

# **Request for Proposal (RFP)**

## **Youth Mental Health First Aid Training and Certification for Girls Inc. Network Staff**

**Issued by:** Girls Inc. National

**Issue Date:** October 8, 2024

**Proposal Due Date:** November 1, 2024

## **CONFIDENTIALITY**

Selected consultant agrees to sign an NDA while working with Girls Inc.; respondents agree (whether they are selected or not) not to disclose any information provided as part of the response process.

## **BACKGROUND INFORMATION**

### **ABOUT GIRLS INC.**

Girls Inc. is the preeminent girls' leadership organization, serving over 100,000 girls (ages 5-18) across the United States and Canada. Through our network, which includes the National office and 75 local Affiliates, Girls Inc. spans 33 U.S. states, Washington, DC, and 2 Canadian provinces, inspiring all girls to be strong, smart, and bold through direct service and advocacy.

Girls Inc.'s comprehensive approach to whole-girl development equips girls to navigate gender, economic, and social barriers and grow up healthy, educated, and independent. These positive outcomes are achieved through three core elements:

- **People:** Trained staff and volunteers who build lasting, mentoring relationships.
- **Environment:** Pro-girl, physically and emotionally safe spaces with a sisterhood of support, high expectations, and mutual respect.
- **Programming:** Research-based, hands-on, and age-appropriate, meeting the needs of today's girls.

Girls Inc. also advocates for legislation and policies that increase opportunities for all girls.

## **REQUEST FOR PROPOSAL OVERVIEW/GOAL**

The purpose of this Request for Proposal (RFP) is to provide Girls Inc. with virtual youth mental health training, specifically, **Youth Mental Health First Aid (MHFA)**, to strengthen the ability of staff to support the mental wellness of girls across the Girls Inc. Network of affiliates. This training will equip staff to better understand and respond to the mental health challenges faced by today's youth, with a focus on practical, evidence-based intervention techniques.

## **SCOPE OF WORK**

The National office seeks a consultant or consulting firm with expertise in **Youth Mental Health First Aid** to deliver virtual training for staff and volunteers across the Girls Inc. Network. The training should focus on the following areas:

- **Understanding Youth Mental Health:** Overview of common mental health challenges such as anxiety, depression, ADHD, and substance use disorders among adolescents.
- **Mental Health First Aid Action Plan (ALGEE):**

- **Assess** for risk of suicide or harm.
- **Listen** non judgmentally.
- **Give** reassurance and information.
- **Encourage** appropriate professional help.
- **Encourage** self-help and other support strategies.
- **Crisis Response:** Techniques for effectively interacting with a child or adolescent experiencing a mental health crisis, including how to connect youth with professional support.
- **Social Media and Bullying:** Expanded content on the mental health impact of social media and bullying, and strategies to support youth in navigating these challenges.
- **Trauma and Self-Care:** Training will include content on the effects of trauma and strategies for both self-care and managing personal mental health as staff work with youth.

**Deliverables for this work include:**

- Delivery of virtual Youth Mental Health First Aid training sessions tailored for Girls Inc. staff and volunteers.
- Training materials and resources for continued use after the sessions, including digital guides and access to mental health support tools.
- Pre- and Post-training assessment embedded within the training experience with aggregate results viewable by trainers and participants in the training platform.
- Provide post-training support and resources, such as a platform for ongoing learning and assistance in connecting staff with local mental health professionals.

**OVERVIEW OF EXPECTATIONS**

The consultant or consulting firm will deliver virtual training sessions, ensure that staff and volunteers gain competency in identifying and addressing youth mental health challenges, and provide access to resources for continued support.

**Projected Timeline:**

- Consultant selection by November 15, 2024
- Kickoff meeting by December 2, 2024
- Training plan by December 16, 2024
- Full implementation by January 15, 2025

## **RFP SPECIFICATIONS**

Please respond fully in writing to the information requested below. Each applicant will be evaluated based upon the depth and quality of the submitted proposal. The proposals should include:

1. Background information about the applicant: Including the firm's structure, mission, values, and whether the applicant is a certified minority, woman, or veteran-owned firm.
2. Approach and work plan: Description of the approach to training development, including a timeline and deliverables.
3. Definition of scope of services: Clearly outline the roles and responsibilities for Girls Inc. National and the consultant/consulting firm.
4. Team members: Include roles and biographies of each individual involved in the project.
5. Client references: Provide at least three client references for similar work completed within the last four years.
6. Fee structure: Indicate any associated fees, fee structures, and payment terms. Specify if any services will be provided through outside vendors.
7. Commitment to Diversity, Equity, and Inclusion: Statement of the firm's commitment to these principles.

## **PROPOSAL EVALUATION CRITERIA**

Girls Inc. will review and evaluate all proposals based on the following criteria:

- Cost (25%): Bidders will be evaluated on the cost of their solution(s) in accordance with the project scope.
- Overall proposal suitability (45%): Solutions must meet the needs of the Girls Inc. Network and be presented clearly and concisely.
- Management judgment (30%): Evaluation of the organizational experience, previous work, client testimonials, and references.

## **Q&A**

All questions pertaining to this RFP must be submitted in writing to [RFPmentalHealth@girlsinc.org](mailto:RFPmentalHealth@girlsinc.org) no later than 5:00 pm EST on November 1st, 2024.

## **SUBMISSION OF PROPOSALS**

Proposals must be submitted electronically to [RFPmentalHealth@girlsinc.org](mailto:RFPmentalHealth@girlsinc.org). Please include **GIRLS INC. YOUTH MENTAL HEALTH RFP RESPONSE** in the subject line.

All proposals and accompanying materials must be received by 5:00 pm EST on November 1st, 2024. Girls Inc. reserves the right not to consider any proposals received after this time.