



# REQUEST FOR PROPOSALS

## CFSC Co-Backbone Role

### INTRODUCTION AND PURPOSE

The Camden Food Security Collective (CFSC) is seeking a committed, forward-thinking organization to serve as a Co-Backbone Partner to lead sustainable changes in food security across Camden.

This is an opportunity to collaborate and innovate with other community organizations and corporations working to ensure that every resident has access to nutritious food. As a Co-Backbone organization, you will help shape strategy, direct resources, and amplify impact on one of the area's most pressing challenges. We are looking for organizations who are committed to equity and systems-level change that will serve as co-backbone along with the Food Bank of South Jersey.

The Camden Food Security Collective is a coordinated community that fosters food security through structural equity and seeks to engage a broad set of stakeholders to address the upstream causes of food security in Camden and create equitable, lasting solutions for food security in Camden by 2031.

### SELECTION TIMELINE

- March 3 RFP announcement and dissemination
- March 21 Deadline to submit any RFP questions via email
- March 28 Issue written responses to RFP questions
- **April 18** **Deadline to submit proposals**
- April 30 Proposal Presentations (Virtual)
- May 9 Co-backbone Selection

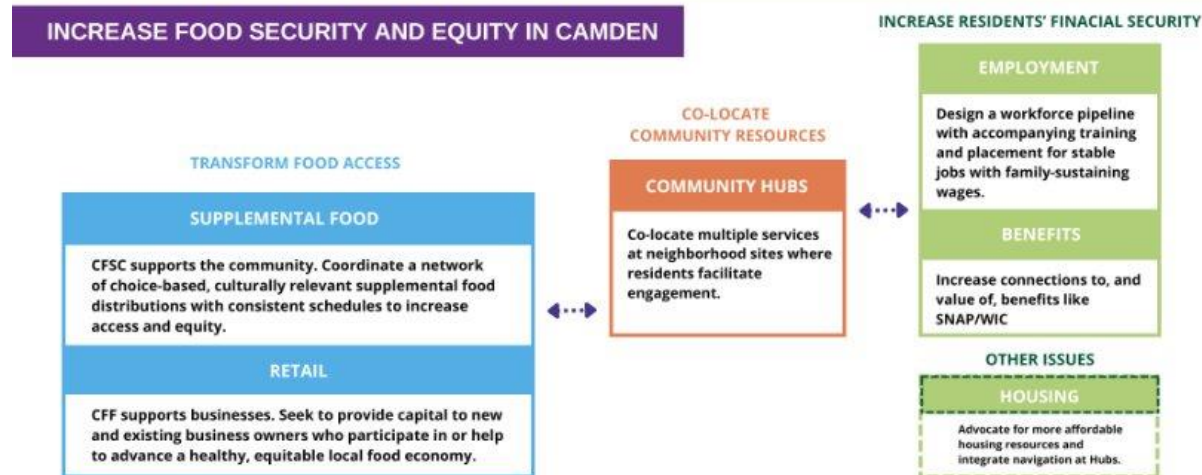


## POINT OF CONTACT

Proposal questions regarding the project scope and all other inquiries about this RFP should be directed to Lavinia Awosanya via email at [lawosanya@foodbanksj.org](mailto:lawosanya@foodbanksj.org). **The email subject line should read: (Insert Company Name) CFSC Co-Backbone.** Please copy Kelly Rivera, [krivera@foodbanksj.org](mailto:krivera@foodbanksj.org), on **ALL** email correspondence regarding this RFP.

## What is our Common Agenda?

The Camden Food Security Collective is a coordinated community that fosters food security through structural equity. We seek to engage with a broad set of stakeholders, led by the community residents, health and food systems, and public agencies, to address the upstream causes of food insecurity in Camden and create equitable, lasting solutions by 2031.



## BACKBONE ROLES AND RESPONSIBILITIES

Within this Collective Impact effort, the co-backbone organizations will provide the supporting infrastructure to coordinate work among partners and push forward the overall initiative. Based on the experience of similar efforts across the country, a robust backbone function is a key success factor in sustaining Collective Impact. While the backbone role is often played by a single organization, networks of individuals or a shared service model across organizations may also prove effective, and organizations are encouraged to apply.



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The following roles and responsibilities will be especially important for the CFSC co-backbone organizations. This role requires significant commitment, and prospective applicants are encouraged to consider these roles and responsibilities carefully before deciding to apply.

Key Backbone roles and responsibilities are as follows:

1. Provide overall project **strategic coherence**.
2. Serve as a **neutral convener** and facilitate effective dialogues while mediating any conflict among stakeholders. The co-backbone will need to be seen as an honest broker working on behalf of the group rather than promoting a single viewpoint.
3. Manage **data collection and analysis** and utilize measurement as a tool for ongoing learning.
4. Support **community engagement** and build key relationships across the initiative. To do so, the backbone will need to possess existing connections and credibility within the relevant geographic and focus areas.
5. Develop effective **communications and advocacy** agendas that create a sense of urgency for change among participants, policymakers, funders, and the public.
6. Maintain a **dedicated presence in the** Camden Food Security Collective. This will require hiring or dedicating current staff and sustaining at least two FTEs with functional skills in leadership, data, facilitation, and stakeholder engagement.
7. A joint responsibility with the other co-backbone partner to fundraise an estimated **\$115,000 per year**. \* This will include prospecting, presentation development, and participating in fundraising solicitations.

### **SELF-ASSESSMENT FOR INTERESTED APPLICANTS**

The following questions are intended to assist applicants in assessing their own capacity and interest in serving as the Backbone organization.

\* Based on current operating costs which are subject to change.

*Are you or your organization:*



- Currently **based in Camden City or South Jersey**?
- Perceived as a **neutral convener and honest broker** as opposed to an advocate of specific viewpoints?
- Viewed as a **credible organization with deep relationships and knowledge** within Camden City and South Jersey?
- Knowledgeable about Collective Impact, food insecurity, food deserts, Camden City, poverty, socioeconomic inequities, advocacy, housing, nonprofit fundraising, data collection and analytics, coalition building, strategic planning, and project implementation?
- Experienced in the **skills** of: strategy development, group facilitation, data analysis, and public and community advocacy and communication?
- Able to marshal sufficient financial resources, with efforts of the Steering Committee and Working Groups?

## SHORT RESPONSE QUESTIONS

Responses to the questions below should address the applicant's approach to founding, operating, and sustaining a Backbone organization that fulfills the roles and responsibilities. Aggregate responses should not exceed 2,000 words.

- † **Why** do you want to serve as the Backbone for this effort?
- † How would you plan to jointly fundraise \$115,000 per year for the Backbone team?
- † How would you **establish an identity as a neutral convener**? What **obstacles** might you have to overcome to be perceived in this way?
- † If you are not currently located in Camden City or South Jersey, please indicate how you would **establish a physical presence** as well as build key **relationships** locally.
- † Please **detail your expertise in the following key areas**:
  - Topical expertise in the following areas: food insecurity, housing, workforce development, health, economic stability, and equitable access to all of the above.
  - Strong knowledge of Camden City and relationships with a variety of stakeholders in the city.



– *Functional* expertise in: strategy development, fundraising, group facilitation, data analysis, and public and community advocacy and communication.

### **SUBMISSION GUIDELINES**

Please submit questions as well as your proposal to:

Lavinia Awosanya

Chief Development Officer

Food Bank of South Jersey

Lawosanya@foodbanksj.org

Please copy Kelly Rivera at [krivera@foodbanksj.org](mailto:krivera@foodbanksj.org) on ALL email correspondence

856-662-4884

**Email Subject Line:** (Insert Company Name) CFSC Co-backbone

### **SELECTION PROCESS AND CRITERIA**

Each applicant will be evaluated using consistent criteria developed from the roles and responsibilities of a Backbone, and based on each applicant's responses to the questions in the **Short Response Questions** section. Following an initial review by members of the CFSC's Steering Committee, a subset of applicants will be chosen as finalists. Finalists will be invited to interview with the current Backbone, Food Bank of South Jersey, and Steering Committee members on June 26, 2024.