



Request for Qualifications

Grant Writing Services

ISSUED DATE: DECEMBER 4, 2019

DUE DATE: JANUARY 6, 2020, MIDNIGHT, EST

AMY BARNETT, DIRECTOR OF ADMINISTRATION
PRIMARY CARE DEVELOPMENT CORPORATION
45 BROADWAY, SUITE 530, NEW YORK, NY 10006
P: (212) 437-3914
abarnett@pcdc.org

Table of Contents

- 1 REQUEST FOR QUALIFICATIONS (RFQ)..... 3**
- 2 PCDC..... 3**
- 3 OVERVIEW OF PCDC’S GOALS AND THE OPPORTUNITY 3**
- 4 SELECTION CRITERIA..... 4**
- 5 RESPONSE CONTENTS/FORMAT & INFORMATION REQUIREMENTS 4**
 - 5.1 Consultant Information4**
 - 5.2 Consultant Capacity and Approach5**
 - 5.3 References5**
 - 5.4 Pricing5**
- 6 COMMUNICATIONS AND RESPONSE..... 5**
- 7 RESPONSE DELIVERY INSTRUCTIONS 5**
- 8 NO OBLIGATION..... 5**
- 9 AGREEMENT OF NON-DISCLOSURE 5**
- 10 NO GUARANTEE..... 5**
- 11 RESPONSE IS CONSIDERED PROPERTY OF PCDC 5**

1 **Request for Qualifications (RFQ)**

The Primary Care Development Corporation (PCDC) invites you to respond to this Request for Qualifications (RFQ) to become a pre-qualified Grant Writer, to provide PCDC with comprehensive grant writing services for specific grant opportunities fitting our experience and qualifications that may be for New York City or State, California or national in scope.

Once a grant opportunity is identified, a request will go to some or all of the pre-qualified pool for that engagement. Respondents will be asked to reconfirm their interest annually and may elect to leave the pool at any time.

2 **PCDC**

PCDC is a nationally recognized nonprofit organization and a U.S. Treasury-certified community development financial institution (CDFI) that catalyzes excellence in primary care through strategic community investment, capacity building, and policy initiatives to achieve health equity. PCDC helps primary care practices improve delivery of care by providing affordable capital as well as a variety of training and technical assistance services. PCDC was founded in 1993; our office is located at 45 Broadway, Suite 530, New York, NY 10006, with a satellite office in Washington DC and one in Los Angeles. We currently have a total of 50 employees, most located at our NYC office.

PCDC's Performance Improvement Practice partners with health care organizations, helping them understand their challenges, develop customized plans for change, define and achieve measurable outcomes and create lasting and sustainable impact for their organizations and those they serve. The Performance Improvement team offers individualized coaching, facilitates learning collaboratives, provides consulting, leads quality improvement projects, develops curriculum and delivers training programs designed for our client's needs. Our team works with health care organizations, including federally qualified health centers, hospital ambulatory care departments, private practices and care teams to implement strategies, processes and workflows to provide patient-centered care that is person-focused, continuous, comprehensive and coordinated.

PCDC's Capital Investment Practice invests in communities by providing advisory services and flexible, affordable capital to create lasting and sustainable impact for the organizations and the communities they serve. PCDC is uniquely positioned to provide financing that is tailored to transforming and expanding primary care, including, wherever possible, the integration of comprehensive medical, dental, and behavioral health services. PCDC provides strategic advice to help organizations that are planning facility development projects and offers a variety of affordable and flexible short-term and long-term loan solutions to support those capital projects as well as other business and service expansions. To fund our loans, we raise impact-focused capital from government, banks, and foundations.

3 **Overview of PCDC's Goals and the Opportunity**

PCDC relies on a variety of funding sources to support our Performance Improvement division's strategic advisory services, including clients, foundations, health plans, other corporate entities and city, state and federal government sources. Through this business development activity, PCDC expects to grow our portfolio of projects by 5% year over year for the next five years, from approximately \$5M to \$6.5M annually.

Currently, PCDC submits approximately 5-10 full grant proposals per year, ranging from \$25,000 to \$5,000,000 (with some outliers). PCDC has boilerplate language about our organization, past experience, our approach, staff, and budget.

The grant writer would be expected to:

- 1) Read and digest the specific requirements of the grant, including format, selection criteria, and content;
- 2) Provide an outline of the grant opportunity and a weekly timeline of grant deliverables and responsibilities through date of submission;
- 3) Perform needed background research for context, epidemiology, problem description, evidence, etc., citing the peer-reviewed and grey literature to provide a compelling story that demonstrates understanding of the issue, and the evidence-base for proposed interventions.
- 4) Work with PCDC staff to understand and develop a targeted intervention using PCDC's toolkit (e.g. an Institute for Healthcare Improvement-like Learning Collaborative, coaching, or utilizing the Patient Centered Medical Home framework to improve primary care practice operations) and PCDC's subject matter expertise (e.g., behavioral health – primary care integration, care collaboration, team-based care, primary care operations, etc.).
- 5) Write a compelling grant narrative that is specific and responsive to the requests of the funder.
- 6) Provide an executive summary of the grant narrative and any other programmatic requirements of the grant.
- 7) If specifically requested, provide a strong budget narrative.

PCDC would be responsible for:

- 8) identifying potential grant opportunities
- 9) determining and preparing the budget
- 10) preparing all other attachments, such as staff resumes, description of PCDC's operational capacity (e.g. finance) and for packaging and submitting the grant.

4 Selection Criteria

PCDC will use multiple criteria to select the most appropriate partners, including:

- Years of experience in grant writing in the health care, human services and/or community development sector
- Demonstrated success in winning grant awards
- Industry expertise in health care, human services and/or community development
- Grant writing approach
- Cost

5 Response Contents/Format & Information Requirements

Please complete the following written response. The written response to questions below is limited to a total of **4-pages single-spaced or less**.

Please include attachments, as needed, for financials, resumes, and examples of previous work (not included in page limitation). Please label attachments clearly and reference them in your response.

5.1 Consultant Information

1. How long have you been writing grants? If a firm, how long have you been in business, and please provide information regarding how long individuals who would be assigned to PCDC projects have been writing grants.
2. Under what kind of business entity do you provide professional services (i.e., corporation, LLC, individual independent contractor, etc.?)

3. Where do you maintain offices?
4. Are you a certified MWBE, VBE or DBE? If so, please indicate all relevant certifications.
5. If you have a website, please provide the URL.

5.2 Consultant Capacity and Approach

1. Describe your or your firm's capacity and experience in grant writing.
2. Describe your grant writing approach.
3. List successful grant applications for which you were the lead writer (can be anonymized)
4. Attach your resume and that of any other individual/s who would be assigned to the project and their qualifications.
5. Attach writing samples from several different grants (can be anonymized)

5.3 References

1. Please provide the names and contact information for three references who can speak to your grant writing approach and experience.

5.4 Pricing

1. Include your pricing for grant writing, including any contingency or incentive payment structure, using either an hourly rate or deliverable-based pricing structure.

6 Communications and Response

Amy Barnett, Director of Administration, is the designated PCDC representative for this RFQ; please direct all inquiries to her:

Amy Barnett, Director of Administration
(212) 437-3914
abarnett@pcdc.org

7 Response Delivery Instructions

Please submit an electronic copy of your response to the email address (**Subject line: RFQ Grant Writer**) indicated in the *Communications and Response* section above. All responses must be received on or before midnight EST on January 6, 2020.

8 No Obligation

The submission of a response shall not in any manner oblige PCDC to enter into a contract or to be responsible for the costs incurred by your organization in responding to this request.

9 Agreement of Non-Disclosure

This document is considered to be proprietary and shall not be disclosed to any other party. It is designed, developed and submitted to potential partners of PCDC solely for the benefit of PCDC.

10 No Guarantee

PCDC makes no guarantee of future volumes and offers volume information for directional purposes only, to assist vendors with response preparation.

11 Response is Considered Property of PCDC

PCDC reserves the right to use any of the contents of your response to select a vendor and may use any of the ideas presented in any reply, response, discussion, negotiations or presentation related to the RFQ for that purpose.