



Habitat for Humanity of Washington, D.C. & Northern Virginia

REQUEST FOR PROPOSALS

*Homeowner Leadership Council RFP
March 15, 2025*

PURPOSE

Habitat for Humanity of Washington, D.C. & Northern Virginia (Habitat DC-NOVA) has initiated a Request for Proposal (RFP) process seeking a consultant to support the creation of a Homeowner Leadership Council. Habitat DC-NOVA seeks to establish a Homeowner Leadership Council engaging Habitat homeowners and home repair clients in an advisory capacity with the intent to improve the organization's provision of housing programs across the D.C. and Northern Virginia region.

The activities described are funded through an Advancing Black Homeownership Catalyst Grant provided by Habitat for Humanity International (HFHI).

OVERVIEW

Summary of requested services:

- Develop a framework for an advisory Homeowner Leadership Council, including structure, goals, and recruitment strategy
- Host discovery focus groups and community listening sessions with Habitat clients

Period of performance and other important dates: The selected consultant will be expected to complete the following scope of work in 6 months.

- Application due: 11:59PM on Friday April 11, 2025
- Notification of selection: Friday April 18, 2025
- Begin work: Estimated April 2025 for completion by October 2025

Questions and contact information: All interested applicants may email questions regarding this RFP to Kat Shaub at kat.shaub@habitatdcnova.org by April 7, 2025.

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ABOUT HABITAT DC-NOVA

Habitat DC-NOVA is an independently operated affiliate of Habitat for Humanity. Our mission is to build strength, stability, and community through affordable homeownership. We build and rehabilitate homes and sell them affordably to low-income residents, and we provide home repairs and modifications to low-income families, seniors, and adults with disabilities. Our housing programs serve the District of Columbia, Arlington County, Fairfax County, City of Alexandria, City of Fairfax, and City of Falls Church. Since 1988, we have built over 300 homes, completed more than 400 repairs, and engaged over 50,000 volunteers across the region.

PROJECT OVERVIEW AND BACKGROUND

In October 2024 Habitat DC-NOVA was awarded a Catalyst Grant through Habitat for Humanity International’s Advancing Black Homeownership initiative. The grant supports efforts to increase racial equity and remove racial and other barriers to access in Habitat’s housing programs. Habitat DC-NOVA identified a need to more formally engage our clients in feedback mechanisms to understand the impact of our program and application processes, policies, and procedures. As part of our learning through the grantee cohorts and working groups, we have identified a Homeowner Leadership Council as an opportunity to directly engage our clients in advising our work. More information on HFHI’s Advancing Black Homeownership Initiative can be found at: <https://www.habitat.org/our-work/advancing-black-homeownership>.

SCOPE OF WORK

I. ACTIVITIES AND DELIVERABLES

1. Research and discovery: In conversation with Habitat staff, evaluate and review existing similar advisory councils and their structures. Through focus groups or listening sessions, talk to Habitat clients to understand goals of advisory participation.
2. Council Framework: Develop a framework for a Homeowner Leadership Council, including policies and procedures, structure, goals, and recruitment strategy.

II. TIMELINE

The ideal timeline would result in the discovery and framework being completed by June 30, 2025, the recruitment through July and August 2025, and the first Homeowner Leadership Council meeting being held by October 2025.

III. REPORTING AND COMMUNICATIONS

Habitat and the consultant will establish regular project management meetings, and the consultant will be expected to proactively communicate progress via email as well. Reports will be requested regarding the scope of work activities and deliverables, including:

- Discovery report summarizing research, findings, and recommendations for the Homeowner Leadership Council framework
- Final report detailing framework and recommendations for recruitment and next steps

BUDGET

Habitat has an estimated budget of \$12,500 to \$20,000 per our grant award. If a proposal deviates from this budget range, applicants should include an explanation of cost.

PROPOSAL MATERIALS AND APPLICATION COMPONENTS

Please submit a proposal no more than 5 pages that addresses the following:

Your Company

- Contact person – name, title, email, and phone
- History and values
- Experience working with nonprofit clients
- Demonstrated commitment to equity-building

Scope of Work

- Describe your agency's approach or process to this type of project
- Describe your agency's project management and execution processes
- Describe the methods you would propose to achieve the project goals
- Describe how you measure success generally and how your agency would measure success in this project
- Describe your agency's capacity to undertake this project, including anticipated hours per week and team members who would be designated to the project
- Budget and timeline, aligned with our ideal marketing timeline described above.
- Any other ideas and thoughts you think would advance our stated goals
- Name and contact information of at least one reference

Example(s) of previous work

- Include at least one but no more than three examples of past work

SUBMISSION INSTRUCTIONS

Proposals are due by 11:59PM EST on April 11, 2025.

Proposals should be sent via email to Kat Shaub at kat.shaub@habitatdcnova.org.

Questions should be directed to Kat Shaub no later than 11:59PM EST on April 7, 2025.

NOTIFICATION OF SELECTION

Applicants will be selected and notified by April 18, 2025.

CONFIDENTIALITY

If the applicant deems any materials submitted to be proprietary or confidential, the applicant must indicate as such in the relevant section(s) of the response.

AFFILIATE CONTACT INFORMATION

Habitat for Humanity Washington, DC & Northern Virginia
4245 N Fairfax Drive Suite 650 | Arlington, VA 22203
www.habitatdcnova.org | 703.521.9890