

Southern Poverty Law Center
400 Washington Ave
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splcenter.org



SPLC Request for Proposals

for

Poverty data compilation and analysis of poverty in SPLC focus states

Issued: July 9, 2024

Due: August 12, 2024

Contact:

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1. **About the SPLC**

Founded in 1971, the Southern Poverty Law Center (SPLC) is a 501(c)(3) nonpartisan national civil rights organization with offices in five Southern states (LA, FL, GA, MS, and AL, collectively known as the “SPLC priority states”) and the District of Columbia. The SPLC is a catalyst for racial justice in the South and beyond, working in partnership with communities to dismantle white supremacy, strengthen intersectional movements, and advance the human rights of all people. Learn more about the SPLC’s work at: www.splcenter.org.

2. **Background and Purpose**

Over the past few years, the SPLC has been prioritizing and deepening its work in key areas, including its work aimed at eradicating poverty through expanding access to opportunity and eliminating racial economic inequality. To better target poverty triggers, we must understand how inequality and resource access uniquely impacts our priority states.

Accordingly, the SPLC Policy Research Team is seeking a research organization or data analyst specializing in equity issues to (1) retrieve, compile, and analyze poverty indicators, and economic-related data from various federal and state sources and (2) use this data to draft five state-specific data briefs summarizing the data findings.

3. **Who May Respond**

The SPLC seeks a diversity of partners with experience and expertise in data collection and analysis related to poverty, including but not limited to small businesses and firms owned by women and people of color. In addition, we seek partners who have deep respect for and demonstrated expertise in the following:

- a. Serving the diverse and complex communities the SPLC represents and serves.
- b. Working with large and complex data sets with a deep understanding of the following:
 - i. Understanding the complexities of both federal-level and state-level data.
 - ii. Disaggregating and/or aggregating data into digestible formats.
 - iii. Translating data complexities to a general audience.
 - iv. Using an intersectional lens to analyze quantitative data concerning poverty’s impact on communities, especially communities of color.



- c. Drafting and submitting public records requests to state and federal agencies.
- d. Strong writing expertise.
- e. Understanding poverty's impact on a variety of factors (such as the social determinants of health and the racial wealth gap).

4. **Proposal Content: Qualifications, Scope of Work, and Budget**

Proposals must be submitted as a single PDF document, and include the following:

A. **Statement of Qualifications**

- a. An overview of your capacity to perform this research and the key staff who you anticipate will be involved throughout the project.
- b. Experience in providing data analysis in the not-for-profit sector and organizations of comparable mission to the SPLC (civil and human rights, progressive, social justice focused).
 - i. Please include a list of at least three references (with contact information) related to this experience.
- c. Experience in using appropriate software and research design to gather and filter information from various federal and state databases, analyze data, and identify trends and patterns.
- d. Experience in drafting and submitting public records requests to various federal and state agencies.
- e. Experience in researching and compiling poverty-related data to provide recommendations and in tracking dataset releases.
- f. Experience in using technology to analyze data and convey findings tailored to different audiences.
- g. Experience in building spreadsheets to conduct analyses on the data compiled.
- h. Experience in writing data briefs, policy briefs, or memos for different audiences.
 - i. Please include a data brief or policy brief writing sample, preferably one related to poverty or economic issues.

B. **Statement of Proposed Work and Deliverables**

The SPLC is interested in studying how poverty impacts SPLC priority states in the Deep South (MS, LA, AL, GA, FL) and how federal funding aimed to eradicate poverty is distributed to these states. To answer this query, the components of this research process will include the following:

1. Data retrieval, compilation, and analysis of a variety of poverty- and economic-related data points from federal and state sources (to be compiled in an easily accessible format)



- a. Specifically, data points of interest include, but are not limited to, information on the following topics in our priority states, at the county and state level, gathered from federal and state sources: demographics, income and poverty, education, health and health care, housing, government assistance program usage, and farming funding.
 - b. While most project data should be publicly available, we anticipate that some data may require public record requests.
2. Five data briefs for each priority state that synthesize findings

Please describe in your proposal how you would complete this project, including your approach to conducting the data retrieval, compilation, and analysis and drafting the data briefs. Please include a workplan based on the timeline below that includes deadlines for key deliverables and review periods and accommodates biweekly check-ins with the SPLC team.

If needed, more specificity concerning the data asks for this project can be made available upon request before you submit your application.

C. Budget and Timeline

Please propose a budget specifying costs per activity and staffing as applicable. The start date for the project would be as soon as September 6, 2024. The end date is June 19, 2025.

5. Proposal Evaluation Criteria and Timeline for this RFP

SPLC reserves the right to reject any and all proposals. Responses will be evaluated along several dimensions including, but not limited to, the following:

- A. Statement of Qualifications
- B. Understanding and practice of justice, equity, diversity, and inclusion
- C. References (should be from at least 3 non-profit organizations of similar mission to the SPLC)
- D. Statement of Proposed Work
- E. Proposed Budget & Timeline
- F. Interviews by SPLC

***Note: Only proposals for original work that will be customized for and specific to SPLC will be considered.**



RFP timeline:

- July 9, 2024: RFP is released.
- August 12, 2024: RFP responses are due.
- August 15-16, 2024: Finalists are contacted and interviews will be scheduled.
- August 19-29, 2024: Consultant interviews (including second interviews if necessary).
- August 30, 2024: We intend to award a contract.
- September 6, 2024: Anticipated data consultant start date.
- December 2024: Data consultant completes all data gathering.
- January 2025: Data consultant begins drafting data briefs.
- February 2025: Data consultant shares data brief drafts.
- March – May 2025: Feedback on and revisions of data briefs.
- June 2025: Contract concludes.

6. **Process for Proposal Submissions**

- a. Inquiries. Please direct all questions regarding this RFP to andrea.mcchristian@splcenter.org and gina.thompson@splcenter.org no later than 5pm EST on August 2, 2024.
- b. Closing date. Proposals are due by 5pm EST on August 12, 2024.
- c. Conditions of proposals. All costs incurred in preparing a response to this RFP, including costs associated with interviews, are the bidder's sole responsibility and will not be reimbursed by the SPLC.
- d. Submission Instructions. Proposals must be a single PDF document, and the file name must include the applicant's name. Email your proposal to andrea.mcchristian@splcenter.org and gina.thompson@splcenter.org.

Hard copy, U.S. mail submissions will NOT be accepted.