with the NBD Unit's SOPs, previous training materials, and a high-level outline of the proposed training curriculum. The Contractor/Consultant's point of contact from the NBD unit will work closely with the Contractor/Consultant to finalize the outline and ensure content is in line with EGPAF's current business development processes. In addition, EGPAF will provide the Contractor/Consultant with background on EGPAF's work and information on the types of proposals EGPAF typically pursues.

### **LOGISTICS:**

Period of Performance: June 1<sup>st</sup> to August 15<sup>th</sup>, 2017. The total number of days will be determined by the NBD Unit and the Contractor/Consultant. Tasks may be completed remotely as needed.

### **KEY CONTRACT TERMS:**

The anticipated contract type is firm fixed price. Unless stated otherwise in the statement of the work, the Contractor/Consultant is responsible for providing equipment and/or supplies required to perform the services.

All deliverables provided to EGPAF must be furnished for the use of the EGPAF without royalty or any additional fees.

All materials will be owned exclusively by EGPAF. The Contractor/Consultant will not use or allow the use of the materials for any purpose other than the Contractor's/Consultant's performance of the contract without the prior written consent of EGPAF.

### **EVALUATION CRITERIA AND SUBMISSION REQUIREMENTS:**

EGPAF will accept the proposal that presents the best value. All proposals will be evaluated against the following Evaluation Criteria. Each proposal must contain the items listed in the Submission Requirements column in the following chart. Please submit your Submission Requirements in the order that they appear below. For offerors selecting only Area 1 or 2 proposals will only be evaluated in relation to the corresponding scope of work (SOW).

1. **Approach to Training and Curriculum Development (50%):** Contractor/Consultant offers a clear, high-quality approach to the packaging of SOPs and to the design of a comprehensive training curriculum that best meets the organization's needs.
2. **40% Past Performance:** Contractor/Consultant demonstrates prior experience assisting organizations with similar/comparable assignments.
3. **10% Cost and Timeline:** Contractor/Consultant presents a clear process and timeline for delivery of the work and competitive price.

All applicants are required to be registered and authorized to perform the SOW in the place of performance.

Each proposal must contain:

1. CV/Resume of Contractor/Consultant.
2. 1 page summary of relevant background and experience.

3. 2-3 page description of proposed approach for each area of work.
  - a. (Area 1) Examples of previous presentation of proposal processes and SOPs.
  - b. (Area 2) Examples of prior business development training materials (note: given the proprietary nature of these materials, a table of contents may be submitted which outlines the materials that were developed).
4. Detailed cost for completing the SOW under Areas 1 and/or 2. This should include hourly rate and number of hours needed to complete the assignment and any other costs that you propose to charge to EGPAF.
5. Description of process, workflow, and estimated timeframe.
6. At least 3 professional references with phone and email contact information.

### **PROPOSED TIMELINE:**

**April 15, 2017** – Release of RFP

**April 25, 2017** – Submission of Contractual and Technical Inquiries: Cathy Colbert, Sr. Awards & Compliance Officer

**April 28, 2017** – Question and Answer Response Document posted on EGPAF website at <http://www.pedaids.org/pages/contracting-opportunities>.

**May 10, 2017** - Completed proposals must be delivered electronically by the deadline mentioned on page one to: Cathy Colbert, Sr. Awards & Compliance Officer at [ccolbert@pedaids.org](mailto:ccolbert@pedaids.org) with a “cc” to Jill Mathis, Vice President, New Business Development at [jmathis@pedaids.org](mailto:jmathis@pedaids.org) and Laurel Wade, Director, New Business Development at [lwade@pedaids.org](mailto:lwade@pedaids.org).

**May 25, 2017:** – Final decision announced and offerors notified.

**On or about June 1, 2017:** – Contract executed and services begin.

**Please note it is our best intent to comply with the above timeline but unavoidable delays may occur.**

### **ADDITIONAL INFORMATION**

**All proposals and communications must be identified by the unique RFP# reflected on the first page of this document. Failure to comply with this requirement may result in non-consideration of your proposal.**

Any proposal not addressing each of the foregoing items could be considered non-responsive. Any exceptions to the requirements or terms of the RFP must be noted in the proposal. EGPAF reserves the right to consider any exceptions to the RFP to be non-responsive.

Late proposals will be rejected without being considered.

This RFP is not an offer to enter into agreement with any party, but rather a request to receive proposals from persons interested in providing the services outlined below. Such proposals shall be considered and treated by EGPAF as offers to enter into an agreement. EGPAF reserves the right to reject all proposals, in whole or in part, enter into negotiations with any party, and/or award multiple contracts.

EGPAF shall not be obligated for the payment of any sums whatsoever to any recipient of this

RFP until and unless a written contract between the parties is executed.

Equal Opportunity Notice. The Elizabeth Glaser Pediatric AIDS Foundation is an Equal Employment Opportunity employer and represents that all qualified bidders will receive consideration without regard to race, color, religion, sex, or national origin.

**ETHICAL BEHAVIOR:**

As a core value to help achieve our mission, EGPAF embraces a culture of honesty, integrity, and ethical business practices and expects its business partners to do the same. Specifically, our procurement processes are fair and open and allow all vendors/consultants equal opportunity to win our business. We will not tolerate fraud or corruption, including kickbacks, bribes, undisclosed familial or close personal relationships between vendors and Foundation employees, or other unethical practices. If you experience or suspect unethical behavior by an EGPAF employee, please contact Doug Horner, Vice President, Awards, Compliance & International Operations, at [dhorner\[at\]pedaids.org](mailto:dhorner[at]pedaids.org) or EGPAF's Ethics Hotline at [www.reportlineweb.com/PedAids/](http://www.reportlineweb.com/PedAids/). Any vendor/consultant who attempts to engage, or engages, in corrupt practices with EGPAF will have their proposal disqualified and will not be solicited for future work.