



United Way  
of Central Maryland

# **Request for Proposals**

## **Lobbyist for Homelessness Prevention Program**

**Due by 4:00 pm EDT on May 1, 2020**

**(Electronic Submissions Only)**

## Introduction

United Way of Central Maryland is seeking proposals from Maryland State advocates/lobbyists to develop and advance a state advocacy plan with the goal of utilizing allocated State TANF funds to support the UWCM's Homeless Prevention Program.

Proposal must be submitted to United Way of Central Maryland by 4:00 p.m. EDT on Friday, May 1, 2020. Proposals must be submitted via email to: [uwcmgrants@uwcm.org](mailto:uwcmgrants@uwcm.org). Emails must include the subject line: "TANF LOBBYIST PROPOSAL".

United Way of Central Maryland will award one applicant up to \$50,000 to engage in this work, with a target start date of July 1, 2020.

## Background

United Way of Central Maryland (UWCM) promotes equity, creates opportunity, and improves lives. Our 95 years of service to the people of Greater Baltimore have taught us what it takes to change our region for the better. We are proud to be a source of support, compassion, and hope for people who work hard but still cannot make ends meet. We strengthen families and communities by taking on systemic changes and increasing access to basic needs—health, housing, employment, education and more.

In 2012, United Way of Central Maryland established the first Homeless Prevention Program site in the region, based on the model set forth by the Siemer Institute for Family, to prevent homelessness for ALICE families in crisis. One in every four families living in Central Maryland are ALICE families, **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed. These families live paycheck to paycheck and are one crisis—an unplanned car repair, job loss, medical emergency—from homelessness. According to the Maryland Interagency Council on homelessness, Baltimore City is home to 12,200 homeless individuals—nearly one third of the state's entire homeless population. The Greater Baltimore region, which includes Baltimore City and the five surrounding counties, is home to more than 20,000 homeless individuals.

Since 2012, UWCM has worked to expand the number of program sites and the number of clients served, and UWCM now funds and supports 15 homeless prevention program sites in partnership with 7 community-based partners, serving approximately 300 families per year. The program provides emergency financial assistance to prevent eviction and utility shutoff. It also provides intensive case management services over 10-12 months to help families increase their income, reduce expenses, and better prepare for future crises. Since 2012, the Homeless Prevention Program has helped 2,437 central Maryland families avoid homelessness and prevented disruptive school transfers for 3,313 students.

With more than 20,000 homeless individuals located in the United Way of Maryland's service area, we wish to intensify our efforts to assist ALICE families, prevent families from becoming homeless, and help

homeless individuals and families overcome homelessness. The purpose of this specific advocacy project is to explore opportunities that may arise from accessing unspent TANF program funds in support of homeless populations, and overall increase TANF funding dedicated to homeless prevention. At the end of FY2018, Maryland had a balance of \$8.6 million of unspent TANF funds. Critics have also argued that the state is not using TANF funds to support core program areas, including basic cash assistance, and work-related activities, but to support pre-K education, earned income credits and other services. In 2016, for example, Maryland spent only 24 percent of TANF funds on basic cash assistance, although it was the primary reason the program came into existence.

Upon consulting with our funding partner, the Siemer Institute, we learned that the United Way sister agencies in Ohio played a role in advising the Ohio governor to make sure that unspent TANF funds are reallocated at the end of the budget cycle, to support homeless prevention programs in the context of TANF programming. The UWCM wishes to replicate this idea, with the help of an experienced state advocate/lobbyist.

## **Applicant Eligibility and Timeline**

### **Eligibility**

United Way of Central Maryland will accept applications from registered advocacy/lobbyist organizations, firms and/or individuals. All applicants must provide evidence that they hold a “Good Standing Certificate of Status” with the State of Maryland Department of Assessments & Taxation.

### Qualification/Experience

At a minimum, applicants must have the following qualifications:

- Have at least 5 years’ experience lobbying in front of the Maryland General Assembly on behalf of human service organizations and /or other non-profit organizations.
- Have at least 5 sessions lobbying on human service issues in front of the Maryland General Assembly and the Administration.
- Can demonstrate their previous successes in state advocacy enhanced by references and examples.
- Have the staff and resources to be able to engage on scope of work immediately upon contract execution.
- Provide disclosure statement citing any potential or existing conflict of interest(s) with the UWCM, including its board and staff.

### **Applicant Question**

Potential applicants may submit questions in writing to [uwcmgrants@uwcm.org](mailto:uwcmgrants@uwcm.org). The deadline to submit questions is Friday, April 10. Questions and answers will be posted on or about April 17<sup>th</sup> on United Way’s website: [Click Here](#)

## Timeline

April 1, 2020	Request for Proposals Release
April 10, 2020	Deadline to Submit Questions
April 17, 2020	Questions and Answers Posted on UWCM Website
May 1, 2020, 4:00 p.m. EDT	Proposals Due to UWCM
Late-May	Interviews with Top 3 Finalists
Mid-June	Contract Awarded
July 1, 2020	Contract Begins
June 30, 2021	Contract Ends

## Goals, Objectives, and Scope of Work

UWCM needs an effective and proactive state lobbyist/advocate that can develop and advance a state advocacy plan, with the goal of utilizing TANF funds in support of the UWCM's Homeless Prevention Program. The ideal advocate would identify legislation of interest to UWCM, identify opportunities to tap into unspent TANF funds, maximize the share of TANF spending related to the program's core areas (including housing and homeless prevention), and provide bi-weekly advice and advocacy.

### Goals & Strategic Objectives

The primary goal of this work is to affect the state allocation of TANF dollars so that funding is dedicated to support UWCM's Homelessness Prevention Program.

Objectives include:

- Increase awareness of the effectiveness of the Homelessness Prevention Program, including its benefits to TANF participants and long-term public cost savings that result from the program,
- Explore opportunities to reallocate unspent TANF funds to support UWCM Homeless Prevention Program efforts.
- Advocate for the state to adjust its budget appropriation to increase the share of TANF spending related to the program's core areas (currently only at 40%).

### Anticipated Activities:

- Utilize strong and respected relationships with the Governor's office and both caucuses of the senate and house of delegates to garner bi-partisan support of UWCM priorities.
- Secure meetings with prominent state legislators, the Governor, and agency executives/appointees, and members of the Governor's Workforce Development Board.
- Attend the Governor's Workforce Development Board meetings and other meetings relevant to the TANF/WIOA appropriation process.
- Interact with and represent UWCM in front of state agencies, monitor important legislative issues, and help identify and secure state grant funds for UWCM and its partners.

- Advise and make UWCM aware of impacts of new and amended legislation relevant to UWCM and Homeless Prevention Programs.
- Provide strategic guidance and recommendations during bi-weekly legislative calls with UWCM staff to maximize UWCM's policy influence and achieve its legislative goals/objectives.
- Prepare status reports for select UWCM program staff and executive management team members by gathering, analyzing and summarizing relevant information.
- Prepare for committee hearings on legislation, including but not limited to, lobbying key committee members on respective committees prior to hearing and preparing representatives of UWCM to testify, if applicable.
- Draft legislation, regulations, and fact sheets.
- Advocate to the Governor's administration, including but not limited to the Governor's Office and Department of Human Services, as necessary, for the passage of regulations, disbursement of funds, budget proposal language and disbursement of funds during and after the 2021 legislative session.
- Write letters to legislators regarding UWCM positions on legislation, amendments, etc., written testimony and/or talking points for hearings and other legislative activities.
- Actively identify and monitor important legislation and funding opportunities that may promote UWCM's goals, in addition to TANF funding legislation.
- Write position letters on legislation UWCM supports to expand TANF funding opportunities.
- Devise and implement a proactive plan for the 2022 legislative session, as appropriate, to ensure fulfillment of any goals not already satisfied during the 2021 session.

## Proposal Instructions

Proposal must be submitted to United Way of Central Maryland by Friday, **May 1, 2020 at 4:00 pm EDT**. Proposals must be submitted via email to: [uwcmgrants@uwcm.org](mailto:uwcmgrants@uwcm.org). Emails must include the subject line: "TANF LOBBYIST PROPOSAL".

Complete proposals will contain the following:

1. Proposal Narrative that includes:
  - Applicant information, including: name, address, website and Federal Employer Identification Number (EIN).
  - Contact information, including: name of contact, title, email address and phone number.
  - Detailed plan for achieving goals, strategic objectives and anticipated activities outlined in this proposal, including implementation timeline and performance benchmarks.
  - Your project management, advocacy and lobbying experience, highlighting prior successes, and how this experience positions to accomplish the goals and objectives of this project.
  - The names of the individual(s) who will be working on the project, their experiences and qualifications, and their areas of responsibility - including the individual(s) responsible for

managing the state office relationship and communication, administering the contract, and lobbying on the agency's behalf.

2. The following attachments (please label each attachment with the headings below):
  - Client References – provide a list of at least three clients for whom you have lobbied within the past five years and an example of a success achieved with them. Include the client, contact name, email address and phone number.
  - Complete Client List – provide a complete list of current clients and those served within the preceding twelve months of the submission date.
  - Proposal Budget – include an itemized budget, with brief narrative description for each budget item.
  - Lobbyist Registration – include evidence that you/your agency is a registered lobbyist.
  - Certificate of Good Standing with Maryland Department of Assessment and Taxation. Certificate must be dated within current fiscal year (July 1, 2019 – present). A screen shot of certificate will date be excepted.
  - Resumes of primary staff members who will be working on this project.