



Request for Proposal for
Maryland Education and Community Outreach Services

for

Senior Service America, Inc.
November 1, 2020 – June 30, 2021

RFP Issue Date: October 19, 2020
Proposal Due Date: 5:00 p.m. EDT, October 27, 2020

INTRODUCTION TO SSAI

Senior Service America, Inc. (SSAI) is the oldest and only national nonprofit dedicated exclusively to economic opportunity for older job seekers in underserved communities. SSAI has a \$60 million budget, and its program delivery is informed by best practices procured from our best-in-class workforce development programs covering 33 states. The biggest challenge currently facing our Nation is ensuring that our recovery from COVID-19 includes all communities, especially those who face systemic barriers to economic opportunity.

In Maryland, SSAI is the only national grantee of the Senior Community Service Employment Program (SCSEP), the only federal workforce training program for eligible adults age 55 or older. SSAI has provided SCSEP services in Maryland for 48 years, and currently, SSAI operates services directly in Baltimore City and the counties of Anne Arundel, Carroll, Cecil, Harford and Howard, as well as through subgrantee partnerships in the counties of Baltimore County, Dorchester, Frederick, Montgomery, Prince Georges', Somerset, Wicomico and Worcester.

Background

Senior Service America, Inc. (SSAI) a 501(c)(3) nonprofit organization, is seeking proposals for Education and Outreach consultant services in Maryland from November 1, 2020 – June 30, 2021. The contract may be extended for the successful applicant beyond June 30, 2021 depending on funding.

Proposal

SSAI is seeking a competitive proposal from a local Maryland firm for Education and Outreach services for workforce development services in Maryland.

Under this proposal, SSAI is NOT funding any direct lobbying or grassroots lobbying defined as:

Direct lobbying is communications to federal legislators, and to other government officials involved in formulating legislation (as well as direct communications to an organization's own members encouraging them to communicate directly with legislators), which refer to and reflect a particular view on specific legislation.

Grassroots lobbying involves advocacy pleas to the general public which refer to and take a position on specific federal legislation, and which encourage the public to contact federal legislators to influence them on that legislation.

Proposals that include any direct or grassroots lobbying will be discarded and excluded from the review process.

Rather, applicants need to provide proposals that address how they can assist SSAI in advancing its efforts to engage employers, community groups, community colleges, elected officials, community leaders, and others in providing greater opportunity for Maryland's older job seekers who, in most instances, are excluded from consideration.

Due Date

Interested firms should submit proposals no later than 5:00 p.m. EDT on October 27, 2020. The proposal needs to include proposed services and costs for assisting SSAI in:

- Meetings with stakeholders to discuss economic, workforce, job, and/or skills training opportunities for Maryland residents, in particular Maryland's older workforce;
- Publicity and promotion of public gatherings and educational events related to economic, workforce, job, and/or skills training opportunities;
- Expenses related to travel (mileage, parking tolls, etc.) related to outreach and educational efforts.

SSAI does not reimburse any expenses related to food for travelers.

Proposal Requirements

Proposals must include:

- A. Name of agency
- B. Agency address
- C. FEIN Number
- D. Contact information for proposal contact including name, job title, email address and phone number
- E. Using either Word or Excel, a detailed proposal including itemized and total costs for proposed services
- F. If applicable, proposals should include prior experience with providing Education and Outreach services, and track record of such services
- G. If applicable, proposals should include prior experience the applicant in Maryland
- H. References from previous clients, if applicable, that SSAI can contact

Proposals are due to SSAI no later than 5:00 p.m. EDT on October 27, 2020. Please email proposals to bbonhomme@poweringopportunity.org.

SSAI will evaluate proposals received by the due date and select the applicant that best meets the organization's needs for this event including but not limited to: experience, cost, and/or prior experience providing Education and Outreach services.

SSAI reserves the right to contact applicants and ask questions regarding proposals before making a decision. SSAI anticipates notifying applicants of its decision by November 1st.

Questions

Please contact Gary Officer, President and CEO, at either gofficer@poweringopportunity.org or at 301-578-8826.