



Children's Defense Fund Request for Proposal (RFP)

National Observance of Children's Sabbaths Manual and Resource Design

SECTION I. Background and Process Overview

Background

The Children's Defense Fund (CDF) 501(c)(3) non-profit child advocacy organization that has worked relentlessly for more than 40 years to ensure a level playing field for all children. We champion policies and programs that lift children out of poverty; protect them from abuse and neglect; and ensure their access to health care, quality education and a moral and spiritual foundation. Supported by foundation and corporate grants and individual donations, CDF advocates nationwide on behalf of children to ensure children are always a priority.

CDF is a national organization with the capacity to work for children at federal, state and community levels across the country. CDF's headquarters is in Washington, D.C., with offices in California, Minnesota, Mississippi, New York, Ohio, South Carolina and Texas. [CDF Haley Farm](#) in Clinton, Tenn., is our home for spiritual renewal, character and leadership development, intergenerational mentoring, and interracial and interfaith dialogue about children's issues.

The National Observance of Children's Sabbath

The multi-faith [Children's Sabbath](#) weekend engages places of worship across the country in focusing prayers, worship, education programs, and action on learning more about the urgent problems facing our nation's children exploring sacred texts and teachings that call us to love and protect children, responding with outreach and advocacy, and—most importantly—inspiring leaders and faith communities to improve the lives of children. Some Children's Sabbath celebrations are community-wide, multi-faith gatherings, while others take place in individual places of worship. Together, we are inspiring change that will improve the lives of children.

Additional information about our organization, project, & scope of services is provided on subsequent pages and on our [website](#).

Process Overview

Questions Regarding RFP

We will host a question-and-answer session on **January 13, 2022 with two different options:**

- **3pm – 4pm EST/2pm - 3pm CST.** The Zoom link is [here](#).

- **5pm – 6pm EST/4pm - 5pm CST.** The Zoom link is [here](#).

Since the same content will be reviewed in both sessions, feel free to join the session that works best for your availability. All are welcome who intends to submit an RFP to engage and ask questions to staff. A zoom link for both sessions are included above.

Submission of Proposals

Documents must be submitted in PDF format via e-mail to faith-based@childrensdefense.org by Wednesday, **February 15, 2023**.

Award of Contract

Children’s Defense Fund intends to award a contract by **February 17, 2023** and all candidates will be informed of a decision by that date.

Timeline and Deliverables:

- **Thursday, March 30, 2023** - The organization’s initial Draft of raw content is due
- **Friday, April 21, 2023** - CDF will return the edited initial Draft to the organization with comments
- **Friday, May 5, 2023** - The organization’s second draft is due to CDF
- **Friday, May 26, 2023** – CDF will return final edits to organization with comments
- **Friday, June 9, 2023** – The Final Work Product is due from organization to CDF
- **Friday, June 23, 2023** or earlier – CDF will make resources available to post on our website

SECTION II. Current State

The National Observance of Children’s Sabbaths, was created by CDF in 1992 1) to unite places of worship across the nation and spanning Faith traditions to focus attention on the crises facing America’s children, with particular focus on children of color and children in poverty; 2) educate members and communities about solutions and actions they can take; 3) inspire new responses through connecting individuals and faith communities to the texts, traditions, and teachings that call them to seek justice for children; 4) and promote multi-faith responses by lifting up the common concern and shared commitment of all people of faith.

SECTION III. Scope of Work

CDF is seeking an **organization** to produce a theologically sound Manual that is in line with the CDF [Theory of Change](#). The Children’s Sabbath Manual will be used by both CDF and CDF’s community partners hosting their own Sabbath Celebrations across the country.

This year we will focus on Mobilizing Faith for Prenatal-to-Three Development; therefore, the 2023 theme for the Children’s Sabbath is “A Little Child Shall Lead them”. This theme comes from our campaign in partnership with the J.B. and M.K. Pritzker Family Foundation and Pritzker Children’s Initiative. Click [here](#) for more about this campaign.

Children’s Sabbath Manual

The annual 2023 National Observance of Children's' Sabbath Manual should be drafted as a multi- faith congregational resource manual using the lectionary from the Christian tradition and commentary from the Jewish and Muslim traditions from scholars and practitioners. We seek cultural and authentic voices from these respected communities to represent a culturally relevant resource.

The Manual should raise issues facing children and families in the prenatal-to-three developmental stages. It should leverage early childhood learning (Click these links to see the [Pritzker](#) and [CDF research](#)) and theological approaches for congregations and communities in service of side-by side moral case-building for collective action and public investment. The draft should include content for the Manual and related resources (CDF is responsible for all design). **Please draft this raw content in a sharable document.** The Manual will include resources such as:

- Liturgy
- Devotion
- Biblical commentary from the Hebrew Bible and Gospels
- Educational Resources
- Guided Prayers & Activities
- Advocacy Resources
- Children's Lessons

The Children's Sabbath materials will also include 2023 Children's Sabbath Action Guides. The Action Guides will equip congregations and faith communities with ways to work with children, congregations, and communities for child advocacy and well-being. **The Action Guide should include these 3 options (2021 links from the CDF website are included as an example):**

- ["Family Suppers" Community Listening Projects](#)
- [CDF Child Watch Visitation Program Manual](#)
- [CDF Advocates' Book Clubs \(ABCs\)](#)
- [Action Ideas](#)

The 2023 Children's Sabbath Action Guides will be rooted in theological resources as a community organizing and policy toolkit to engage in justice work for child well-being locally, statewide, and nationally. For example, connect a scripture or a sermon as a way of equipping congregations to move into policy work/action. Please use and integrate CDF's [2021 State of America's Children](#) report.

IV. Resources

A theory of child well-being should undergird all of the Children's Sabbath resources and materials. In addition, CDF has a partnership with the Pritzker Family Foundation and the Pritzker Children Initiative which focuses on prenatal-to-three development and advocacy – therefore, childhood development and advocacy should be reflected in these resources. Lastly, these deliverables should be grounded in culturally relevant pedagogy using resources that intersects Black/Latin American liberation, Womanist, Mujerista, Queer theologies for a programming framework that affirms the agency and lived experience of children and youth. Trauma informed resources should also be included in the work.

CDF Resources for Use in Manual

CDF-Pritzker Partnership [Pritzker Initiative](#)

[Toward a Theory of Child Well-Being](#)

[Proctor Institue Children's Sabbath workshop](#)

[2021 Children's Sabbath Manual](#) and [2021 Children's Sabbath - Children's Lessons](#)

CDF Freedom Schools Program [Resource](#)

CDF Freedom School's Culturally Responsive [Curriculum](#)

[CDF Theory of Change](#)

Section V. CDF's Scope of Work

CDF commits to complete all graphic design that is necessary for the Manual and related resources based on the finalized raw content from the organization. We will provide expert, timely feedback and disseminate any necessary resources.

SECTION VI. Proposals

Those wishing to submit proposals for this RFP should carefully review & submit the following information:

- A. General Information
 - Name of organization or institution
 - Contact Person(s)
 - Title(s)
 - Mailing Address
 - Telephone Number
 - E-mail
- B. Organizational Overview & Qualifications

- Describe the organization or institution mission and vision
 - Identify key measures of strength, including any applicable ratings
 - Provide ownership information, including a statement of any recent or foreseen mergers and/or acquisitions.
- C. Sample of Work
- Provide a sample of work that is relevant to this proposal, which can include a large writing sample or similar project
- D. Services and fees
- Describe the services available to meet the needs outlined above (Sec. III)
 - Provide a brief explanation of your commitment to implementing new technologies and services into curriculum
 - Provide a sample of your standard contract terms
 - Budget not to exceed \$20,000
- E. Corporate Social Responsibility (ESG & DEI)
- Describe the ways in which the organization is committed to social responsibility. CDF is interested in:
 - Your organization/institution’s effort to recruit, retain, promote, and support people of color and people from marginalized groups.
 - Your organization’s commitment to racial equity and racial justice both as an organization and more broadly within the industry and nation.
 - How your organization has showcased a commitment to Diversity, Equity, & Inclusion regarding your employees, clients, pro bono work, community investment, and work with nonprofit organizations.
- F. References

Contact information for three (3) specific professional references from non-profit clients with a national scope or footprint, for whom the institution has provided similar services. References are due by **Friday, January 27, 2023**.

SECTION VII. Selection Criteria

The Organization’s decision to select an institutional partner will be based on, but not limited to, the following priorities:

- Availability and costs of required services
- Availability and costs of preferred services
- Organizational mission and vision alignment
- Demonstrated history of producing high quality faith base resources
- Expertise in child advocacy work

- Commitment to social responsibility, racial justice

SECTION VIII. Additional Terms

A. Applicant Rights

All materials submitted in response to this RFP become the property of the Organization upon delivery & shall be appended to any formal documentation, which would further define or expand the contractual relationship between the Organization & the contracted vendor. Each applicant, as an express condition for the Organization's consideration of such proposal, agrees that the contents of every other proposal submitted by other applicants with respect to this RFP are confidential, proprietary & trade secret information in all technical areas, and waives any right to access such proposals during the RFP process. No submissions or supporting documentation will be returned to the submitting applicant.

Neither party shall be liable for disclosures that are required by law.

B. Conflict of Interest

Proposing contractors/firms are asked to identify any conflicts of interest in serving the Organization & to clarify, if applicable, how conflicts will be managed/mitigated to ensure the best interests of the Organization are met.

C. Reservation of Rights

This RFP does not commit the Organization to award a contract, to pay any costs incurred in the preparation of the proposal to this request, or to contract for services. The Organization reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified contractor or firm, or to cancel in part or in its entirety this RFP if, at the sole discretion of the Organization, the organization determines that it is in its best interest to do so.

D. RFP Cycle

This RFP will be reissued in early 2024 for CDF Children's Sabbath Celebration & Manual Program Design.

Organizational RFP Scoring Matrix (will be provided to reviewers in an online format).

Name of Bidder: _____

Name of Reviewer: _____

Maximum of 250 points	Score Unsatisfactory	Score Satisfactory	Score Good	Score Very Good	Score Excellent	Score Outstanding	Multiplier	Points Awarded	Maximum Points Available (200)
	0pts	1pts	2pts	3pts	4pts	5pts			
EVALUATION CRITERIA LISTING									
1. Organization's expertise and experience with Curriculum development							(x4)		20
2. Organization's expertise on direct action, policy informed work, programming							(x4)		20
3. Ability to provide culturally relevant materials for Black and Brown communities of faith							(x6)		30
4. Ability to provide trauma informed							(x4)		20

materials/resources									
5. Expertise in child-advocacy work							(x3)		15
6. Ability to offer fair and accessible fee for work							(x3)		15
7. Commitment to a 3-year cycle for RFP							(x5)		25
8. Orientation as a partner for CDF through future growth and expansion							(x4)		40
9. Organization's mission and vision is align with CDF's mission and vision							(x6)		30
10. Organization commitment to Diversity, Equity, Inclusion and particularly to racial equity and justice.							(x7)		35

