

# Request for Proposals

## Regarding National WIC Association Equity, Diversity, Inclusion, and Belonging

**Request for Proposals:** Mar. 27, 2023

**Proposals Due:** Apr 28, 2023 by 5:00 pm ET

**Final Decision:** May 22, 2023

**Organization:** National WIC Association (NWA)

**NWA Contact:** Stacy Davis, [sdavis@nwica.org](mailto:sdavis@nwica.org)

# National WIC Association Equity, Diversity, Inclusion, and Belonging Request for Proposals

## Project Background & Overview

### *Project Overview*

The [National WIC Association](#) (NWA) is seeking a consultant to assist with the assessment of internal and external policies and practices, and the development and implementation of a comprehensive work plan to further enhance equity, diversity, inclusion and belonging (EDIB) at all facets of NWA's work, and to assist in the development and revision of EDIB-focused organizational values, mission and vision statements. Additionally, the consultant will conduct an intensive EDI training for NWA staff and Board of Directors.

### *NWA Overview*

NWA is the nonprofit voice of WIC, the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). WIC is a government program that provides nutrition education, breastfeeding support, referrals to health care and social services, and nutritious foods for qualifying parents, pregnant people, and young children. Through our work, we support more than 12,000 WIC agencies and the 6.3 million mothers, babies, and young children enrolled in the program. NWA provides education and support to WIC staff and drives program innovation and advocacy.

For NWA, health equity is the ability of all individuals to achieve optimal health, irrespective of their identity, race, ability, or class. This requires equitable access to nutritious foods, breastfeeding support, chronic disease prevention and management services, safe living environments, and good jobs with fair pay. It necessitates removing obstacles to families' short- and long-term health and well-being including poverty, discrimination, institutional racism and other forms of bias expressed through housing, healthcare, education, labor, and other public policies. As part of NWA's efforts to advance equity, NWA partnered with seven Local WIC Agencies to pilot promising practices to create infrastructure and encourage organizational change to support equitable access to WIC services.

In 2019, NWA received a grant from the Walmart Foundation to support a two-year project aimed at Advancing Health Equity to Achieve Diversity & Inclusion (AHEAD) in WIC. One of the key goals of AHEAD in WIC was to systematically build capacity among WIC agencies and staff to incorporate a health equity framework into WIC research, policy, and practice. As part of the AHEAD project, NWA worked with Nutrition Equity and Justice Partners, a nutrition and health equity consulting company, to conduct a national landscape scan targeting WIC stakeholders to identify emerging and promising practices being implemented at the state and local level to promote equity, diversity, and inclusion (EDI).

In 2023, NWA was awarded a \$1.2 million from the Walmart Foundation to support the continuation of the [Advancing Health Equity to Achieve Diversity & Inclusion \(AHEAD\) in WIC](#). AHEAD 2.0: Strengthening and Diversifying the WIC Workforce (AHEAD 2.0) will build upon the previous work of AHEAD in WIC and will focus on three bodies of work: 1) increasing and diversifying credentialed professionals in WIC, 2) creating career ladders for Competent Paraprofessionals Authorities, and 3) providing in-depth EDI training for State and Local WIC staff, and NWA staff and Board of Directors, building on the work and promising practices identified in AHEAD in WIC.

## Budget Range

The budget for this project is not to exceed \$130,000.

## Project Request

NWA is looking for a consultant to support its staff and Board of Directors as it continues to ensure the implementation of equitable best practices throughout the organization.

Examples of support include:

- *Review and assessment of internal and external NWA policies and practices*
- *Assist NWA leadership and staff with the development and revision of EDIB-focused organizational values statements to strengthen the internal and external culture of the organization*
- *Assist NWA leadership and staff with the design and implementation of a comprehensive work plan to further advance equity, diversity, inclusion, and belonging (EDIB) at all facets of NWA's work*
- *Facilitate an intensive 2–3-day EDIB-focused retreat for NWA staff and Board of Directors*

## Proposal Requirements

Proposals must be submitted in PDF format by **Friday, April 28, 2023 by 5:00 pm ET**, and should be no longer than 30 pages. Submit your proposals and questions to the Senior Manager of Health Equity and Community Partnerships, Stacy Davis, at [sdavis@nwica.org](mailto:sdavis@nwica.org). Your proposal must include:

### *Statement of Interest and Introduction*

The statement of interest should briefly summarize the Firm's qualifications, experience, availability, and possible capacity constraints for the proposed work. Please include the individual consultant(s) that will be assigned to the category of services.

### *General Qualifications*

Provide a copy of the resume(s) and professional credential(s) for the consultant(s) and other personnel who will be responsible for and assigned to work on this project. Clearly identify the consultant(s) in charge, who will lead and perform key elements of the work and roles or services provided by each.

Provide references, with contact information, from at least three recent (within five years) clients for work that is similar to the services described.

### *Proposal*

Provide a description of the organization, history and other general information that describes the firm's recent qualifications and capacity to undertake this work. Describe EDIB experience and qualifications, focusing on nonprofit, public health, maternal child health, public health nutrition, research and/or public policy experience. List projects or work other clients undertook similar to the services described and qualifies the firm to provide these services for NWA.

Please be sure to include the following information:

- Detailed approach to proposal requests
- Proposal details and fee
- List of deliverables and expected outcomes

**Proposals are due on Friday, April 28, 2023, by 5:00 pm ET.** All questions must be submitted via email to Stacy Davis at [sdavis@nwica.org](mailto:sdavis@nwica.org). **The deadline for question submissions is Friday, April 17, 2023.** An electronic copy of the proposal shall be emailed to Stacy Davis at [sdavis@nwica.org](mailto:sdavis@nwica.org).

#### *Timeline*

The consultant services will commence in **June 2023** and conclude in **November 2024**.

#### *Budget*

Provide a fee schedule of the firm's hourly and standard fees and expenses associated with the providing the professional services. Budgets should be broken down into easy-to-understand sections that list your proposed services, benefits, and deliverables. If you plan to subcontract any work, please describe that as well. Your quoted price should be all-inclusive.

#### **Selection Criteria & Process**

Successful proposals will show creative thinking and data-driven improvements as well as an adherence to the set budget.

We're looking to work with an agency that has demonstrated a commitment to EDIB and proactively shares data to demonstrate progress. The ideal agency will have experience with WIC, government agencies, nonprofit organizations, and/or public health communications and is adaptable, strategic, and goal oriented.

This request for proposals was released on **Monday, March 27, 2023**. Those interested in applying can request a 30-minute meeting with NWA to ask questions about our organization, the WIC program, and this project. NWA will accept questions between **Monday, April 3 and Friday, April 17, 2023**.

**Applications are due by 5:00 pm ET on April 28, 2023.** NWA will review all submitted proposals that fulfill the requirements. From that pool, NWA will select two final candidates to present their proposals to NWA in a video call. All applicants will be contacted about this decision on **Friday, May 12, 2023**. These presentations will take place on **Thursday, May 18, 2023**. A final candidate will be chosen by **Monday, May 22, 2023**. Applicants will be notified that same day.

Upon selection, NWA will negotiate contract terms, and the project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary terms and conditions.

## **Timeline**

- RFP Available: March 27, 2023
- Question period: April 3-April 17, 2023
- Proposals Due: April 28, 2023, 5:00 PM ET
- Final Candidates Chosen: May 12, 2023
- Final Presentations: May 18, 2023
- Final Decision: May 22, 2023