

October 23, 2013

Object: Request for Proposal

To Whom It May Concern:

California Autism Foundation (CAF) is currently looking for Event Planning/Public Relations Services. We would greatly appreciate if you would be willing to provide us a proposal and estimate for Event Planning/Public Relations Services by November 15th, 2013, including all relevant documentation. Please let us know what sets your company apart. Details are described in the enclosed RFP, entitled Request for Proposal for Event Planning/Public Relations Services and dated October 23, 2013.

Thank for your efforts in providing this proposal.

Sincerely,



Leslie C. Werosh, MPA
Vice President of Programs
(510) 758-0433 ext 120
lesliew@calautism.org

California Autism Foundation

Request for Proposal

For

EVENT PLANNING/PUBLIC RELATIONS SERVICES

DEVELOPMENT DEPARTMENT

October 23, 2013

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I. BACKGROUND

Event Planning/Public Relations Services

California Autism Foundation (CAF) intends to use Event Planning/Public Relations Services in order to raise awareness and publicity for CAF, market CAF and its' programs and services, and raise additional revenue through fundraising efforts.

Contractors should propose Event Planning/Public Relations Services that are targeted to educate the public about developmental disabilities and autism, promote the California Autism Foundation and its programs, and focus on revenue generation through events and donations.

Objectives for Event Planning/Public Relations Services Work

The objectives to be achieved by the consultants in this project are as follows:

- To increase visibility of California Autism Foundation and CAF events and programs within the regional, political and corporate communities
- To increase attendance at events
- To increase sponsorship of events
- To increase traffic to website and social media
- To increase pool of volunteers for events and programs
- To increase revenue through donations and events
- To generate high volume corporate and foundation leads for donations and grants
- To establish potential collaborative efforts with other organizations and corporations

These and other work-related requirements are more fully delineated in Section II, Scope of Work.

II. SCOPE OF WORK

Event Planning/Public Relations Services Specifications

The Event Planning/Public Relations Services should perform the following functions:

- Plan, coordinate, execute, and reconcile CAF events
- Build nonprofit resources, partnerships and potential business relationships
- Participate in regular Development meetings
- Creation and publication of CAF press releases and CAF collateral
- Collaboration with CAF staff on program grant requests
- Acquisition of event volunteers
- Collect and track registration contact information for ticketed events
- Coordinate and process credit card payments for ticketed events and donations
- Coordinate and submit other event payments to CAF for processing
- Collect, coordinate and process outreach data
- Collaborate regarding social media sites and CAF website
- Perform miscellaneous Public Relations and event tasks as necessary

Work to be performed

The contractor's scope of work for this project includes the following 5 work elements:

1. Event planning and responsibility for the month of April 2014 – April is Autism Awareness Month and CAF should hold no fewer than 3 awareness and/or fundraising events this month.
2. Event planning and responsibility for the 8th Annual “Give a Kid A Mulligan” CAF Golf Tournament on Monday, June 9, 2014 – this event brings 100+ golfers and includes food and beverage sponsors and a post-golf reception.
3. Event planning and responsibility for the CAF Annual Fundraiser in October 2014 – CAF holds an annual fundraising event near CAF's Anniversary date.
4. Public Relations and Marketing responsibilities as necessary to promote April events, CAF Golf Tournament, and the annual fundraiser.
5. Volunteer, Sponsor, and Donor development

Installation Work – General Instructions

All work shall be done at such times as California Autism Foundation shall deem appropriate. The work schedule will be coordinated by the Development Department. Work shall not begin in any area without specific notification of, and approval by, Leslie Werosh, or her designee.

III. PROGRAM MANAGEMENT

Direction

This project shall be managed by Leslie Werosh, Vice President of Programs. It is expected that informal weekly progress report will be sent via email by the Contractor during specific projects. A formal written report and phone conference will be required by the Contractor as determined by the California Autism Foundation.

Schedule

CAF intends for work to commence on January 6, 2014 and have this work completed as soon as professionally possible in accordance with event timelines. Contract will expire on December 31, 2014 and CAF will renew as deemed necessary.

IV. PROPOSAL PROCESS AND SCHEDULE

The schedule for selection of a contractor is as follows:

RFP Transmitted to prospective bidders:	October 23, 2013
Proposals due:	November 15, 2013
Interviews with selected finalists:	November 25, 2013

Questions of a Technical Nature should be directed to:

Leslie Werosh, Vice President of Programs
California Autism Foundation
4075 Lakeside Drive
Richmond, CA 94806
(510) 758-0433 ext 120
lesliew@calautism.org

Envelopes containing an original and 2 copies of the proposal must be sealed and clearly marked "PROPOSAL FOR EVENT PLANNING/PUBLIC RELATIONS SERVICES". All proposals must be received prior to 5pm on Friday, November 15th, 2013 by:

Leslie Werosh, Vice President of Programs
California Autism Foundation
4075 Lakeside Drive
Richmond, CA 94806

V. PROPOSAL EVALUATION AND CRITERIA

California Autism Foundation will evaluate proposals and select a contractor based on a combination of the following factors:

- Qualifications and relevant experience of the firm's proposed project management team.
- Qualifications and relevant experience of the firm's proposed staff.
- The firm's track record of successful completion of assignments similar to this request.
- Quality of references from similar work completed recently.
- Understanding of the issues facing California Autism Foundation and addressed in implementing these services, and the quality of the proposed Work Plan.
- The extent to which the proposed solution matches the needs of the California Autism Foundation.
- Quality of the contractor's approach to knowledge transfer.
- Reasonableness of cost of labor rates and of products and associated services requested.

VI. REQUIREMENTS AND FORMAT OF THE PROPOSAL

Contractors responding to this RFP shall submit their proposals, organized and presented as outlined below.

Accuracy and completeness are essential. Since the successful proposal will be incorporated into the contract, contractors are cautioned not to make claims or statements to which they are not prepared to commit contractually.

Part 1 – Letter of Transmittal

Part 1 of the Proposal must consist of a letter of transmittal signed by an individual authorized to bind the Contractor contractually. It shall:

- Concisely identify the services offered in the proposal.
- State that the proposal will remain in effect for a period of [NUMBER] calendar days after the deadline for submission of proposals.
- Include the name, title, address, telephone number, and email address of one or more contact individuals.
- Include the name, title, address, telephone number, and email address of one or more individuals who are authorized to sign a contract.

Part 2 – Understanding of the Scope of Work

In this section, Contractor shall provide a concise presentation of its understanding of the major issues facing the California Autism Foundation and of the elements required in implementing the scope of work described above. Contractor should notify the California Autism Foundation of potential difficulties that might arise in implementing the work, and of major management or operational decisions that will have to be made during the term of the contract.

Part 3 – Proposed Work Plan

In this section of the proposal, the Contractor will describe the approach and tasks to be undertaken in order to successfully complete the requested work. Issues raised in Section VI, Part 2, shall be addressed, particularly concerning how they will be managed and organized. A proposed schedule by task is to be included.

Part 4 – Estimated Cost to the California Autism Foundation

In this section, Contractor shall provide detailed cost estimates for labor, equipment and materials, hardware/software, and all other expenses related to the Scope of Work.

Labor hours should be identified by type of labor and hourly rates, and broken down by tasks described in the Work Plan. Other expenses are to be broken down in a similar fashion (when possible), by tasks described in the Work Plan.

Please provide adequate details of how cost estimates and totals were calculated.

Part 5 - Proposed Project Team

In this section, staff members that will be assigned to Project should be identified, as well as their title, labor category and roles in carrying out the proposed Work Plan. This section should highlight why Contractor feels that the selected team members are ideally suited for this Project. Team member biographies (detailing relevant experience qualifications) must be provided, as well as biographies of any alternative member, if any.

Part 6 - Relevant Experience and Client References

In this section, a description of relevant work experience is to be provided, detailing the timeframe over which services were provided to specific clients. Contractors should provide a minimum of 3 references and indicate the name of the company, contact person, address, telephone number and role of the contact person in relation to the services provided. Information of relevance to the Scope of Work should be presented to allow the California Autism Foundation to assess Contractor's experience.

VII. LIMITATIONS

California Autism Foundation reserves the unqualified right to waive defects in any proposal, to choose or accept or reject any or all proposals submitted in response to this RFP for any reason whatsoever without explanation or justification, to select any firm as the party with whom it would be willing to enter into an agreement regardless of whether such party shall have submitted a proposal pursuant to this RFP at any time including the addition, deletion, modification or other changes hereto, and to make any decision in any manner as the California Autism Foundation may choose in its sole discretion in the determination of its own interests and irrespective of the position of any interested party that in the California Autism Foundation's determination is unreasonable, unfair, arbitrary, discriminatory or capricious.

California Autism Foundation may consult references familiar with Contractor, regarding prior projects, financial resources, reputation or otherwise. Submission of a proposal in response to this RFP shall constitute permission for the California Autism Foundation to make such inquiries and authorization to third parties to respond thereto.

California Autism Foundation makes no representations, warranties, or guarantees that the information contained herein is accurate, complete or timely. The furnishing of such information by the California Autism Foundation shall not create, not be deemed to create any obligation or liability upon it for any reason whatsoever, and each organization by expressing its interest and submitting its proposal expressly agrees that it has not relied upon foregoing information and that it shall not hold the California Autism Foundation liable or responsible therefore in any manner whatsoever.

VIII. PUBLIC RECORDS REQUIREMENTS

California Autism Foundation shall seek to hold all proposals and subsequent submissions in confidence, to the extent consistent with applicable law, until a final decision has been made or the selection processes is terminated. Respondents are advised, however, that all materials received by the California Autism Foundation which fall within the definition of "public record" as set forth by law shall be disclosed by the California Autism Foundation upon request.

IV. ADDENDA

All interpretations of RFP specifications, supplemental instructions and responses to individual questions will be in the form of written Addenda to these proposal documents which, if issued, will be emailed, delivered or mailed to all prospective contractors.

ATTACHMENT A

California Autism Foundation History, Vision, and Mission

California Autism Foundation (CAF) is a 501(c)3 located in Richmond, California. CAF is a leading provider of full life services to all people with autism and other developmental disabilities. Serving Contra Costa, Marin, San Mateo, Solano, Alameda, and San Francisco Counties since 1983, CAF has been providing nurturing, individualized educational, employment and residential programs and services to both children and adults.

CAF has a rich history that spans over 30 years and is marked by several notable accomplishments. To this day CAF remains committed to the vision that was born from a meeting among a group of friends with the desire to provide a better life for one child.

In 1982 six friends joined together around a dining room table and changed the face of local disability services'; their mission – to create a home within the community for the foster son of the founder of the California Autism Foundation. At the time, 18-year old Kenny was institutionalized in the Napa State Hospital. Kenny was severely impacted by autism, had minimal speech and severe behavioral problems. Kenny's prognosis was dismal and the founder's inquiries and efforts were dismissed and he was told, "If he wanted Kenny to live in the community he would have to start a program himself."

His refusal to accept that institutionalization was Kenny's only option fueled his desire, and with \$30,000 in borrowed funds, in August of 1983, the first ABC Residential Home opened in San Rafael, California. The residents; six young men with disabilities deemed too severe to ever live within the community and sentenced to a lifetime of institutionalization. ABC represented hope and an opportunity to have a quality life within the community by living in a therapeutic and supportive environment. Based on the tenets of human rights and respect, ABC Residential Home encouraged empowerment through inclusion, positive programming, and the development of communication skills. The venture proved highly successful and to this day, ABC is still home to Kenny and his five housemates who live active and productive lives.

In 1986, the Regional Center of the East Bay asked CAF to open a second home, and the Foundation continued to expand and CAF now owns and operates 3 adult residential homes.

The next several years, brought rapid program expansion to include the creation of:

- ABC School
- ABC Adult Day Program

- ABC Work Activity Program
- Custom Assembly & Packaging
- ABC Supported Employment Program
- ABC Supported Living Services.

2008 ushered in another significant change for CAF; John Visbal stepped in as CEO and implemented a restructuring and reorganization plan to expand programs and services to re-energize CAF's longstanding mission to provide individuals with autism and other developmental disabilities the best possible opportunities for lifetime support, training and assistance.

Today, the California Autism Foundation is led by Valisha Fullard as Interim Executive Director and Vice President of Human Resources.

Vision

California Autism Foundation's vision is to continue offering and expanding an array of services that meet the needs of people with autism and developmental disabilities. Our approach is holistic with an understanding that inclusion in community life benefits all people with autism and developmental disabilities, their families and loved ones and the community as a whole.

Mission

Our belief is that all people with autism and developmental disabilities are entitled to enjoy, maintain and live productive and fulfilling lives. **Our goal and mission at the California Autism Foundation is to provide to people with autism and other developmental disabilities the best possible opportunities for lifetime support, training and assistance in helping them reach their highest potential for independence, productivity and fulfillment.**

ATTACHMENT B

California Autism Foundation Programs and Services

California Autism Foundation operates the following programs and services:

A Better Chance School

A community-based nonpublic school that serves children and young adults from ages 6 to 22 with autism and other developmental disabilities.

A Better Chance Day Program

A community-based entry level vocational training and social enrichment program that serves individuals 18 years and older with autism and other developmental disabilities.

A Better Chance Work Activity Program

A work activity program that provides vocational skills and paid work experience for individuals 18 years and older with autism and other developmental disabilities.

Custom Assembly and Packaging Services

A business division of the California Autism Foundation that provides top quality packaging, labeling, assembly, and fulfillment to wholesale and retail distributors.

ABC Residential Services

Three adult residential homes that provide individuals ages 18 to 59 with autism and other developmental disabilities, with safe, supportive housing that promotes independence and integration within the community.

ABC Supported Living Services

Support services that provide individuals ages 18 and older with autism and other developmental disabilities with the opportunity to live in their own house or apartment and experience greater independence than is possible in a licensed, residential home environment.

For more information on CAF Programs and Services, please visit our website:

www.calautism.org.