

BPI 2023 Research Report RFP

BACKGROUND

BPI is a Black-led strategic initiative of The Winston-Salem Foundation (WSF), a community foundation founded in 1919 that supports the greater Forsyth County, NC area. Launched with its first grantmaking round in 2007, BPI has responded to community needs through community education, research, and financial support. Though BPI receives administrative and operating support from WSF, its outreach strategy and investment decisions are made exclusively by a community advisory board of Black leaders.

BPI is seen as a trusted community partner by many. Audiences lean on BPI for financial support, information and data, setting a vision for a way forward. A core part of BPI's approach is listening to directly-impacted communities to identify their most pressing needs. We complement this engagement with research and data analysis to gain further insight into local issues affecting Black residents. In 2018, BPI released our first community research report, [*Rethinking Philanthropy: An Exploration of Black Communities in Forsyth County*](#). BPI has used the data and insights to help inform its current grantmaking focus areas, Advancing Equity in Education and Building an Inclusive Economy. In addition to data on demographics, educational attainment, employment levels, cost of living, and more, the report contains a historical overview and recommendations for our local actions.

BPI's new research report will serve as a critical and updated resource to guide many people and organizations as they respond to community needs going forward. As Forsyth County reckons with the fallout from a global pandemic and engages in recovery and rebuilding efforts, BPI seeks to revisit local data captured in the first report to assess where we are as a community and how we need to respond. BPI intends to draw necessary attention to systemic barriers that create lasting harm and deny Black residents the resources they need to build a better future.

BPI seeks a values-aligned partner that is experienced and equipped to develop a second research report to be released digitally in August 2023.

EQUITY PRACTICES

BPI's staff, contractors, and volunteers share a commitment to intentional equity practices in all our research, communications, and design work. Here are some of the ways BPI expects alignment with a research partner and process:

- Inclusive and collaborative decision-making process on content and storytelling.

- De-center whiteness in culture and norms.
- Avoid exacerbating implicit biases and placing emphasis on disparities. Provide context to why outcomes exist.
- Ensure design is accessible, and consider the needs of those who are colorblind, blind, deaf, and dyslexic.

PROCESS OUTLINE

BPI's Community Engagement Committee is spearheading this project with support from Winston-Salem Foundation staff and is committed to creating an RFP (request for proposal) process that is inclusive and equitable. Through this RFP process, BPI seeks to:

- Gain a broad sense of project interest and alignment with BPI's mission, vision and values.
- Prioritize Black-led organizations, designers and/or writers.
- Prioritize people and organizations with lived experience, a strong racial equity lens, or trauma-informed interviewing practices.

The first stage of the process asks interested parties to submit a letter of interest (LOI) if there is a desire to lead **one or both the project's** scope of work and deliverables.

BPI will use the LOI to assess groups and individuals based on demonstrated interest, competence, readiness, and alignment with BPI's vision and goals. After reviewing submitted LOIs, BPI will invite a select group of organizations/individuals to submit a detailed proposal, including information related to the project's scope of work and deliverables.

SCOPE OF WORK & DELIVERABLES

BPI is seeking a partner or collaboration of partners to develop a research report to be released digitally in August 2023. The partner(s) will lead **one or both the project's** scope of work and deliverables below:

- **RESEARCH:** Identify, analyze and summarize publicly available data on several indicators related to challenges and opportunities Black individuals, families and communities have in Forsyth County, including written descriptions of research findings.

The research includes but is not limited to providing updated data contained in BPI's 2018 [Rethinking Philanthropy](#) report and identifying potential new/additional indicators that add to the research. This includes data on demographics, education, jobs and wages, poverty, civic engagement, and the state of Black small businesses and entrepreneurship in Forsyth County.

BPI requests a one-page summary of the key findings for the web-based report.

- **COMMUNICATION (Microsite, Video, and Graphic Design):** BPI would like to publish the report as a microsite and envisions data visualizations, charts, tables, videos, or other graphics to create a final product that is visually appealing, engaging, interactive, and easily shareable. The microsite design must align with BPI's brand identity, values, and voice.

BPI wants the report to include Black history in Forsyth County and historical context related to systemic policies and practices that have harmed Black communities and contributed to racial inequities we see in communities today. BPI wants its audience to understand that the data represent actual people in our communities rather than just statistics highlighted on a microsite. Context and storytelling are critical to BPI. They can help the audience connect the data in the report to systemic racism and how it has led to racial inequities while lifting Black voices in the process.

BPI prioritizes people and organizations who use a racial equity lens or trauma-informed interviewing practices. Preference will be given to an established organization or a set of collaborative partners that can complete both work areas. Preference will also be given to BIPOC-led partners.

The report must be complete by July 2023 and ready to launch in August 2023, during Black Philanthropy Month.

ANTICIPATED TIMELINE

Tuesday, June 7: Announce request for LOI

Wednesday, July 6 (midnight): Deadline to submit LOI

Friday, July 29: Notification of decisions/ aligned partners invited to submit RFP

Monday, August 29 (midnight): Deadline for potential partners to submit RFP

Week of September 19: BPI notifies partners of selection decisions, and work begins

July 2023: Microsite is complete, has been tested and is ready to launch

August 2023: Microsite and one-pager published, and BPI leads announcement and distribution

BUDGET

BPI estimates a total cost of \$20,000-\$30,000 to complete the scope of work outlined in this RFP. Payment will be dispersed throughout the project timeline and scheduled according to deliverables.

SUBMITTING A LETTER OF INTEREST:

Organizations and individuals are welcome to share an LOI in a communication format that is most convenient and comfortable, including:

- Written letter
- Presentation of no more than ten slides, or
- Video less than 2 minutes

Please include the following information when preparing your LOI:

- Why are you interested in partnering with BPI on this work?
- Area(s) of work (research, graphic design, and or writing) for which you would like BPI to consider
- Work sample(s) related to the project scope of work that you are interested in

Please submit your LOI via email to Shamika Starke, Strategic Initiatives Officer, at sstarke@wsfoundation.org no later than **Wednesday, July 6 (midnight)**. **You are also welcome to reach out to her with any questions by email or phone** at (336) 604-5160.