



Request for Proposals: Website Development and Redesign

On behalf of the Andy Hill Cancer Research Endowment (CARE) Fund, Evergreen Social Impact (ESI) seeks proposals from qualified entities to develop, redesign, and modernize CARE Fund's [website](#). The goal is to enhance the website's user experience, improve navigation, reflect CARE Fund's brand identity, and integrate a more responsive, mobile-friendly, and visually appealing design. The selected bidder will be instrumental in helping CARE Fund improve its online presence, engagement, and accessibility.

Request for Proposals (RFP) Issued: January 23, 2025

Proposals Due: February 23, 2025, 5:00pm PT

Estimated Term: The estimated term of this contract is March 17, 2025, to June 30, 2025.

Cost Proposal: Not to exceed \$35,000

RFP Coordinator: Joseph Sparacio, Deputy Director, CARE Fund

RFP Coordinator Email: joseph@wacarefund.org

Please note that an addenda and/or question-and-answer documents related to this RFP may be issued. Any such documents will be posted on CARE Fund's [website](#). Please check the website before submitting proposals to ensure you respond to the most current RFP information.

Andy Hill CARE Fund Background

The Andy Hill Cancer Research Endowment (CARE) Fund was established in 2015 to make grants to promote cancer research to improve the quality of life for the people of Washington. The CARE Fund's objectives are to optimize the use of public funds to prioritize research with the greatest potential to improve health outcomes; leverage Washington State's cancer research facilities, talent, clinical and therapeutic resources; and positively impact Washington's economy through requiring matching funds, creating jobs, encouraging investments, and advancing biotech, medical device, and health care information technology industries. Historically, CARE Fund generally awards a total of up to \$10 million per year in grants.

The current CARE Fund website is built on Squarespace and has only undergone minor updates since its launch in 2015. In 2023, CARE Fund completed an awareness study, the results of which could be shared with the selected candidate.

Evergreen Social Impact (ESI) Background

[ESI](#) is a 501(c)(3) tax-exempt, Washington State nonprofit corporation. It was founded in April 2021 and launched operations on July 1, 2021. ESI is a fiscal sponsor organization that provides fiduciary services, including governance, funds management, and other administrative services to entities with social-impact missions. ESI can act as a 'nonprofit incubator' for new entities in start-up mode or as a long-term administrative home for tax-exempt and public/private partnership organizations. ESI currently serves as CARE Fund's [Program Administrator](#).

Opportunity and Scope of Work

Opportunity

CARE Fund seeks a qualified entity to develop and redesign its website. The main goal is to create a modern, dynamic, and user-friendly site that aligns with the organization's mission and enhances engagement with its target audience.

The project will optimize user experience, update the visual identity, enhance content management, and improve overall functionality. CARE Fund is open to exploring different content management system (CMS) platforms to help achieve these objectives. Additionally, a user-friendly backend is essential for facilitating internal content editing. The organization also aims to integrate improved SEO and analytics tools to measure and monitor its performance effectively.

Services to be Performed

Your proposal is expected to cover the following services:

- Website Audit and Discovery
 - Evaluate the current website technology structure, content, and functionality.
 - Identify pain points related to user experience, accessibility, and performance.
 - Assess the website's integration with CARE Fund's existing tools and systems.
 - Evaluate the current CRM platform and recommend alternatives, if necessary.
 - Conduct a discovery phase with CARE Fund staff to understand functionality requirements and preferences.
- Website Development and Redesign
 - Develop a modern, responsive website that aligns with CARE Fund's mission, brand identity, and goals.
 - Ensure compliance with government records retention requirements (including historic web pages within certain date ranges).
 - Create a well-organized, hierarchical structure for the website, encompassing the homepage, secondary, and tertiary pages.
 - Redesign the website navigation to improve user experience.
 - Collaborate with CARE Fund staff to revise and improve website content for clarity, engagement, and alignment with CARE Fund goals.
 - Ensure the website is mobile-friendly and optimized for various devices and screen sizes.
 - Integrate a Content Management System (CMS) that allows easy updates and content management.
 - Implement an SEO strategy to optimize web pages for better organic traffic and search engine rankings.
- Testing and Optimization
 - Conduct user testing and ensure all website features function as expected.
 - Optimize website for speed, performance, and security.
 - Implement analytics tools to monitor website performance.
- Post-launch and Training
 - Develop a detailed training plan for CARE Fund website management team.
 - Provide a comprehensive manual or tutorials on backend management and use.
 - Provide post-launch support and troubleshooting for a defined period.

Deliverables

The work performed is expected to produce the following:

- A comprehensive website audit report, including key findings and recommendations.
- A fully redesigned, compliant (with state requirements), and responsive website built on a modern CMS platform.
- Updated and optimized website content aligned with CARE Fund goals.
- SEO-optimized web pages to improve search engine visibility and organic traffic.
- Comprehensive training and training manual for CARE Fund staff backend management and ongoing website maintenance.
- Post-launch support and troubleshooting for a defined period to address any issues after the initial launch.
- Editable files for all design elements, content, and documents.

Estimated Schedule of Procurement Activities

The following is the anticipated timeframe for the RFP, services, and deliverables.

Deliverable	Date
Issue Request for Proposals	January 23, 2025
Proposals Due	February 23, 2025
Evaluate Proposals	February 24, 2025 – March 6, 2025
Announce “Apparent Successful Contractor” and send notification via e-mail to unsuccessful proposers	March 6, 2025
Negotiate contract	March 7, 2025 – March 13, 2025
Earliest date contract may be signed	March 7, 2025
Begin contracted work	March 17, 2025
Website launch	June 30, 2025

ESI reserves the right to revise the above timeframe at its sole discretion, with or without notice.

Proposal Submission

Required Components and Content

To simplify the evaluation process and obtain maximum comparability, please organize your proposal into the following components:

1. Executive Summary
Describe your understanding of the work to be performed, the estimated fees (hourly rate, estimated hours required to execute on the scope of work, a total not to exceed proposed fee), and your ability to perform the work within the time frame provided.
2. Proposed Scope of Work and Timeline
3. Proposed Budget

Evergreen Social Impact has budgeted an amount not to exceed \$35,000 for this project. Proposals in excess of this amount will be considered non-responsive and will not be evaluated. Any contract awarded as a result of this RFP is contingent upon funding availability.

The evaluation process is designed to award this procurement not necessarily to the Proposer of the least cost but rather to the Proposer whose Proposal best meets the requirements of this RFP. However, Proposers are encouraged to submit Proposals that are consistent with the conservation of resources.

Identify all costs in U.S. dollars detailing expenses to be charged for performing the services necessary to accomplish the contract's objectives. The Proposer is to submit a fully detailed budget including staff costs and any expenses necessary to accomplish the tasks and to produce the deliverables under the contract. Proposers are required to collect and pay Washington state sales and use taxes if applicable.

Costs for work to be completed by subcontractors are to be broken out separately.

4. Professional Experience & Work Samples

Describe qualifications for this engagement. This could include a resume(s), CV(s), and links to websites and/or LinkedIn profiles highlighting capacities to perform the functions outlined in this RFP successfully.

5. Additional Questions/Information

- a. Identify whether the proposal is from a registered minority-owned, women-owned, or veteran-owned small business (per the Office of Women and Minority Business Enterprises under the Revised Code of Washington chapter 39.19 or as certified by the Washington Department of Veteran Affairs). Certification(s) documenting the current status of the registered minority-owned, women-owned, or veteran-owned small business is **required**.
- b. Describe the proposer's commitment to diversity, equity, and inclusion.
- c. Provide any additional information, not specifically requested, but which you believe would be useful in evaluating your proposal.

Proposals should be submitted via email, no later than **February 23 2025, 5:00pm PT**, with "RFP: Website Development & Redesign" in the subject line, to Joseph Sparacio at joseph@wacarefund.org. Proposals must be submitted in Microsoft Word or PDF format; zipped files cannot be used for submission of proposals. Questions regarding this RFP may also be addressed to this same email address.

Proposals not submitted per the above proposal submission guidelines may be considered non-responsive and not be evaluated.

Method of Submittal

Evaluation of Proposals

Proposers may be asked to submit additional materials, including references.

Total compensation under this contract will be based on the following criteria:

- Price (inclusive of travel and other routine business expenses)
- Prior experience
- Qualifications
- Responsiveness of the proposal
- References, if requested

ESI will evaluate and award the contract to the proposal deemed to be in the best interest of ESI and Andy Hill CARE Fund.

This RFP does not obligate ESI or CARE Fund to contract for services specified herein. ESI and CARE Fund reserves the right at their sole discretion to reject any and all proposals received without penalty and not to issue a contract as a result of this RFP.

ESI and/or CARE Fund collects contact information for all potential contractors for the purpose of notifying them for future contracting opportunities. If you do not wish to be added to our contact list, please state so in your proposal.

All entities or individuals contracting with ESI must be prepared to provide proof of liability insurance coverage if selected to perform the work outlined in this RFP.

Thank you for your time and consideration of this Request for Proposals.

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