



# *Request for Proposal: Diversity & Inclusion Services*

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Junior League of the City of New York  
130 East 80th Street  
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Email: [diversityandinclusion@nyjl.org](mailto:diversityandinclusion@nyjl.org)

## Hello!

The New York Junior League (NYJL) is pleased to include you as a participant in our 2020 Request for Proposals (RFP) process. Based on your previous work experience, you have been selected to receive this RFP and are invited to submit a proposal. Please take the time to carefully read and become familiar with the proposal requirements. All proposals submitted for consideration must be received by the time as specified under the Submission Deadline.

### ABOUT THE NEW YORK JUNIOR LEAGUE

The New York Junior League is an organization of women committed to promoting volunteerism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. We believe that all women, children, and families should have equal opportunity, the resources to unlock their potential, and the structures to support them. The NYJL welcomes all women who value our mission. We are committed to inclusive environments of diverse individuals, organizations, and communities. We are a membership-based registered 501(c)(3) organization.

### OUR ORGANIZATIONAL STRUCTURE

To inform your Proposal, we would like to help you better understand how the NYJL is structured and the work we all do. The NYJL is overseen and managed by two governing bodies—a Board of Directors and a Management Council. Our trained volunteers hold the positions on both our Board and Management Council, guiding our organization strategically and operationally. The Board of Directors acts as an ambassador for the NYJL and serves as the legal and fiduciary authority for our organization. The Management Council works with committee chairs to oversee the day-to-day operations and implementation of community programming, fundraising events, social events, recruitment, education and training programs, advocacy, research and analysis, and communications. These areas of Community, Fundraising Events, Membership, and Strategy and Communications each play a critical role in fulfilling our mission. With over 50 committees and 2,800 members, the NYJL is a multifaceted community that is a force to be reckoned with in New York City. Please refer to our [Organization Guide](#) to learn more about our range of work.



Dues-paying members serve as volunteers to manage each area and execute each function. In general, members are classified as Provisional, Active, and Sustaining. Provisional members have been conditionally admitted to the NYJL while completing foundational training and being considered for Active membership. Active members comprise the majority of the membership and satisfy financial, service, and training requirements for Active membership. Active members become Sustaining members through various eligibility requirements, have all the privileges of membership, and satisfy a financial requirement.

In addition, the NYJL employs a full-time paid staff of approximately 14 employees, who fill key administrative functions for the organization, including managing our facility, and supporting our membership, communications, and fundraising operations.

## PROJECT OBJECTIVE & LOCATION

The NYJL seeks to identify a New York-based Diversity & Inclusion partner to provide comprehensive and ongoing training to NYJL members and staff with the goal of fostering and enhancing diversity and inclusion.

A successful partner will:

- Leverage a strategic, proactive, and evolving mindset
- Have the ability to train and educate all levels and roles in the NYJL (reference org chart above)
- Develop/provide other tools and resources

All aspects of the project will be located at the NYJL facility located at 130 East 80th Street, New York, New York 10075, with opportunities for off-site training as further outlined in the scope of work.

## CONTEXTUAL BACKGROUND

In 2017, the NYJL Board of Directors adopted a commitment to diversity and inclusion as a strategic priority. A Policy Statement of Commitment to Diversity and Inclusion was created, as follows: "The New York Junior League welcomes all women who value our mission. We are committed to inclusive environments of diverse individuals, organizations and communities." We also formed our first-ever Diversity and Inclusion Work Group in July 2017.

In 2018, the NYJL Diversity and Inclusion Work Group was charged with the development of a survey aimed at assessing NYJL members' perceptions and thoughts on diversity and inclusion. The goal was to identify diversity and inclusion initiatives that would be ongoing and fully incorporated into the NYJL's strategic and annual plans as well as into the "fabric" of the NYJL—education, training, membership development, nominating criteria, and community programs.

### Survey Demographics:

- Number of Responses: 685 volunteers responded to the survey with 71% (or 491) of respondents completing in full.
- Ages of Respondents: Nearly 80% of participants were between the ages of 25 and 44 years of age. Almost 20% of participants were between the ages of 45-65 or older.
- Races/Ethnicities of Respondents: 80.6% participants identified as White or Caucasian; 6.1% of participants identified as Black or African American; 6.1% of participants identified as Hispanic or Latina; 3.7% of participants identified as Asian; 1.8% identified as multi-racial/multi-ethnic; 0.8% of participants identified as Indian subcontinent; 0.6% of participants identified as Hawaiian or Other Pacific Islander; 0.6% of participants identified as Native American; 0.6% of participants identified as bi-racial; 3.3% participants preferred not to answer.
- Marital Status of Respondents: Half of the survey participants indicated that they are single, while 36% are married and 8% live with a partner, 3.3% are divorced; 0.6% are separated; 0.6% are widowed and 1.4% of participants preferred not to answer.
- Religions of Respondents: The religions of respondents are either Protestant (35.5%), Roman Catholic (31.3%); Agnostic (6.8%); Jewish (4.1%); Atheist (3.3%); Muslim (0.6%); Russian, Greek, Other Orthodox (0.6%) or Prefer not to answer (3.7%).
- Income of Respondents: 25% reported that their annual income is less than \$99,999 per year, while 27.3% earn between \$100,000-\$199,999; 35% earn \$200,000 or more per year; 12.5% preferred not to answer.
- Sexual Identities of Respondents: 96.3% of respondents identified as straight; 0.8% identified as bi-sexual; 0.4% identified as lesbian; 0.2% identified as other; and 2.2% indicated that they prefer not to answer.
- Gender Identities of Respondents: 99% of all respondents identify as female with 0.2% identifying as gender queer/gender non-conforming. 0.6% of all respondents indicated that they preferred not to answer.

### Below are key findings from 491 respondents who completed the full survey:

- 90% or more volunteers feel that...
  - The NYJL's intent is to create a positive, welcoming and respectful environment for all
  - They are personally treated with respect
  - They are proud to tell people they are a member of the NYJL
  - They would recommend the NYJL as a place to volunteer
  - All women should be welcome at the NYJL
  - They agree with the NYJL commitment to inclusive environments of diverse individuals, organizations, and communities.

- 31% of respondents believe that the NYJL reaches out to women from different backgrounds to join. 42% do not know or neither agree nor disagree that the NYJL reaches out to women from different backgrounds to join. 27% do not feel that the NYJL actively reaches out to diverse communities for recruitment.
- 67% of respondents believe that the NYJL provides a safe place to discuss differences, ask questions, share experiences and strengthen networks among and across diverse members.
- Almost 60% of respondents do not feel that the NYJL is diverse, but nonetheless the majority (67%) feel that we work well together.
- 75% feel that the NYJL provides an inclusive environment that is conducive to inclusivity and 84% feel comfortable being themselves at the NYJL.
- 50% of respondents feel that people go out of their way to help others feel like they belong while 23% feel that people do not go out of their way to help others feel like they belong.
- 75% of respondents feel like they have the same opportunity as others to advance in leadership positions (chair, Board of Directors, Management Council, etc.) at the NYJL.
- 43% of volunteers are uncertain whether the NYJL encourages diversity in leadership, and 70% do not believe that age, race, income, ethnicity, religion, gender and/or sexual orientation are barriers to their advancement at the NYJL (16% do think that their age, race, income, ethnicity, religion, gender and/or sexual orientation are barriers to their advancement).
- 73% of those who answered feel that their input and feedback are welcome and that their voice is heard at the NYJL.
- 92% of respondents agree with the NYJL Diversity and Inclusion Commitment Statement: "The New York Junior League welcomes all women who value our mission. We are committed to inclusive environments of diverse individuals, organizations and communities." 4% of respondents disagree with the NYJL commitment statement and 3% indicated that they do not know or neither agree nor disagree.

## PROCESS TIMELINE

The following is our anticipated timeline for the submission of bids and the selection of a partner. This process timeline may be subject to change when deemed necessary by the NYJL.

Distribution of RFP	January 13, 2020
Deadline for Potential Partners to Submit Questions	January 24, 2020
Deadline for RFP Submission	February 7, 2020
Selection of Final Potential Partners and Onsite Presentation Process	Week of February 17, 2020
Selection of Partner / Notification to Unsuccessful Bidders	February 21, 2020
Contract Services Period Begins	March 2, 2020

*\*Expectation is a 1-year time commitment following an initial onboarding period (March-June). The NYJL calendar year runs from July-June.*

## PROJECT SCOPE OF SERVICES REQUESTED

**We welcome suggestions on additional services which you may be able to provide which are in line with best practices for nonprofit organizations of similar scale and purpose. This list should not be considered comprehensive.**

Service Description	Details
Evaluate and Collaborate on Strategic Planning	<ul style="list-style-type: none"> <li>• In partnership with organizational leaders and board members, determine a baseline evaluation and short-term strategy, and inform the next three-year strategic plan for 2021–2024.</li> <li>• Propose best practices beyond training alone for creating a meaningful culture shift and inclusive environments of diverse individuals.</li> </ul>

	<ul style="list-style-type: none"> <li>Design and facilitate discussions across our organization to create a diversity and inclusion framework, as well as a common language, that clearly articulates a set of values, principles, and definitions that will guide our work internally and externally.</li> </ul>
Design and Implement Diversity and Inclusion Education and Training	<ul style="list-style-type: none"> <li>Determine elements of diversity and inclusivity training, which may address cultural competency, unconscious bias, inclusive leadership, and media training.</li> <li>Design and implement training for members and staff, across all levels and roles.</li> </ul>
Design and Develop Diversity and Inclusion Education and Training Materials	<ul style="list-style-type: none"> <li>Institutionalize a process to evolve and update resources and tools to the highest standards.</li> <li>Establish and implement a strategy to sustainably integrate these resources into daily life and operations.</li> </ul>
Assess Progress and Effectiveness	<ul style="list-style-type: none"> <li>Provide resources and develop analytic tools and dashboards to measure our progress quarterly and annually to continuously improve and to hold ourselves accountable for ongoing learning, training, and engagement.</li> </ul>

## PROPOSAL BIDDING REQUIREMENTS

### PROPOSAL EXPECTATIONS

The NYJL shall award the contract to the proposal that best accommodates the various project requirements. The NYJL reserves the right to award any contract prior to the proposal deadline stated within the Process Timeline or prior to the receipt of all proposals, award the contract to more than one Bidder, and refuse any proposal or contract without obligation to either the NYJL or to any Bidder offering or submitting a proposal.

### PROPOSAL SELECTION CRITERIA

Only those proposals received by the stated deadline will be considered. All proposals submitted by the deadline will be reviewed and evaluated based upon information provided in the submitted proposal. In addition, consideration will be given to cost and performance projections. Furthermore, the following criteria will be given considerable weight in the proposal selection process:

- Proposals received by the stipulated deadline must be in the correct format.
- Bidder's alleged performance effectiveness of their proposal's solution regarding the Project Objective of the NYJL.
- Bidder's performance history and alleged ability to timely deliver proposed services.
- Bidder's ability to provide and deliver qualified personnel having the knowledge and skills required to effectively and efficiently execute proposed services.
- Bidder's knowledge and experience of providing like services to nonprofit organizations of comparable purpose and scale.
- Overall cost-effectiveness of the proposal.

### ELEMENTS OF PROPOSAL

The following outlines the key elements we ask you to address in your Proposal. You may include supplemental detail beyond these specifications if helpful to clarify your interest in and ability to work with the NYJL. Please share any other information that you feel would be helpful for us to assess your organization and your proposal.

Summary of Bidder Background	Key Details
	<ul style="list-style-type: none"> <li>Bidder's Name(s)</li> <li>Bidder's Address</li> <li>Bidder's Contact Information (and preferred method of communication)</li> <li>Legal Form of Bidder (e.g. sole proprietor, partnership, corporation)</li> <li>Date Bidder's Company Formed / Company History</li> </ul>

	<ul style="list-style-type: none"> <li>• Description of Bidder's company in terms of size, range and types of services offered and clientele</li> <li>• Background on key employees supporting the Project</li> <li>• Bidder's Federal Employee Identification Number (FEIN)</li> <li>• Evidence of legal authority to conduct business in New York (e.g. business license number)</li> <li>• Evidence of established track record for providing services and/or deliverables that are the subject of this proposal</li> </ul>
<b>Financial/Legal Information</b>	<b>Key Details</b> <ul style="list-style-type: none"> <li>• State whether the Bidder or its parent company (if any) has ever filed for bankruptcy or any form of Reorganization under the Bankruptcy Code</li> <li>• State whether the Bidder or its parent company (if any) has ever received any sanctions or is currently under investigation by any regulatory or governmental body</li> <li>• State whether the Bidder or its parent company (if any) has any pending litigation against the firm or any employees of the firm. If yes, please describe in detail.</li> </ul>
<b>Proposed Methodology</b>	<b>Key Details</b> <ul style="list-style-type: none"> <li>• Detail your approach for gathering data on the current state of the NYJL and how you will continue to gather information once the contract is awarded.</li> <li>• Work Plan. Propose how you would phase this project, propose a timeline, and estimate how many hours will be needed to complete work.</li> <li>• Detail proposed one-time and /or recurring improvements to existing services and systems.</li> </ul>
<b>Cost Proposal Summary and Breakdown</b>	<b>Key Details</b> <ul style="list-style-type: none"> <li>• A detailed list of any and all expected costs or expenses related to the proposed project</li> <li>• Summary and explanation of any other contributing expenses to the total cost</li> <li>• Brief summary of the total cost of the proposal</li> </ul>
<b>3 References and Experience</b>	<b>Key Details</b> <ul style="list-style-type: none"> <li>• Client organizations of comparable function and scale; at a minimum, one reference must be a registered nonprofit</li> <li>• Brief summary of past, relevant experiences</li> </ul>

Thank you for your interest in working with the NYJL. Questions regarding the RFP details and process may be emailed to [diversityandinclusion@nyjl.org](mailto:diversityandinclusion@nyjl.org). We look forward to receiving your Proposal.

The New York Junior League