



Contractor Opportunity

SEED Model Facilitator

Healthy East End Initiative (HEEI)

Contract Position | September 2026 – June 2027 (Estimated)

About Healthy East End Initiative (HEEI)

The Healthy East End Initiative (HEEI) is a community coalition dedicated to improving health outcomes and reducing life expectancy disparities for residents living in Richmond's East End and other communities across the City. HEEI brings together residents, community organizations, healthcare partners, and stakeholders to identify and implement strategies that advance community well-being.

United Way Greater Richmond and Petersburg serves as the fiscal sponsor for HEEI. This independent contractor position will support the work of HEEI and report to the HEEI Community Engagement and Steering Committee.

Position Summary

HEEI seeks an experienced facilitator to lead the next phase of its SEED (Stakeholder Engagement and Equity Development) Model implementation. The contractor will work closely with residents, community partners, and HEEI leadership to develop and implement community-driven strategies based on priority recommendations identified through the SEED Model process. The facilitator will guide community engagement efforts, coordinate planning activities, support implementation design, and assist with evaluation planning.

Scope of Work

The Contractor will:

- Lead community engagement activities and resident-centered planning processes.
- Recruit and engage community members to participate in project development and implementation efforts.
- Facilitate community meetings, focus groups, planning sessions, and strategic discussions.
- Collaborate with community residents and stakeholders to design interventions and implementation strategies.
- Guide planning teams in developing actionable implementation plans for selected SEED Model priorities.
- Foster inclusive participation and effectively manage group dynamics to ensure diverse voices are represented.
- Identify and engage community partners who can contribute to implementation efforts.
- Support planning teams through the launch and early implementation of approved strategies.



- Develop evaluation metrics and assist with the creation and implementation of an evaluation framework.
- Work with residents and partners to collect, analyze, and share data related to project outcomes.
- Prepare written reports, presentations, and updates for HEEI leadership, stakeholders, and community members.

Required Qualifications

The ideal contractor will possess:

- Demonstrated experience leading community engagement initiatives in community-based settings.
- Knowledge of resident-centered engagement approaches, including frameworks such as the IAP2 Spectrum of Public Participation or similar models.
- Experience recruiting and engaging community residents in collaborative planning efforts.
- Strong facilitation and consensus-building skills.
- Experience designing and implementing community-based interventions.
- Ability to effectively work with diverse stakeholders and navigate complex group dynamics.
- Experience building partnerships across sectors, including nonprofit, public, health, and community organizations.
- Experience developing performance measures and evaluation plans.
- Strong written, verbal, and presentation skills.
- Commitment to equity, authentic resident engagement, and community-driven change.

Deliverables

The contractor will be expected to:

- Develop a detailed work plan and timeline.
- Facilitate resident and stakeholder engagement activities.
- Support the selection and planning of implementation strategies for priority recommendations.
- Produce implementation and evaluation plans.
- Provide regular progress updates to the HEEI Community Engagement and Steering Committee.
- Support the launch of selected community interventions by Spring/Summer 2027.

Contract Term

- Anticipated Start Date: September 2026
- Anticipated Completion: Late Spring/Early Summer 2027

**Compensation**

Compensation will be based on the contractor's proposed scope of work, estimated level of effort, experience, and negotiated contract amount. The hourly rate is anticipated to be \$75 - \$100, depending on these criteria.

To Apply

Interested individuals or firms should submit:

- Cover Letter
- Resume or Curriculum Vitae
- Description of relevant experience
- Proposed work plan and timeline
- Cost proposal/budget

Applications should be submitted by **September 4, 2026, at 5:00 PM.**

Healthy East End Initiative is committed to engaging residents as partners in community change and encourages proposals from individuals with demonstrated experience in community-led planning, facilitation, public engagement, health equity, and collaborative systems change.