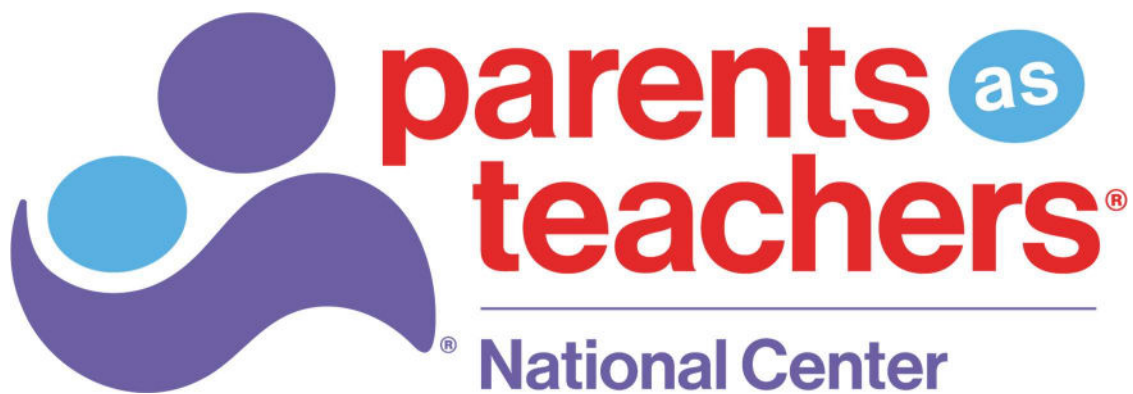


Request for Proposal

from



Six City Place Drive

St. Louis, Missouri 63141

www.parentsasteachers.org

<https://www.linkedin.com/company/parents-as-teachers-national-center/>

<https://twitter.com/NatIPAT>

<https://www.facebook.com/ParentsAsTeachers/>

Background

Parents as Teachers® (PAT) is a global evidence-based, early childhood, home-visiting model with a **mission of promoting the optimal early development, learning, and health of children** by supporting and engaging their parents and caregivers. We build strong communities, thriving families, and children who are healthy, safe, and ready to learn by matching families with trained professionals who make home visits during early childhood, from prenatal through kindergarten completion.

More than a dozen studies have been conducted on PAT's effectiveness indicating earlier detection of development delays, a narrowed opportunity gap at kindergarten entry, and prevention of abuse/neglect. **Because of our evidence-base, PAT is listed on several clearinghouses and databases that recognize effective home visiting models**, such as the Prevention Services Clearinghouse, The California Evidence-Based Clearinghouse for Child Welfare, Child Trends What Works Programs Database, and the Home Visiting Evidence of Effectiveness for Maternal, Infant, and Early Childhood Home Visiting (MIECHV) program.

PAT began in 1981 as a pilot project in Missouri addressing concerns about the number of children starting kindergarten unprepared, and the model or resources have now expanded to all 50 states, 115 tribal communities and five additional countries. Led by the PAT National Center (PATNC), **PAT is now the largest home-visiting program in the U.S. reaching more than 200,000 children annually across the globe.**

Our annual operating budget currently ranges from \$18 to \$20 million with support (contributions, grant and contract revenue) representing approximately \$7 to \$8 million of that total. In May 2023, an unsolicited gift of \$7 million was announced from Mackenzie Scott and Yield Giving in addition to these totals. We receive the highest-level endorsements available from places donors rely on including Charity Navigator "100% Four Star Charity" <https://www.charitynavigator.org/ein/431569124> and Candid/Guide Star "2023 Platinum Transparency" <https://www.guidestar.org/profile/43-1569124>. We also received the American Prize from the Library of Congress in 2022 and was recognized as a "Top Work Place" by the St. Louis Post Dispatch in 2021 & 2022.

PATNC is governed by a 26-member Board of Directors composed of professional, business, medical, education, research, policy and civic leaders located across the United States. There is an Executive, Board Development and Fund Development Committee that meets regularly with board meetings held through a combination of in person and virtually throughout the year.

Additional information about Parents as Teachers National Center, Inc. may be obtained from our website at: www.parentsasteachers.org.

Scope of Services

Parents as Teachers National Center, Inc. is seeking proposals from qualified consultant firms to complete a formal comprehensive assessment of fundraising capacity.

Outcome: Deliver a report of findings along with recommendations. Included in the report of findings should be:

1. Develop a time-bound projection of revenue growth for the next five years including identification of new philanthropic giving opportunities and key changes required to maximize the opportunity and expected revenue growth for existing sources (primarily individuals, companies and foundations.)
2. Identify our donor profile as well as applicable geographic giving trends (United States and St. Louis region).
3. Comparison of our philanthropic revenues and efforts with other home visiting models and like sized national non profits, e.g. Start Early.

4. Evaluation of our planning (strategic framework, fund development plan, communication plan/practices).
5. Evaluation of our current fundraising structure (SWOT of development plan, technology, staffing, fund development committee structure, etc) and recommended changes to accommodate growth (threshold recommendations for staffing expansion).

Utilization of audit once complete: We want to learn something new about ourselves. We want to learn what others are doing that we may not have considered that we should try. We want to use this report to develop our specific action plan and timeline, likely over several years, to inform what we are going to do different as an organization and a philanthropic development team. We also want this audit to help us understand what we need to do and WHY we are making changes.

Tentative Timeline

The following is a tentative timetable for hiring a firm. All dates are subject to change.

Action	Date
RFP Issued	May 23, 2023
Due date for RFP Response Submissions	July 7, 2023
Finalist Interviews	July 17 - 28
Announce Firm Selected By	August 16 th

Contact and Submission

All questions regarding this request should be sent directly to the contact person below.

Proposals must be submitted by the due date included in the timeline above. Please email your response to the contact person below.

Melissa Bode, Vice President of Philanthropy
melissa.bode@parentsasteachers.org

In partnership with Steven Rosenblum, Fund Development Committee Board Chair & Associate Vice Chancellor, University Initiatives at Washington University in St. Louis.
steven.rosenblum@wustl.edu

Appendix A is a questionnaire which must be completed.

In order to be eligible for consideration, Appendix A must be received by 4pm on July 7, 2023.

After thorough review of all questionnaires, perspective firms will be contacted to schedule an interview if selected to move forward in this search.

APPENDIX A

Required Proposal Content

Responses should follow the outline provided below. Please reference each point in your response and follow the format provided.

1. Provide a summary of how you would approach this project.

2. Provide a total cost and budget justification for this project.
3. Who would work on this project and what are their credentials and prior applicable experience?
4. Discuss firm's commitment to and work on matters of Diversity, Equity, Inclusion and Accessibility (DEIA).
5. Describe firm's approach to working with clients.
6. Describe the types and number of professionals employed by firm and the average tenure and years of industry experience of team.
7. Please provide three client references for similar services. Include associated measurable post service outcomes/results.
8. Please include any additional relevant information to support assessment of proposal.