



Request for Proposals: 2027 Strategic Planning Process

The mission of Potomac Health Foundation is to improve the health of our service area by investing in programs that promote the health of the medically underserved. We value equitable access to health care. As such, we are a catalyst for ideas to improve access to health care for the medically underserved. Our work is informed by the lived experiences of community members.

I. PURPOSE

Potomac Health Foundation (PHF) is seeking consultant services to conduct and facilitate a strategic planning process. Potomac Health Foundation is a private foundation located in Woodbridge, Virginia that was established in 2009 and has been making grants to organizations to improve the health of the community since 2011.

The primary purpose of developing a strategic plan is to provide a framework and guide to ensure that the Foundation is meeting its mission of improving the health of the community. The final strategic plan must address the operationalization, management, and evaluation of multi-year grantmaking portfolios and structured grantee capacity-building initiatives.

A strategic plan is in place for the 2023-2026 period. The strategic plan will be for the period of 2027-2031.

The purpose of this request for proposals (RFP) is to present overarching information around the strategic planning process and seek proposals to undertake the strategic planning process.

II. THEMES TO BE CONSIDERED IN STRATEGIC PLANNING PROCESS

The strategic planning process is to include the development of a high level strategic plan with goals and objectives, mission statement, and values; as importantly, it is also to include the development of an implementation plan for the operationalization of the strategic plan.

Two of the thematic areas to be examined in the strategic planning process are grant making done by the Foundation and governance of the Foundation.

Examples of grant making topic areas include the Foundation's shift to multi-year commitments and integrated capacity-building support, discretionary funding processes, and the role of the Foundation as a convener in the community.

Examples of governance topic areas include board succession planning, board and committee composition, bylaws, oversight of affiliation agreement with Sentara Healthcare, and financial planning.

Please note that this is not an exhaustive list. In their proposals, Vendors are expected to present and use methodology that will identify the most relevant questions to be examined by the Foundation, both at the strategic plan and implementation levels.

III. PROPOSAL REQUIREMENTS

Proposals must be no longer than five pages (single spaced, not including attachments) and must provide the following information:

Organization information

- Organization history and mission.
- Background, current programs and activities.
- Relevant work experience, including:
 1. Examples to similar previous work products (attachment)
 2. References that we may contact for whom you have provided similar services (attachment)

Work Plan and Deliverables

- Proposed description of methods
- Proposed work plan, budget and timeline
- Team composition and bios (attachment)
- Statement of potential conflict of interest (attachment)

Budget Proposal

The financial proposal should be a standalone document (using excel). This should:

- i. Provide full details of your financial offer. This should include fixed costs and any variable costs.
- ii. Indicate the components of your financial offer.

In addition, please include a one page **Executive Summary** of your proposal in your submission.

Vendors are invited to submit proposals electronically to Erin Matthews Thomas, Executive Director, at erin@potomachealthfoundation.org

IV. EVALUATION CRITERIA

The decision to award any contract as a result of this RFP process will be based on Vendors' responses to this RFP and any subsequent negotiations or discussions. The decision making process will consider the ability of each Vendor to fulfill the requirements as outlined within this RFP and cost of the review. Proposals will be evaluated as appropriate against the following criteria:

Technical criteria

- Design of proposed strategic planning process
- Appropriate methods proposed for undertaking the work
- Demonstrated understanding of issues to be considered
- Ability of the bidder to carry out scope of work (based on qualifications of the team and experience in strategic planning, specifically for Foundations)
- Ability of the bidder to maintain objectivity and independence

Financial criteria

- Overall cost
- Realistic costing of the proposal

The vendor should demonstrate qualification, experience and competencies in the following areas:

- Professional background and competency in public health and/or health care;
- Experience in conducting strategic planning
- Knowledge of private foundation operations
- Ability to meet deadlines with quality products

V. DELIVERABLES AND TIMELINE

Below is the proposed timeline for the strategic planning process.

DELIVERABLE	DUE DATE
Proposals due	September 7, 2026
Finalists interview with Board Committee	November 4, 2026
Finalize scope of work for contract	December 2, 2026
Contract issued	December 7, 2026
Work conducted and interim deliverables as proposed by vendor and agreed upon by Foundation	Between Mid- January through Mid-June 2027
Strategic plan and implementation plan completed	June 2027
Presentation at Board meeting	September 2027
Testing and check in on implementation of plan	From September – November 2027