

GROUP HEALTH FOUNDATION

Request for Proposal (RFP) for Government Relations and Lobbying Services

Group Health Foundation is on a mission to shape and accelerate efforts to improve health equity and advance community aspirations for a vibrant, healthy future in Washington state. We're just getting started with an ambitious mission to work alongside communities to improve health equity across our state and country.

We are committed to creating and supporting conditions where people of all communities—especially those experiencing social and economic injustice—can participate, prosper, and reach their full potential. We are dedicated to partnering with communities across the state to advance a shared vision for a vibrant, healthy future. We plan to move forward thoughtfully and intentionally, guided by our grantees, partners, and communities we serve.

In service of that goal, Group Health Foundation is uniquely positioned in both size, scale, and our tax status. Our 501(c)(4) nonprofit status allows us to advocate more boldly for public policy initiatives. We will expand our knowledge and vision of the advocacy and policy opportunities before us and explore how to best leverage our lobbying capacity to accelerate health equity.

Group Health Foundation is requesting proposals to contract with a lobbyist to represent the Foundation for the 2020 state legislative session. A contract would run approximately from November 2019 through June 2020 with possibility for renewal. Group Health Foundation seeks a strong lobbyist with existing relationships in the state legislature, sound knowledge of budgetary issues, healthcare, human services, and education policy, and experience building new relationships on behalf of institutional clients. We also seek individuals and/or teams that have experience working policy rooted in advancing racial equity and those with experience with municipal and county government. Additionally, Group Health Foundation seeks experienced professionals interested in building the organizational footprint in the region's public policy arena and building the skills and knowledge of our grantees to be strategic public policy advocates.

Our Values and Our Approach

Group Health Foundation has committed to a bold goal of health equity in Washington State. Holding the [value of equity](#) as the cornerstone in its approach, the Foundation has focused considerable energy on learning and talking about how to integrate equity into all aspects of its work. As the work of the Foundation grows more complex, the organizational DNA centering equity will remain constant.

The Foundation is in a learning stance as we grow our organization. We are currently hiring key positions, staffing departments, and forming our long-term vision of how we will be in authentic partnership with community. This stance exists within the current 2-year workplan to build our key infrastructure, launch our initial grantmaking plans, and build relationships. This is a critical time for us to learn and build trust across the region. This includes starting effective and efficient systems, policies, and practices that reflect our values and support the delivery of our mission.

Group Health Foundation's mission guides the organization's public policy agenda and positioning on initiatives, ballot measures, and other public policy matters. The Foundation's

belief that racism and poverty play a central role in perpetuating health inequity, coupled with our grantee's priorities, will guide our decision-making and guide our first relationships formed as we begin this work. These two elements provide the basis for our work in public policy priorities.

To meet our commitment to our mission and equity agreements to communities we seek to serve—partners, stakeholders, and the public, the Foundation utilizes a powerful set of tools to achieve its goals: its investment program, grantmaking portfolios, participation in networks and collaborations, public communications, peer-to-peer organizing among philanthropic institutions, and more.

We are steadfast in our commitment to health equity across a range of overlapping racial, ethnic, gender, socio-economic, and abilities for all Washingtonians. We support community-sourced and community-led solutions and seek to support political engagement as a powerful tool for systemic change. We believe that when communities design, advocate, and enforce the change they seek, health equity will follow.

Scope of Services

Group Health Foundation seeks to retain services of a lobbyist to work with the Public Policy Manager and CEO to address matters that will appear before the Washington State Legislature, individual state legislators, the Washington State Governor, local and county government, and other state agencies.

We believe building a public affairs and government relations program is a multi-year process. Group Health Foundation seeks a program rooted in approaches that center our values, equity agreements, and communities. We know this is not a process that requires intentionality and clear interest in building the infrastructure of the Foundation's relationships and knowledge of our region. We are interested in proposals grounded in who we are today and that move us toward a vision of where we need to be for effective and powerful advocacy alongside our grantees.

A successful lobby professional will be able to take the scope of work as a non-concurrent portfolio, which should be designed as a 1- to 3-year project where some elements will be heavily emphasized at different times. We recognize that our needs are not simultaneously executed projects, but a process in need of skilled relationship builders, creative government relations professionals, and people who seek to make the resources of the Foundation accountable to the communities it serves. We invite your creativity to build a program that accomplishes all elements of the scope of services to set a solid foundation for our work in the years to follow.

Additionally, Group Health Foundation will require assistance with local and regional governing bodies as needed when opportunities arise. Lobbying services will include (and not limited to) the following:

Strategy

- Assist Group Health Foundation in the development of relationships and landscape of the Washington State legislature, influencers, policies, and future issues of interest in related to our mission.
- Propose a strategic advocacy and political engagement plan designed to achieve legislative goals and support grantee priorities.

- Develop a plan for off-session activities and coordinate with Group Health Foundation staff.
- Form, with Group Health Foundation staff, convenings with grantees and partners on advocacy capacity for grantees.
- Communicate the goals, aspirations, and work of Group Health Foundation to key influencers in the legislative policymaking space.

Tracking and Reporting

- Identify, track, and report on state legislation and legislative proposals that may have an impact on Group Health Foundation grantees and on issues related to the Group Health Foundation network's legislative agenda.
- Report the activities at a minimum through the following:
 - Weekly updates via video calls, Skype, or FaceTime on pending issues as they arise;
 - A weekly written status report during legislative session for Group Health Foundation and grantees on key actions, movement, and legislation; and
 - A final written report and in-person presentation at the end of legislative session for Group Health Foundation staff and board of directors.
- Track priorities and meetings of Group Health Foundation staff.
- Organize state lobby registration, compliance, and reporting.

Advocacy

- Support Group Health Foundation by working on behalf of, and alongside grantees, partners, and staff by being the day-to-day contact in Olympia for legislators, other lobbyists, and interest groups on behalf of the Foundation.
- Work to pass and achieve Group Health Foundation's legislative agenda by lobbying members of the Legislature, their staff, and other state government officials, including the executive's small agency cabinet and its commissioners.
- Track and attend committee and rulemaking hearings, coordinate and assist in the preparation of testimony (if needed), submissions, and in-person testimony.
- Attend and participate in interim hearings and meetings regarding issues related to Group Health Foundation's mission and grantee priorities.

Relationship Building

- Create a robust plan of introductory meetings with key legislators, regulatory agencies, local governments, and related policy organizations that are consistent with the mission and scope of work of Group Health Foundation.
- Develop strong connections with other institutions, agencies, and state membership organizations to support the mutual goals of Group Health Foundation and its grantees.
- Conduct learning sessions with Foundation grantees on public policy and issues of legislative action to share knowledge and build expertise and skills within the Foundation's grant portfolio.
- Assist in positioning Group Health Foundation in the legislative ecosystem as an authentic advocate on matters related to health equity.

Compensation

Group Health Foundation will be compensating a lobbyist, lobby team, or firm, on a fixed fee schedule which includes all expenses including travel for the services outlined in this RFP. The compensation for a 12-month engagement will not exceed \$90,000. Cultivating a diverse and

inclusive team is essential to the aspirations of the Foundation. Applicants who embody the broad array of diversity, lived experiences in our communities, and lived experiences with a disability are strongly and sincerely encouraged to apply.

Proposal Elements

All proposals should include the following information:

1. Letter of Interest.
2. Names of the individual(s) who will be working on the project and their areas of responsibility, including the individual(s) responsible for managing the Group Health Foundation relationship and communication, administering the contract, and lobbying on the Foundation's behalf.
3. Census of the lobby firm or individuals involved that includes, but not limited to:
 - a. Race
 - b. Ethnicity
 - c. Age
 - d. Disability
 - e. Sexual Orientation
 - f. Tribal Affiliation
 - g. Gender
4. Experience of the individuals named above, highlighting their previous work, areas of expertise, and capacity to fully execute the functions outlined in the proposal.
5. A list of at least three clients for whom you have lobbied within the past five years and an example of successful efforts managed on their behalf.
 - a. Include the client name, contact name, email, and phone number.
6. A comprehensive list of all current clients and those served within the preceding 24 months of the submission date.
7. An explanation of your approach to address inequality and health disparities (1 page or less).
8. Short narrative (1 page or less) of how your work has or has not advanced health equity and your experience working with new organizations beginning an advocacy program in Olympia.
9. A synopsis (1-2 pages) of how you see Group Health Foundation's advocacy work growing into the future.

Submission of Proposals

Please submit an electronic version of the proposal no later than 5 p.m. on 10/21/2019 to:

EJ Juárez

Public Policy Manager

ejuares@grouphealthfoundation.org

Any proposal received after the deadline will not be considered. Interviews will take place Nov. 4 through Nov. 8. Please direct any questions regarding this RFP to EJ Juárez at

ejuares@grouphealthfoundation.org or 206-788-8900.