Grantmakers In Aging

Request for Proposal for Consultant Services for the

Family Caregiving Funders Community

Project Description

Grantmakers In Aging (GIA) is seeking consultant support for its Family Caregiving Funders Community (“the Community”) as we work to increase the capacity of the Community by coordinating national funding activities related to caregiving and to align philanthropic funding with federal and state caregiving investments.

As a national membership organization of philanthropies, GIA serves as a relevant and responsive network, resource, and champion for aging-related issues and investments. Through funders communities, GIA convenes funders with common interests to share promising practices and maximize impact. Funders Communities have been extremely effective in attracting new members and associated revenue to GIA, particularly those who are not exclusively focused on aging.

The Family Caregiving Funders Community was created in 2016. GIA assumed leadership of the Community in 2017. Today, the Community includes more than 65 participants representing 40 foundations of diverse sizes and localities, with a shared commitment to supporting caregivers.

Caregiving for older adults has received renewed national attention through the American Jobs Plan, the Raise Family Caregiving Act, and the emergence of state-level strategies to support family caregiving for an aging America. To leverage this momentum and assure coordinated and complementary public and philanthropic investments, GIA would benefit from additional staff support for our Family Caregiving Funders Community.

This increased support will build an inclusive, responsive consortium of funders who—through enhanced communication and collaboration—can leverage their strengths to grow in number and dollars to make real and sustained improvements for family caregivers and older people across the United States.

Scope of Work

GIA is seeking a consultant with expertise in caregiving policy and philanthropy, as well as experience facilitating high-level meetings, to work with the Community to develop the group’s goals and objectives and achieve consensus; inform meeting agendas; cultivate strategic partnerships; and regularly present to the group on national and state-level caregiving activities. This position is funded by the Ralph C. Wilson Jr. Foundation for two years.
**Consultant Deliverables**

- Participate in bimonthly funders community calls, providing briefings to the Community on federal, state, and local caregiving policy initiatives, funding mechanisms, and allocations.
  - 2022 Virtual Community Meeting Schedule: May 18, July 20, September 21, and November 16. All calls will take place from 2:00 – 3:00 Eastern Time. An additional in-person meeting will take place during the GIA Annual Conference in Scottsdale, Arizona on Sunday, October 16.

- Complete an analysis of the current structure of the Community to determine what is working and where there are opportunities to increase effectiveness and efficiency. Decision points include but are not limited to: the frequency and content of meetings and the possibility of creating affinity subgroups (e.g., monthly meetings for program officers and quarterly meetings for foundation leadership; meetings for funders focused on rural caregiving; or meetings for funders focused on caregivers of people with dementia, etc.).

- Convene a steering committee comprised of 5-7 participating foundation leaders (i.e., VP level and up) to provide strategic guidance and oversight to the Community during quarterly meetings.

- Develop and administer a funding survey to the members and report on the landscape of public and private-sector funding for caregiving initiatives annually.

- Establish formal partnerships with national caregiving organizations and coalitions to align efforts and messaging.

- Launch a communications and branding campaign to establish a national presence and unified voice for the Community utilizing the recent FrameWorks research on care messaging.

- Write one funders’ guide, and letters of support as needed on behalf of the Community and with the Community’s approval

- Develop a Compendium and map of GIA member-funded caregiving initiatives and create an Annual Report to share with policymakers and the philanthropic community.

- Organize a plenary session and half-day convening at the 2022 and 2023 GIA conferences to present the Compendium and Annual Report findings.

- Conduct outreach to other philanthropy-serving organizations (e.g., Economic Security Funders, Asset Funders Network, and Early Childhood Funders Network) to elevate and align caregiving and caregiving-adjacent activity.
• Partner with Candid to improve the classification system for caregiving-related grants and encourage Community members to report data to Candid. Data will be analyzed and summarized in the Compendium.

**Length of Project:** This is a 2-year project beginning in May 2022 through March 2024.

**Information to provide:**

• A brief overview of your firm or consultant practice
• A brief overview of how you propose to meet the deliverables
• Background or resume of the consultant(s) that would be working on the project
• Examples of similar engagements including any work products if possible
• List of similar clients and engagements
• Other relevant experience
• Proposed hourly rate and a projected number of hours necessary to complete the deliverables
• A statement of commitment that you would be available for the full two-years of the project

Please submit your proposal no later than March 30, 2022 to:

Lindsay Goldman, CEO  
Grantmakers In Aging, Inc.  
lgoldman@giaging.org
Grantmakers In Aging (GIA)
As a national membership organization of philanthropies, GIA serves as a network and resource for funders and champion for aging-related issues and investments. With over 100 members, GIA works to mobilize the social, intellectual, and financial capital required to improve the experience of aging now and in the future. Membership is open to staff and trustees of private, public, family, community, operating, and corporate foundations; government funders and agencies; corporate giving programs; donor advised funds; private and public charities; social venture capital groups; individual philanthropists; and bank trust departments or trust companies that administer charitable trusts or foundations.