

## **Iowa Credit Union Foundation**

### **Request for Proposal**

RFP Date: July 1, 2010

The contents of this document, in its entirety, are proprietary to Iowa Credit Union Foundation. It is distributed to you or your company in confidence of the sole purpose of providing information, should you or your company elect to respond to this Request for Proposal (RFP). In consideration of receipt of this document, the recipient agrees not to copy, disclose, or otherwise transfer any information contained in this documents without expressed, written, permission of Iowa Credit Union Foundation.

Should you elect not to bid or upon proposal evaluation you are not selected, all copies of this document must be returned to Iowa Credit Union Foundation, or you must certify in writing, that all copies of this documents were destroyed.

# Financial Education RFP

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## **Introduction**

### **Organization Overview**

The Iowa Credit Union Foundation (ICUF) is a private charitable foundation, created by the Iowa Credit Union League in 1995. ICUF's mission is to help Iowans build wealth, responsibility and independence with the vision to eliminate poverty in the state of Iowa. ICUF does its philanthropic work on behalf of the 138 credit unions that belong to the Iowa Credit Union League.

### **Our philosophy of financial education**

One of ICUF's strategic directives is to champion financial literacy. ICUF also works for solutions so that every Iowan has access to appropriate and reputable financial services. For many years, ICUF focused exclusively on financial education for youth from Kindergarten to high school. But there remain many Iowans who lack basic financial education who have finished their secondary education. We want to reach as many Iowans of all ages as possible through a credit union.

### **Purpose of RFP**

ICUF seeks to find an individual or organization to provide training and technical assistance to credit unions about financial education. Our goal is to better train and equip credit unions to provide financial education to their members and potential members.

Credit unions vary greatly in their ability and confidence in providing financial education to their members. Some credit unions consider financial education a core component of their community outreach, while others have never formally offered such a program.

Many credit union professionals say they feel "unqualified" to provide financial education even though they are well aware of the skills needed by youth and adults to understand and properly use financial services.

This initiative will require extensive travel among Iowa credit unions. Work can be performed from a home office. Travel costs are defined as reasonable and necessary expenses to fulfill the terms of the agreement between ICUF and the Respondent. They include mileage, reasonable hotel and meal expenses and

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incidentals as approved by ICUF. The Respondent must have reliable transportation. Travel expenses must be approved in advance by ICUF's Executive Director.

### **Section 1.0 General Instructions**

#### **1.1 CONFIDENTIALITY**

The information contained in this Request for Proposal (RFP) is confidential and proprietary to Iowa Credit Union Foundation.

Both parties acknowledge that they may come in contact with information, which is considered Confidential or Proprietary to the other, including this RFP itself. Each party agrees not to use such information which is marked Confidential or Proprietary to the other party for its own benefit or allow it to be used by others for their own benefit. Each party agrees to exercise reasonable care to prevent disclosure to any third (3<sup>rd</sup>) party unless and to the extent that such information becomes publicly known through no fault of the using party. Respondent agrees to hold such material and information in strictest confidence, not to make sue thereof other than for the performance of an Agreement, to release it only to employees and/or authorized subcontractors or partners requiring such information, and not to release or disclose it to any other party.

#### **1.2 QUOTE RESPONSE DEADLINE**

**Your proposal is due in this office no later than  
July 22, 2010 at 4:30 p.m.**

Iowa Credit Union Foundation is under no obligation to accept late proposals. A duly authorized officer of the Respondent's firm must sign proposals. No other distribution of proposals is to be made by the Respondent. All proposals and supporting documentation shall become the property of Iowa Credit Union Foundation and will not be returned.

This RFP is provided for the exclusive use of the Respondent and copies shall not be made available to any other party, other than Respondent's subcontractors or partners, without written consent from Iowa Credit Union Foundation.

***Respondents shall send or deliver two (2) originals of their proposal, plus an electronic version of their proposal compatible with Microsoft Office 2007 to Affiliates Management Company's contact named below. Faxed proposals will not be considered.***

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Iowa Credit Union Foundation  
Marybeth Foster, Executive Director  
1500 NW 118<sup>th</sup> St  
Des Moines IA 50325  
E-mail: [marybethf@iowacreditunions.com](mailto:marybethf@iowacreditunions.com)

## 1.3 FORMAT OF RESPONSE

The proposal must be in accordance with the format and instructional requirement of the RFP. Failure to adhere to the format set out in this RFP may result in disqualification of Respondent.

Any comments, exhibits, etc. beyond what is requested in the RFP will be accepted, but will not substitute for item by item compliance with the RFP response format requested below. Additional information may be provided at the end of the appropriate section.

### Respondent Information

Each response must provide the following general information:

- Name of individual or company, including parent and subsidiary organization(s), if applicable, which will participate in the RFP response.
- Copies of Respondent's most recent annual report, if applicable.

RFP responses submitted with partial or incomplete documentation may be returned without evaluation, or returned to Respondent for completion.

## 1.4 TENTATIVE SCHEDULE OF EVENTS

ACTIVITY	DATE
RFP Issue Date	<b>July 1, 2010</b>
Responder's Question Deadline	<b>July 19, 2010</b>
Proposals Delivery Deadline	<b>July 22, 2010</b>
Review of Proposals	<b>July 23-26</b>
Final Bidder Selection Complete	<b>July 29, 2010</b>
Contract Negotiation	<b>August 6, 2010</b>
Implementation	<b>August 2010-May 2011</b>

## 1.5 INTENT TO SUBMIT

If you do not intend to submit a proposal, return all documents and attachments by July 1, 2010.

## 1.6 PROPOSAL OPENING

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Upon receipt, Iowa Credit Union Foundation will privately open the proposals and proceed with evaluations. Any clarifications required will be made to Respondents in writing (email whenever possible).

### **1.7 CONTRACT AWARD**

Iowa Credit Union Foundation reserves the right to reject any or all proposals, to select the Respondents of its choice, and to modify the proposed contract through mutual agreement prior to execution.

### **1.8 TERMINATION**

Iowa Credit Union Foundation may terminate this Contract Award with or without cause upon 15 days written notice to the Respondent.

### **1.9 ASSUMPTIONS/EXCEPTIONS**

It is the Respondent's responsibility to be acquainted with and knowledgeable of all terms and conditions of this RFP. Iowa Credit Union Foundation will presume that the Respondent fully understands the specifications and their intent.

### **1.10 UNSUCCESSFUL RESPONDENTS**

Upon contract award, unsuccessful Respondents will be notified in writing of the award. Iowa Credit Union Foundation is under no obligation to provide any information to unsuccessful Respondents regarding the reasons for selection of the successful proposal or the non-selection of the unsuccessful proposals.

### **1.11 QUESTIONS**

**Direct all questions concerning this Request For Proposal to:**

Iowa Credit Union Foundation  
Marybeth Foster, Executive Director  
[marybethf@iowacreditunions.com](mailto:marybethf@iowacreditunions.com)  
(515) 221-3001

## **Section 2.0 – General Requirements**

### **2.1 CONTRACT TERM – August 2010 through May 2011**

### **2.2 PUBLICITY**

Neither party shall use the name of the other in publicity releases, referrals, advertising, or similar activity without the prior written consent of the other.

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### **2.3 LETTER OF TRANSMITTAL**

Responses must include a letter of transmittal which contains, at a minimum, the items delineated below:

- Signature and title of an individual authorized to obligate the Respondent to the scope and extent of work outlined in the RFP.
- The name, title, address and telephone number of the individual authorized by the Respondent to answer any questions Iowa Credit Union Foundation may have related to the proposal.
- The name, title, address and telephone number of the individual or individuals within the Respondents organization who presently have legal corporate authority to execute an agreement on behalf of the Respondent.

### **2.4 LATE RESPONSES**

Responses received after the date and time specified will not be considered and will be returned to the Respondent unopened.

### **2.5 COSTS INCURRED IN PROPOSING**

Any costs incurred by the respondent as a result of responding to this Request for Proposal shall be the respondent's sole responsibility.

## **Section 3.0 – Financial Education Initiative Background**

**3.1** The Iowa Credit Union Foundation has received funding from the Northwest Area Foundation to provide financial education training and technical assistance to Iowa credit unions.

In addition, ICUF has funding to provide 20 financial education “challenge grants” to assist credit unions to start or expand financial education efforts within the credit unions’ fields of membership.

ICUF will be responsible for obtaining all training materials and curricula needed for this project.

The Respondent will be responsible for providing turn-key solutions and templates for credit unions to use to deliver financial education. The Respondent will recommend whether resources are delivered traditionally or via electronic methods.

The Respondent must be comfortable with teaching adults and presenting to a group of people. Solid communication skills are a must. The ability to motivate or influence others in a position way is a material part of this project, requiring a significant level of diplomacy. Obtaining cooperation is an important element of this project.

## **Section 4.0 – RFP Evaluation and Selection Criteria**

*Expertise – The extent to which the Respondent describes the ability to teach and support credit union professionals about financial education and its delivery to credit union members and the extent to which the Respondent describes experience with financial education subject matter.*

*Cultural Competency – The extent to which the Respondent has experience working with the underserved and Hispanic populations.*

*References – Related or similar work performed satisfactorily by the Respondent.*

### **4.1 RESPONDENT PRESENTATIONS/DISCUSSIONS**

The top Respondent(s), identified through this evaluation process, may be invited back to Iowa Credit Union Foundation to provide a question and answer session on the RFP response.

## **Section 5.0- Performance Measurement and Reporting Capabilities**

### **5.1 PERFORMANCE MEASURES**

ICUF is responsible for engaging up to 45 credit unions in this financial education initiative. By the end of the project period, the Respondent must have reached 45 Iowa credit unions through training, technical assistance or other consultation.

The Respondent will assist ICUF in promoting the Financial Education Challenge Grants. By the end of the project period, ICUF will have received a minimum of 20 grant applications.

The Respondent shall provide to ICUF templates and a turn-key program that can be provided to credit unions after the contract with the Respondent ends.

The Respondent will be responsible for assisting credit unions in the development of financial education sessions to credit union members, as well as marketing materials for the sessions, pre- and post-tests for members and participant evaluations. The Respondent also will work with credit unions to develop work plans.

### **5.2 PERFORMANCE TRACKING AND REPORTING**

The Respondent agrees to provide progress reports and specific outcomes or goals met on a monthly basis or as requested by ICUF. The Respondent is

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expected to meet regularly with the ICUF Executive Director on program progress and results.

### **5.3 COMPENSATION**

The Respondent will be expected to commit 15 hours per week for a project period of 41 weeks at an hourly rate of \$32 per hour but not to exceed \$20,000. Compensation will be paid out monthly upon receipt of a monthly progress report and invoice provided by the Respondent.

## **Section 6.0 – RFP Questions**

**When responding to each question, restate the question and reference the question number as part of your response. All responses must be submitted electronically.**

1. Describe your experience in teaching or providing financial education training to adults or related experience.
2. What instructional methods have you used?
3. How familiar are you with financial education? Have you taught this subject matter before?
4. If you have taught financial education before, what curriculum have you used?
5. In your opinion, what provides for or creates a suitable learning environment for adults?
6. Are you able to read or speak Spanish? Please describe your level of proficiency.
7. Have you worked with underserved populations? If so, please describe that work and how you could apply it to working with credit unions.
8. Please describe the technology you have available to you in your organization – software, webinar capacity, conference call capacity, familiarity with websites, etc.
9. Describe how you approach multiple deadlines, multiple projects and time constraints in your work.
10. In one page or less, please describe your plan for achieving the performance measures noted in Section 5.1
11. Please provide three professional references.

The Respondent's response should be submitted electronically to ICUF at [marybethf@iowacreditunions.com](mailto:marybethf@iowacreditunions.com) by 4:30 p.m. on July 22, 2010.

## **Section 7.0 – Signature and Authorization**

Respondent and its undersigned representatives hereby represent and agree as follows:

1. The Respondent has read and understands this RFP. The Respondent's information contained herein is true and accurate and complies with the instructions and conditions of this RFP.
2. To be bound by the representations, terms and conditions contained in its proposal.

The undersigned represents the Respondent, has the authority to commit the Respondent to the performance of the proposal and all exhibits, and if selected by Iowa Credit Union Foundation, to enter into an agreement as described in this RFP.

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Name of Firm

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Signature of Authorizing Officer

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Title of Officer

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Date