



# Request for Proposals: Racial Equity Consultant

## ABOUT THE KATZ AMSTERDAM FOUNDATION

The Katz Amsterdam Foundation (KAF) strives to be a catalyst for eliminating inequities, increasing access to opportunity, and improving outcomes for all. We know that everyone benefits from living in healthy and cohesive communities, but access to these benefits is unequal - a result of historical racial and social injustice.

We work in partnership with communities to advance just and equitable approaches to accessing mental, behavioral and reproductive healthcare and protecting our civil rights by increasing civic engagement and participation in our multiracial democracy. We do this work by addressing systemic injustice, racial and social disparities in mental health, reproductive health and civic engagement. As a foundation, our priority is to support community-driven work that meaningfully improves the lives of all individuals and the social well-being of our communities.

The work of the foundation is guided by the values of **collaboration** and **connection, social well-being, action** and **innovation, justice, proximity** and a commitment to **our environment**. To learn more about our guiding values, please visit our [website](#).

## HISTORY OF THE FOUNDATION

Rob Katz became the Chief Executive Officer of Vail Resorts in 2006 and led the company through fifteen years of significant growth and success; he continues to serve as the Executive Chairperson of the Vail Resorts Board. Since 2016, Rob and his wife, Elana Amsterdam, a best-selling author and leading wellness and lifestyle blogger at Elana's Pantry, have actively supported organizations focused on mental health, voting rights, community vitality, reproductive justice and civil rights.

With a contribution that now totals over \$200M, the couple formally launched the Katz Amsterdam Charitable Trust in 2017 and the Katz Amsterdam Foundation in 2018 to support the communities and issues they care about deeply, with an emphasis on the needs of BIPOC communities. For more information about the history of the Katz Amsterdam Foundation, please visit our [website](#).

## INVITATION FOR PROPOSAL

The Katz Amsterdam Foundation (KAF) requests proposals for a Racial Equity Consultant to support its five-member team and members of the board to devise and implement policies, practices, and organizational behaviors that foster authentic racial equity in the foundation's

funding approach and within the organization. At the end of this process, the foundation hopes to be better positioned, internally and externally, to address systemic injustice and the root causes behind racial gaps in health and well-being. The foundation anticipates this work will take place over three to four months.

Foundation staff and board are committed to these efforts and currently engaged in conversations about racial equity, including hosting monthly internal meetings to discuss related topics. At this point in the team's journey, the foundation seeks outside support from a Consultant to gain a shared understanding of racial equity and the impact of systemic inequities across our society, and ultimately, how the foundation engages and supports its community. The foundation also hopes to establish norms for collaboration and partnership among its staff and board for the team's ongoing racial equity work.

### Scope of Work & Desired Deliverables

The KAF team and board anticipate that this engagement will support them to build greater skills to develop an ongoing racial equity practice, identify and manage tensions that arise in this work, and support alignment on a deeper shared understanding of racial equity that can be applied in all areas of their work internally and in the community. The following activities can serve as a guide for the applicant, but the foundation welcomes proposals with alternative approaches that will best help the KAF team improve their skills.

- Conduct an analysis of the foundation's current level of racial equity, including awareness and competency of staff.
  - An assessment of the current state of the foundation's racial equity awareness and competency.
- Using the results from the analysis, provide a comprehensive training program specific to the foundation that can be delivered virtually.
  - Deliver a series of three to four racial equity trainings and capacity building activities for the foundation team over a three to four month period, building in sufficient time for individual and team reflection between training sessions.
  - Provide coaching and recommendations to the board and Executive Director to embed racial equity in the foundation's internal practices.
  - Develop a handbook detailing the foundation's understanding of and approach to racial equity which can be used in onboarding new hires.

### Qualifications

The Racial Equity Consultant may be an individual or a team with the following qualifications.

- Experience providing equity training, and a professional reputation of having successfully implemented the same.
- An understanding of racial equity and ability to conduct their work with a racial equity lens. The Consultant should also be able to demonstrate a clear understanding of what the social determinants of health mean in diverse communities.
- An effective facilitator, with extensive experience using virtual facilitation tools.

- An understanding of organizational management strategies and tools, and experience successfully implementing organization procedures and organizational change. An ideal Consultant will have experience in organizational equity transformation.
- The ability to think deeply about organizational culture and turn that thinking and analysis into actionable plans that can be implemented to achieve concrete success in meeting the foundation's equity goals.
- Experience working with entrepreneurial nonprofits or philanthropic institutions with small staff teams. An ideal Consultant will be able to adapt materials and training to meet the foundation's staff where they are in their racial equity journey.

## Proposal & Questions

Please send RFP responses and inquiries to Beth Ganz at [beth@katzamsterdam.org](mailto:beth@katzamsterdam.org) with the subject line "Racial Equity Consultant RFP Response." **Preference will be given to proposals received by the deadline: May 1, 2023.**

The Katz Amsterdam Foundation welcomes proposals in the range of \$60,000 to \$80,000.

Proposals must include the following and should be submitted in MS Word or PDF format. The foundation intends for the proposal process to not be overly burdensome and invites brief responses.

- Provide your name, organization (if appropriate), and contact information.
- Describe how you will address the items detailed in the scope of work, and your ability to provide the desired deliverables. Provide a project outline and timeline.
- Describe your organizational equity transformation experience and approach, including any work on similar projects with small teams, at varying stages of a racial equity journey, and the services you provide.
- Describe your understanding of and experience with health equity, racial equity, and the social determinants of health.
- Provide a list of key personnel who will be completing the scope of the work. Provide a detailed list of their experience in this area, including certifications and/or experiences that the personnel have in order to provide this type of consultation and training.
- Provide names and contact information for up to three references who can speak to your experience as a racial equity trainer.
- Provide a total cost of the scope of work that breaks out the following line items: an itemization of each area, travel cost, hourly rates, materials, and any other miscellaneous costs and fees.

## Timeline

Action	Date
RFP Release Date	Monday, April 3, 2023

Proposal Deadline	Monday, May 1, 2023
Interviews	Mid- to late-May 2023
Final Decision Expected	Early June 2023
Anticipated Start Date	Late summer/early fall 2023
Anticipated End Date	Three to four months from start

### Selection

- All submissions will be reviewed by a selection committee. This committee consists of the foundation's consultant, Executive Director, and Board President.
- At its discretion, the foundation may request applicants to present their proposal to and be interviewed by the selection committee. The foundation may also request an opportunity for its small staff team to meet with final candidates.