

Request for Proposals (RFP)

Healthy East End Initiative (HEEI) Capacity Building Training: Resident Leadership & Community Decision-Making Training (Nine-Module Series)

I. Background and Purpose

Healthy East End Initiative (HEEI) is seeking proposals from qualified consultants or consultant teams to design and implement the first nine modules of the Healthy East End Capacity Building Training, a resident leadership & community decision-making training designed to prepare community members to meaningfully participate in coalitions, steering committees, and policy- and program-design spaces that impact their lives and communities.

Communities in the City of Richmond's East End, particularly those experiencing concentrated poverty, racial inequities, trauma, and disinvestment, are often asked to provide input without adequate preparation, support, or compensation. This training is intended to address that gap by building the knowledge, skills, and confidence of resident leaders so they can engage as full partners in decision-making processes related to health, safety, and community well-being.

This initiative is grounded in trauma-informed practice, racial and health equity, community power-building, and the recognition that lived experience is a form of expertise.

II. Scope of Work

The selected consultant will be responsible for developing and implementing nine training modules focused on resident leadership and community decision-making. The consultant will work collaboratively with Healthy East End Initiative to ensure the curriculum is culturally responsive, accessible, and aligned with community needs.

Required Training Modules

The consultant will design and facilitate the following nine modules:

1. Community Orientation & Roles
 - Understanding coalitions, steering committees, and advisory bodies
 - Clarifying resident roles, responsibilities, and influence
 - Understanding decision-making processes and power dynamics
2. Trauma-Informed Community Leadership
 - Understanding trauma and its impact on participation and leadership

- Emotional safety, boundaries, and self-advocacy
 - Trauma-informed communication and engagement
3. Understanding Systemic Inequities & Root Causes
 - Structural racism, poverty, and historical inequities
 - How policies and systems shape community outcomes
 - Root-cause analysis and equity-centered problem-solving
 4. Data Literacy & Collaborative Decision-Making
 - Interpreting data in plain language
 - Understanding trends, risk and protective factors
 - Using data alongside lived experience to inform decisions
 5. Storytelling for Advocacy
 - Turning lived experience into policy and program-relevant narratives
 - Ethical and trauma-informed storytelling
 - Using stories to influence decision-makers without exploitation
 6. Politics, Organizing, and Resident Power
 - a. Understanding government power and how to move political levers
 - b. Building resident power through community organizing and lobbying
 - c. Navigating relational networks and alliances
 7. Meeting Participation & Leadership Skills
 - Reading agendas, understanding meeting roles
 - Asking questions, contributing to discussion, and building consensus
 - Leadership confidence and effective participation in formal spaces
 8. Training in Action (Applying modules 1-7 through participatory budgeting)
 - a. Practice collective planning and decision-making through participatory budgeting (TBD)
 - b. Incorporate practicing lessons learned in modules 1-7 through community application
 - c. Apply Healthy East End Initiative goals and findings from the engagement efforts to influence action through the budget.
 9. Sustainability within HEEI
 - a. Identify strategies to implement in the HEEI structure (steering committee, subcommittees etc.) that support amplifying resident voice and sustain engagement.

- b. Provide recommendations for institution representatives to share power for meaningful collaboration and shared leadership.

III. Deliverables

The consultant will be expected to produce the following deliverables:

- A complete nine-module curriculum with learning objectives and session outlines
- A facilitator guide for each module
- Participant materials, including handouts and activities
- A slide deck or presentation materials for each module
- A resident handbook or toolkit aligned with the training (if funding allows.)
- Facilitation of all nine training sessions (in-person or virtual, as determined)
- A final summary report documenting participation, outcomes, and recommendations

IV. Target Audience

The training will serve resident leaders and community members who are participating, or preparing to participate, in steering committees, coalitions, and advisory groups focused on health, safety, violence prevention, and community development.

Participants may include individuals with lived experience of poverty, trauma, housing instability, community violence, or health inequities. Training must therefore be accessible, plain-language, and trauma-informed.

V. Consultant Qualifications

Proposals should demonstrate:

- Experience designing and facilitating resident leadership, community engagement, or capacity-building trainings
- Strong grounding in racial equity, public health, and trauma-informed practice
- Experience working with communities most impacted by systemic inequities
- Ability to translate complex concepts into plain language
- Experience using participatory and adult learning approaches
- Cultural humility and a community-centered facilitation style

Preference will be given to consultants with lived experience or deep community ties.

VI. Timeline

The anticipated project period is approximately 12-18 months, including curriculum development and training implementation. The consultant will work with Healthy East End Initiative to finalize the timeline but should be prepared to begin work within 30 days of contract execution.

VII. Budget

The total budget for this project is not to exceed **\$20,000**. Proposals should include a clear budget that accounts for curriculum development, facilitation, materials, and any related costs. Budget categories may include consultant fees, materials development, and facilitation costs.

VIII. Proposal Submission Requirements

Proposals must include:

1. Cover Letter summarizing interest and approach
2. Proposed work plan addressing the nine training modules
3. Proposed timeline for curriculum development and implementation
4. Budget and budget narrative
5. Consultant qualifications and relevant experience
6. Two professional references

IX. Selection Criteria

Proposals will be evaluated based on:

- Alignment with project goals and equity-centered approach
- Quality and feasibility of the proposed work plan
- Relevant experience and qualifications
- Demonstrated understanding of community-centered, trauma-informed practice
- Budget clarity and cost effectiveness

X. Submission Information

Proposals must be submitted electronically to:

Jobs@yourunitedway.org & Valaryee Mitchell: vmitchell@thriveleadershipsolutions.com

Submission Deadline: November 2, 2026

Questions regarding this RFP should be submitted to Valaryee Mitchell by October 26th, 2026

Frequently Asked Questions (FAQ)

Healthy East End Capacity Building Training: Resident Leadership & Community Decision-Making Training (Nine-Module Series)

1. Who is eligible to submit a proposal?

This RFP is open to individual consultants or consultant teams with demonstrated experience in resident leadership development, community engagement, capacity-building training, and trauma-informed facilitation. Preference will be given to consultants with lived experience and/or deep ties to communities most impacted by systemic inequities.

2. Is this a curriculum development project, a facilitation project, or both?

This engagement includes **both curriculum development and facilitation**. The selected consultant will design nine training modules and facilitate the delivery of those modules, either in person or virtually, in collaboration with Healthy East End Initiative.

3. Will the consultant work independently or collaboratively with Healthy East End Initiative?

The consultant is expected to work **collaboratively** with Healthy East End Initiative to ensure the curriculum is culturally responsive, accessible, and aligned with community needs. However, the consultant is also expected to bring their own expertise, frameworks, and facilitation approach to the work.

4. What level of flexibility is allowed in the proposed curriculum?

The Healthy East End Initiative welcomes thoughtful adaptations and creative approaches that align with the training goals outlined in the RFP. Proposals should clearly articulate the consultant's approach while remaining responsive to participant needs and community context.

5. Who owns the curriculum and materials developed through this project?

All curriculum, training content, facilitation guides, participant materials, tools, frameworks, and related intellectual property developed by the consultant as part of

this engagement will remain the **intellectual property of the consultant**, unless otherwise negotiated in writing.

Healthy East End Initiative will be granted a **non-exclusive, non-transferable license** to use the materials developed through this project for internal, non-commercial purposes related to the Healthy East End Capacity Building Training. Materials may not be reproduced, adapted, distributed, or used beyond the scope of this initiative without the consultant's prior written consent.

The consultant retains the right to reuse, adapt, and further develop the curriculum and materials for future engagements, provided that no confidential or proprietary information specific to Healthy East End Initiative or individual participants is disclosed.

6. Can Healthy East End Initiative continue using the curriculum after the project period ends?

Yes, the Healthy East End Initiative may continue to use the materials internally for purposes directly related to the Healthy East End Capacity Building Training, consistent with the terms described above.

7. What is the anticipated timeline for this project?

The anticipated project period is approximately 12-18 months, including curriculum development and training implementation. The consultant should be prepared to begin work within 30 days of contract execution.

8. What is the total budget for this project?

The total budget for this engagement is not to exceed **\$20,000**. Proposals should include a clear and detailed budget that accounts for curriculum development, facilitation, materials, and any related costs.

9. How and when should proposals be submitted?

Proposals must be submitted electronically to:
Jobs@yourunitedway.org and Valaryee Mitchell:
vmitchell@thriveleadershipsolutions.com

Submission Deadline: November 30th, 2026

Questions regarding this RFP should be submitted no later than November 23rd, 2026.

