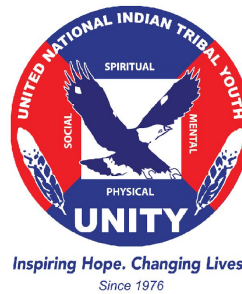


UNITY Inc.
1 N MacDonald Drive
Suite 212
Mesa AZ 85201
August 15, 2017



Mary Kim Titla
Executive Director, UNITY Inc
mk.titla@unityinc.org

Request for Proposal Wellness Warrior Program Evaluation

REQUEST FOR PROPOSAL

UNITY, Inc. is seeking proposals from experienced and qualified firms or individuals for a two-phase evaluation of its Wellness Warriors project. The Phase I evaluation will be carried out between August 28, 2017 and September 29, 2017. The Year 1 Annual Evaluation Report will be due by **October 15, 2017**. The Evaluation team will work with UNITY to assess Year 1 accomplishments in reaching their objectives. Evaluation team will then work with UNITY **October 1, 2017- September 30, 2018** to revise data-collection strategies based on initial Year 1 analyses. Evaluation team will base changes to existing tracking/data-collection strategies on what is learned from evaluation and help to develop future evaluation tools. During Year 2, the Evaluation team will produce three (3) Quarterly Reports and the Annual Report through regular communication and monthly meetings.

BACKGROUND

UNITY's new Wellness Warriors project promotes healthy lifestyle choices and an emphasis on cultural wellness and healing. The Evaluation team will determine most effective data-collection methods for the following Program Goals and Objectives:

- 1) National campaign to heighten the awareness of wellness needs and resources available to Native youth.
- 2) Measurable impact of the Wellness Warrior Smartphone Mobile Application, Webinars and Bi-annual Conference
- 3) Assisting UNITY affiliated youth council wellness related service projects within their home communities for the collective benefit.

TIMELINE and Budget

YEAR 1 Annual Report (\$8,000 - \$10,000)

The period during which the services described herein will start upon award of the contract. The contractor shall work with UNITY to submit their End of Year Evaluation report by **October 15, 2017**.

YEAR 2 Evaluation (\$20,000 - \$23,000)



Contracted **Oct 1, 2017- Oct 1, 2018** to meet W.K.Kellogg's Evaluation framework and guidelines (Please Review [W.K. Kellogg Foundation Evaluation Handbook](#))

Qualifications of the Contractor:

The contractor must have experience in community-based program evaluation; while showing proficiency in:

- Developing a data-collection system
- Collecting baseline data on key outcome and implementation areas.
- Implementation and Project Modification
- Assess organizational processes or environmental factors which are inhibiting or promoting project success.
- Describe project and assess reasons for changes from original implementation plan.
- Analyze feedback from staff and participants about successes/failures and use this information to modify the project.
- Provide information on short-term outcomes for stakeholders/decision makers.
- Use short-term outcome data to improve the project.
- Describe how you expect short-term outcomes to affect long-term outcomes.
- Continue to collect data on short- and long-term outcomes.
- Assess assumptions about how and why program works; modify as needed.

PROPOSAL EVALUATION CRITERIA

Part 1 - Written Proposals will be evaluated on overall best value for UNITY based on quality, service, and other criteria set out in this RFP, but not limited to:

- The proposer's demonstrated experience in similar projects;
- The proposer's business and technical reputation and capabilities,
- The proposed plan of approach and work schedule;
- The proposed methodology for coordination with UNITY; and
- The quality of submission.

Part 2 - Interview

The top candidates will be interviewed to determine which firm or consultant most closely meets the needs of UNITY.

SUBMISSION PROCESS & DEADLINE:

A completed Application Packet will include the following:

1. Letter of interest
2. Proposal
3. Relevant examples of past Evaluations and
4. List of References

All documents are required to be received by UNITY no later than **4:00 p.m. on Friday, August 25, 2017.** Contractors may deliver the documents:

Email to mk.titla@unityinc.org and la.buford@unityinc.org
or mail to Mary Kim Titla Executive Director UNITY Inc.

1 N. MacDonald Drive Suite 212 Mesa AZ 85201