



# TREEHOUSE

ENDING HOPELESSNESS AMONG TEENS

Request for Proposal (RFP)  
Development of Diversity, Equity & Inclusion (DEI) Plan  
For TreeHouse

Date of Issue: August 14, 2020

Deadline: August 28, 2020 by 5:00 pm CDT

## TreeHouse Proposal Information:

- Address: 5757 Wayzata Blvd, St. Louis Park, MN 55416
- Phone: 952 238 1010
- Prepared by: Trish Bjorklund, Executive Assistant
- Date Prepared: August 5, 2020
- Question Deadline: August 20, 2020

Questions may be submitted via email or telephone no later than 5:00 pm CDT on August 20, 2020 to:

RFP Contact Name: Trish Bjorklund  
Email: [tbjorklund@treehousehope.org](mailto:tbjorklund@treehousehope.org)  
Telephone: (952) 238-1010

- Proposal Submission Deadline: August 28, 2020 by 5:00 pm CDT

## Submission requirements:

Applicants are required to submit proposals electronically via email to [tbjorklund@treehousehope.org](mailto:tbjorklund@treehousehope.org). Submission must be completed by the date and time specified in this RFP. The deadlines will be strictly enforced. It is the responsibility of the applicant to ensure that the application process is completed by the deadline. Hard copies and late submissions will not be accepted.

## **INTRODUCTION:**

TOGETHER, WE CAN END HOPELESSNESS AMONG TEENS. Teens are a vital part of our communities and what impacts them, impacts us! 31% of high school students report feeling sad or hopeless almost every day for two or more weeks in a row. Hopelessness holds everyone back, breaking down both teens and their communities. That's why TreeHouse is on a mission is to end hopelessness among teens. Our vision is for every teen to be rooted in the living hope of Jesus—unleashing untold potential in communities everywhere.

About TreeHouse: Since 1984, TreeHouse has been spreading hope to teens and our proven model is yielding positive results. Through safe, grace-based environments, teens build healthy relationships, better coping skills and a sense of purpose rooted in the living hope of Jesus.

All teens are welcome at TreeHouse, regardless of background, and we want every teen to believe: I am lovable, capable, & worthwhile. I am loved without strings & never alone. I have a future.

Mission: TreeHouse is on a mission to end hopelessness among teens.

Vision: Our vision is for every teen to be rooted in the living hope of Jesus – unleashing untold potential in communities everywhere.

### **Fast Facts**

- TREEHOUSE STAFF 69 current employees
- ANNUAL OPERATING BUDGET \$6.4M annual operating budget
- BOARD OF DIRECTORS 18 board members
- LOCATION Based in Minneapolis with more than 45 locations in seven states... and growing!

For more information on our organization, please visit our website at [www.treehousehope.org](http://www.treehousehope.org).

## **OBJECTIVES FOR CONSULTANT:**

In coordination with the TreeHouse staff

- Develop a set of principles and values that will inform Diversity, Equity & Inclusion (DEI) practices to all TreeHouse operations, that build on the current DEI work
- Provide a comprehensive framework and co-create solutions for implementing a long-term, strategic DEI plan throughout the organization
- Determine how the DEI plan should impact the development of TreeHouse staff, set clear areas of focus for the work (how and what areas we will put a plan around) and drive the future of the organization

**EXPECTED START DATE:** September 15, 2020

## **PROJECT SCOPE:**

- Design and implement a comprehensive discovery phase with organizational staff to identify strengths, weaknesses and opportunities for TreeHouse to accomplish its objective
  - Leverage external partners and stakeholders as needed
  - Integrate existing TreeHouse tools, resources, and insights

- Assess the culture, practices and policies in place at TreeHouse and identify impediments to integrating DEI principles and practices
- Identify the areas and define the approaches and guidelines on how to incorporate DEI principles and practices into all facets of TreeHouse’s organizational strategic plan which may include, but are not limited to:
  - Hiring goals & processes
  - Workplace inclusion & organizational culture development
  - Accessibility of resources & assets
  - External relations & communications
  - Staff development
  - Board of Directors development
  - Volunteer development
- The finished DEI plan will look at every aspect of our organization through the lens of the teens and communities we serve, with particular focus on the needs and experience on teens of color
- We will intentionally review our cultural representation in the communities we serve from both our Directly Operated and TreeHouse Partner Network sites as we grow in rural, urban and suburban communities
- Develop an ongoing evaluation process and metrics for success (qualitative and quantitative), including a self-assessment process for TreeHouse to measure performance and efficacy of the DEI plan. The process should be based on proven methods.
- Create a vision for the plan that includes ways in which team members can contribute to achieving the overall goals and integrate into every aspect of work and culture
- Craft clear and concise language regarding DEI at TreeHouse for external and internal usage
- Provide education and training for the TreeHouse staff

**INFORMATION REQUIREMENTS AND FORMAT:**

Respondents should complete all sections of the RFP. If additional material is required for one or more questions, please label attachments clearly and reference them in your response. Responses received under this RFP that fail to address each of the sections in adequate and complete detail, will be deemed as non-responsive and will not be considered for selection. Note that responses of “to be provided upon request” or “to be determined” or the like, or that do not otherwise provide the information requested (e.g. left blank) are not acceptable.

For the purposes of understanding more about your organization and your ability to successfully fulfill the requirements, please provide the information below as part of your response, clearly referencing each specific question.

**1.1 Bidder’s Background**

- Bidder’s Name(s), Physical Address, Email Address, Phone Number and preferred method of communication
- Type of Legal Entity
- How long has the organization been providing DEI services?
- Name where you maintain offices

- Description of Bidder’s organization (size, services offered, etc.) and its principal officers
- Give a brief overview of your organization’s involvement in providing DEI value-added services in the Minneapolis-Saint Paul region
- Evidence of established track record for providing services and/or deliverables that are the subject of this proposal.
- Experience and understanding in engaging with people from under-represented and diverse backgrounds.
- Demonstrated commitment to DEI through professional and personal networks and community involvement
- Please provide details of three client projects that are similar in scope and requirements to those of TreeHouse DEI RFP.

**1.2 Elements of the Proposal:**

- Proposed process for designing the DEI Plan’s “discovery phase”
- Approach for assessing and developing cultural competence among TreeHouse leadership, staff, volunteers and Board
- Approach for developing a short-term and long-term evaluation process and metrics
- Proposed timeline for the discovery phase and DEI plan development, including time commitments and obligation of specific staff (leadership, individuals, all-staff, etc.) in a virtual/in-person setting
- Specific examples of past services showing how bidder developed and integrated comprehensive DEI practices throughout an organization. Suggested approach for maintaining regular and effective communications between consultant and TreeHouse

**1.3 Financials**

- A detailed proposal for pricing based on the project scope outlined in this RFP.
- Summary and explanation of any other contributing expenses to the total cost

**SUBMISSION REQUIREMENTS**

Applicants are required to submit proposals electronically via email to Trish Bjorklund at [tbjorklund@treehousehope.org](mailto:tbjorklund@treehousehope.org). Submission must be completed by the date and time specified in this RFP. The deadlines will be strictly enforced. It is the responsibility of the applicant to ensure that the application process is completed by the deadline. Hard copies and late submissions will not be accepted. Furthermore, TreeHouse reserves the right, at its sole and absolute discretion, to amend or modify any provision of this RFP, or to withdraw this RFP at any time prior to contract award. TreeHouse shall not be bound by or liable under this RFP and/or any response thereto until a final written contract has been executed by TreeHouse and the grantee incorporating the terms and conditions of the award.

**REVIEW & SELECTION CRITERIA**

TreeHouse will use multiple criteria to select the most appropriate partner. Respondents are encouraged to be as aggressive and creative as possible in their proposals. The following list summarizes the major qualitative areas that will be evaluated:

- Industry expertise and experience
- Best accommodates the project requirements
- Previous relevant experience
- Bidder organization's strength and stability
- Financial considerations

**ANNOUNCEMENT**

Selection decisions are expected to be announced by September 14, 2020. All respondents will receive written notice as to whether or not their organization was selected for this opportunity.

**CONTRACT TERMS**

Contract Term: One (1) year from date of contract effective date

**APPLICANT ELIGIBILITY / REQUIREMENTS**

To submit a proposal, the respondent must:

- Have a status of in "Good Standing." If selected, applicant must provide a PDF copy of the certificate within the 2020 calendar year (January 1, 2020 to present). The Certificate can be obtained by clicking here: [MN Secretary of State](#).
- Have mature faith in Jesus Christ which is compatible with the TreeHouse Statement of Faith and philosophy of ministry.

**KEY DATES**

<b>Date</b>	<b>Activity</b>
August 14, 2020	RFP Issued
August 20, 2020 by 5:00 pm CDT	Deadline to submit questions
August 24, 2020 by 5:00 pm CDT	Responses to submitted questions due
August 28, 2020 by 5:00 pm CDT	Deadline to submit proposals
August 31-September 11, 2020	Proposal review and respondent presentations
September 14, 2020	Selection notification
September 15, 2020	Contract start date

**GENERAL TERMS & CONDITIONS**

**No Guarantee**

The submission of a proposal does not, in any way, guarantee a selection. TreeHouse is not responsible for any costs incurred related to the preparation of a proposal in response to this RFP. TreeHouse reserves the right to withdraw a selection prior to execution of a contract with a vendor at TreeHouse sole and absolute discretion.

**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 TreeHouse solely for the benefit of TreeHouse.

TreeHouse has done previous work with DEI consultant, Ramon Pastrano. During that time, he completed an IDI (Intercultural Development Inventory) with each staff member and did 1:1 sessions with them along with group sessions.