



2025 – 2026 REQUEST FOR PROPOSALS Evaluation Services

ISSUE DATE: April 1, 2025

ISSUING AGENCY: Guilford County Partnership for Children, Inc.
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Greensboro, NC 27407

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PURPOSE AND SUBMISSION GUIDANCE

The Guilford County Partnership for Children, Inc. is seeking proposals for Evaluation Services to provide comprehensive evaluation services for the period of July 1, 2025 – June 30, 2026. **The deadline for submitting proposals is 5pm on April 18, 2025.**

Please submit a detailed proposal outlining the services and costs to MelissaE@GuilfordChildren.org.

BACKGROUND

The Guilford County Partnership for Children (GCPC) is a local non-profit strategically directing over \$18M annually for young children and families in Guilford County. Much of GCPC's funding comes from state and federal funding through contracts with the North Carolina Partnership for Children (NCPC), and the North Carolina Division of Child Development and Early Education (DCDEE). Additional funding comes from local foundations, corporate and individual giving. The Guilford County Partnership for Children is part of North Carolina's well established, statewide Smart Start network. *Our mission is to partner with families, early childhood educators, and our community to support the diverse needs of children, prenatal to age five, ensuring their success in school and in life.*

School readiness investments include:

- **High quality childcare** for vulnerable 4-year-old children. The NC Pre-K program funds over 2,000 high quality preschool slots in programs with a quality level of 4 stars or higher.
- **Professional development for early childhood teachers and caregivers** in quality improvement, family engagement, inclusion, classroom management, and childhood obesity prevention. Training in trauma informed teacher-child interactions is also offered to ensure emotionally responsive, age and culturally appropriate learning environments. Childcare Health Consultants are also available to ensure adherence to health and safety standards. Peer coaching, community learning, and workforce retention support is also offered.
- **Family support services** including evidence-based home visiting programs such as Parents as Teachers, Healthy Start, and Guilford Family Connects. Some individualized mental health services are available for children participating in NC Pre-K. Prenatal and neonatal intensive care support is also available.
- **Early literacy programs** including support of Reading Connections' Family Literacy program and Dolly Parton's Imagination Library.

SCOPE OF SERVICES

The contracted Evaluation Services will support the Partnership's commitment to use, or find meaningful data that supports high level collaboration, equitable, scalable, and sustainable impact for young children and families, to evaluate funded programs efforts to effect change and meet community needs, and to work with NCPC Learning and Evaluation staff on State level data collection efforts.

The deliverables expected of the evaluator include:

- Collaborating with the Director of Smart Start Strategy and Impact (DSSI) and the Executive Director (ED) to facilitate evaluation planning meetings with Smart Start-funded programs and Direct Service Providers (DSPs).
- Creating quarterly reports that track all North Carolina Partnership for Children (NCPC)-required data, as well as additional data that shows the actual program impact in the community.
- Returning annual data collection workbooks to the DSSI within 10 business days after each meeting.
- Preparing, reviewing, and submitting quarterly reports, including an Executive Summary, to the DSSI by the 5th business day of February, May, August, and November.
- Supplying reports identifying which programs are not meeting their performance goals quarterly.
- Making recommendations to the DSSI and/or ED for improving underperforming programs to help meet their goals.
- Providing updated logic models for Smart Start-funded programs annually.
- Share Quarterly Report data summary at Program Planning and accountability committee meetings
- Assisting with the Request for Applications or Proposals process upon request.
- Providing technical assistance related to evaluation upon request.

The Evaluator will be required to measure the progress of program services on multiple levels including:

- A significant impact as a direct result of program services in a meaningful, measurable way.
- The ability to change and adjust programming to meet the needs of the community.
- Alignment with NCPC Smart Solutions.
- Alignment with contract deliverables.
- Serving community members with the "highest need."
- Achieving operational stability and sustainability.
- Adhering to GCPC policies and expectations (including the correct level and type of monthly backup documentation).

CRITERIA FOR APPLICANT SELECTION

The Contractor must demonstrate proven competency in performing the services outlined in this RFP's Scope of Services section. Specifically, the contractor must have a successful history of providing similar services. The Contractor should detail relevant project experience in North Carolina or other states with comparable program operations. Additionally, the Contractor should provide the name, address, and telephone number of 3 references Evaluator must be familiar with local, state, and national early childhood data and funding streams. Ideal candidates or organizations also have experience with creating or maintaining school readiness related dashboards and preparing professional data presentations that show output or outcome data in the context of county wide data and by poverty level and/or age.

The Contractor must disclose any pertinent judgments, criminal convictions, investigations, or pending litigation involving the Contractor or any of its officers, directors, employees, agents, or subcontractors. Alternatively, the Contractor may provide a statement that no such issues exist. The Local Partnership reserves the right to reject a proposal based on this information.

Note: Smart Start contracts are contingent upon approval and subsequent funding from the NC Partnership for Children.

PROCUREMENT PROCESS

The following is a general description of the process by which a prospective Contractor will be selected:

1. A Request for Proposals (RFP) is issued to prospective Contractors.
2. A deadline is set for written proposals to be received.
3. Prospective Contractors submit signed proposals by the deadline.
4. At their option, the Local Partnership's review team may request oral presentations or discussions with any or all prospective Contractors for clarification or to amplify the materials presented in any part of the proposal. However, prospective Contractors are cautioned that the evaluators are not required to request clarification; therefore, all proposals should be complete and reflect the most favorable terms available from the prospective Contractor.
5. Proposals will be evaluated according to criteria that may include the need for the program, materials and/or services, program, materials and/or services content and evaluation, completeness, content, experience with similar projects, the ability of the Contractor and its staff, cost, and financial stability of the prospective Contractor. The award of a contract to one prospective Contractor does not mean that the other proposals lacked merit, but rather that, all factors considered, the selected proposal was deemed most advantageous to the Local Partnership.
6. The Local Partnership will contact the selected Contractor to obtain information and documentation required for preparation of the contract, including the following:
 - a. Name; title; telephone and fax numbers; and mailing address, including street address and zip code, of the contract administrator.
 - b. Name; title; telephone and fax numbers; and mailing address, including street address and zip code, of the person(s) authorized to sign financial status reports.
 - c. A copy of the Conflict of Interest policy.
 - d. Proof of insurance that may include, but is not limited to, the following:
 - i. Workers' compensation;
 - ii. General business liability;
 - iii. Fidelity bonding (e.g., employee crime or dishonesty);
 - iv. Professional liability;
 - v. Automobile (owned, hired, or non-owned).

Providing and maintaining adequate insurance coverage is a material obligation of the Contractor and is essential to the contract. The Local Partnership will not contract with any prospective Contractor that is unable to furnish proof of the required insurance coverage.

- e. Completed Internal Revenue Service (IRS) Form W-9.
 - f. If a nonprofit entity, a copy of the Internal Revenue Code §501(c)(3) determination letter.
7. The Local Partnership will not contract with any prospective Contractor that fails to provide all required information and documentation. After all required information and documentation have been submitted, the Local Partnership will prepare the contract, notify the selected Contractor, and request that the contract be signed. A template of the contract that the selected Contractor will be required to sign is available upon request.
8. The contract must be executed prior to the start of work and the incurring of any expenses.
9. If all proposals are rejected, prospective Contractors will be notified promptly by the Local Partnership.

GENERAL INFORMATION

1. **TERMS AND CONDITIONS.** All proposals are subject to the terms and conditions outlined herein. The prospective Contractor specifically agrees to the conditions set forth by signature to the proposal.
2. **ORAL EXPLANATIONS.** The Local Partnership shall not be bound by oral explanations or instructions given at any time during the competitive bidding process or after the award is made.
3. **REFERENCE TO OTHER DATA.** Only information which is received in response to this RFP will be evaluated; reference to information previously submitted shall not be evaluated.
4. **COST FOR PROPOSAL PREPARATION.** Any costs incurred by prospective Contractors in preparing or submitting offers are the prospective Contractor's sole responsibility. The Local Partnership shall not reimburse any prospective Contractor for any costs incurred prior to award.
5. **RIGHT TO SUBMITTED MATERIAL.** All responses, inquiries, or correspondence relating to or in reference to the RFP, and all other reports, charts, displays, schedules, exhibits, and other documentation submitted by the prospective Contractors shall become the property of the Local Partnership when received.
6. **OFFEROR'S REPRESENTATIVE.** Each prospective Contractor shall submit with its proposal the name, address, and telephone number of the person(s) with authority to bind the firm and answer questions or provide clarification concerning the firm's proposal.
7. **SUBCONTRACTING.** In the event the prospective Contractor desires to subcontract any part of the contracted services, the proposal must clearly indicate what work it plans to subcontract and to whom and must provide all required information for each subcontractor. Only the subcontractors specified in the proposal shall be considered approved upon award of the Contract.
8. **PROPRIETARY INFORMATION.** Trade secrets or similar proprietary data which the prospective Contractor does not wish disclosed to other than personnel involved in the evaluation or contract administration will be kept confidential to the extent permitted by N.C.G.S. 132-1.3 if identified as follows: each page shall be identified in bold face at the top and bottom as "Confidential." Any section of the proposal that is to remain confidential shall also be so marked in bold face on the top of the title page of that section. Cost information may not be deemed confidential. In spite of what is labeled as confidential, the determination as to whether or not it is shall be as governed by North Carolina law.



Proposal Requirements

1. Describe your background and qualifications, including education and professional experience, to complete the work:
 - a. Knowledge of and expertise in early childhood systems in North Carolina or elsewhere.
 - b. Experience in the development and execution of comprehensive community needs assessments and/or strategic planning.
 - c. Knowledge of early childhood data sources and experience in successfully obtaining requested data from state and local partners.
2. Describe your process for providing consultation and support to various service providers for data collection, data analysis, data visualization, and reporting. Please include:
 - a. Your process for developing and executing study designs and surveys.
 - b. Your process for working with partners to identify data sources and collect additional data.
 - c. Your approach to identifying data-sharing partnerships.
 - d. Your approach to analyzing, visualizing, and reporting data to various audiences.
3. List processes, tools, apps, and software used for quantitative analysis.
4. Budget (hourly and/or flat rate).
5. Provide at least three references for your work as an evaluator.

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Name of Individual or Company: _____

Street Address: _____

City, State Zip: _____

Phone: _____

Fax: _____

Email: _____

By signing below, I certify that I am an authorized representative of the prospective contractor and have the legal authority to bind the prospective contract.

_____ Print Name	_____ Signature
_____ Job Title	_____ Date