



REQUEST FOR CONTRACTED SERVICE PROPOSALS

Journalism Project: Opportunity Fund Series



**Missouri Foundation
for Health**

a catalyst for change



Missouri Foundation for Health (MFH) is seeking to contract with a journalist(s) to conduct in-depth solutions-oriented reporting on projects funded through the Foundation's [Opportunity Fund](#) (OF). The storytelling approach should align with [solutions journalism](#), highlighting the strategies, results, and effective practices deployed by OF projects. We're interested in reporting that looks at problems through the lens of interconnected systems and goes beyond the surface level to help audiences more fully understand the complexity of health equity issues as well as how communities are addressing them.

Background

Opportunity Fund

Through the [Opportunity Fund](#), the Foundation looks for ideas that have the potential to create impactful and sustainable change on significant social problems that have a negative impact on the health of individuals and communities. Since launching, Opportunity Fund concepts have challenged [systems](#) that create and perpetuate inequities by [shifting the conditions](#) that hold them in place. In 2020, the [Foundation supported 38 projects](#) aiming to create a healthier, more equitable Missouri. While each project focuses on one or more elements of systems change, they vary in their approach, location, issue area, and target population.

Solutions Journalism

[Solutions journalism](#) is rigorous and compelling reporting about responses to social problems. Solutions journalism stories are not puff pieces; they don't celebrate responses or advocate for specific ones.

They include the following elements:

- A solutions story focuses on a **response** to a social problem — and how that response has worked or why it hasn't.
- The best solutions reporting distills the lessons that make the response relevant and accessible to others. In other words, it offers **insight**.
- Solutions journalism looks for **evidence** — data or qualitative results that show effectiveness (or lack thereof). Solutions stories are up front with audiences about that evidence — what it tells us and what it doesn't. A particularly innovative response can be a good story even without much evidence — but the reporter should be transparent about the lack, and about why the response is newsworthy anyway.
- Solutions stories reveal a response's shortcomings. No response is perfect, and some work well for one community but may fail in others. A responsible reporter covers what doesn't work about it and places the response in context. Reporting on **limitations**, in other words, is essential.

Description of Services

Through this RFP, MFH is interested in research reporting to amplify the progress and explore the challenges these projects faced over the last few years in pursuit of systems change. The Foundation is also particularly interested in proposals that detail opportunities to expand the reach and impact of stories through partnerships with newsrooms that agree to publish and share articles.



The journalist(s) will:

- Assist in identifying 3-5 stories most primed for solutions reporting
- Investigate and explain how Opportunity Fund projects have addressed the identified social problem
- Use data and research to report on Opportunity Fund projects, providing evidence about the efficacy of the response being examined
- Determine the appropriate medium for each story which may include using multimedia and data visualization to enhance the story
- Identify opportunities for publishing and distributing content including potential partnerships with local newsrooms to generate coverage

General Requirements

- A commitment to health and racial equity
- Familiarity and experience reporting using solutions journalism
- Experience applying systems thinking to journalism reporting, including reporting on the underlying causes of complex problems (the policies, practices, power dynamics, and beliefs fueling systems that actively harm or benefit individuals and communities)

Proposal Submission

Proposals must be submitted online.

To begin a proposal, [click here](#).

To return to a proposal in progress, log in to your [Account](#).

Proposal Requirements

- Submission acknowledgement.** Complete and submit the [one-page acknowledgement form](#).
- Proposal narrative.** Address each of the sections below
 - **Approach to services.** Provide a description of the approach to services and address each of the following:
 - Detail your experience using solutions journalism and/or applying systems thinking to journalism reporting and provide examples of your work.



- Describe your approach to all elements detailed in the description of services and general requirements sections in this RFP that are needed to ensure the success and reach of this project, including an appropriate timeline for outreach and research and experience using different mediums as well as multimedia and data visualization in storytelling.
 - Provide examples of potential opportunities for publishing and distribution outside of MFH channels and your plan for doing so.
- **Deliverables and proposed timeline.** Provide a work plan and timeline that identifies activities and deliverables.
 - **Organization history and qualifications.** Provide a summary of the experience and qualifications of the organization's staff as well as any proposed subcontractors. Include bios of key personnel. Provide information and examples, if any, demonstrating how your organization shares [MFH values and critical concerns](#) as described below.
- Cost proposal.** Provide a detailed cost proposal and justification for: professional services (hourly rate and number of hours), travel specifically related to the project, subcontractor fees (attach proposal or contract), and other direct costs that can be tracked specifically to the project. Respondents should submit a cost proposal that aligns with the scope of the project and supports required deliverables. MFH reserves the right to negotiate proposed costs.
- Note: Requested travel will be reimbursed for coach airfare booked within a reasonable timeframe, lodging, standard rental car or public transportation, meals, and incidental expenses at a rate not to exceed the federal [per diem rate](#).*
- Intellectual property list.** If applicable, attach a list of [intellectual property](#) that may be used in performing the services.
- Additional required documents:**
- The names and contact information of 2 – 3 individuals or organizations MFH can contact to verify past work.
 - Completed [W-9 form](#)
 - Completed [Conflict of Interest Disclosure form](#)

Proposal Review and Evaluation

Proposals will be reviewed in accordance with the requirements of this RFP. Only those proposals that meet all the mandatory criteria in the RFP will be given consideration.

A respondent's submission of a proposal in no way guarantees procurement. MFH will not reimburse a respondent for the cost of developing or presenting a proposal in response to this RFP. The proposal will be considered confidential.



Right to Reject

MFH reserves the right to:

- Reject any or all proposals submitted
- Request additional information from any or all respondents
- Conduct discussions with respondents to ensure full understanding of and responsiveness to the solicitation requirements
- Negotiate modifications to a respondent's proposal prior to final award for the purpose of obtaining best and final offers
- Approve subcontractors proposed or used in carrying out the work

Contract Provisions

If selected, contractor will be required to enter into a Service Agreement with MFH. To review the terms of the agreement, [click here](#).

Contact and Deadline

If you have questions please contact Molly Crisp, Senior Communications Strategist, at mcrisp@mffh.org. Proposals must be received by noon Central on October 3, 2023.

For more information on the online submission process, [click here](#). If there are additional questions, please contact Wendy Rohrbach, Project Coordinator, at wrohrbach@mffh.org or (314) 345-5504.

MFH Values and Critical Concerns

MFH is committed to engaging partners who share and demonstrate our values of equity, integrity, humility, and commitment. In addition, MFH has identified advancing equity and inclusion, promoting human dignity, and making environmentally conscious decisions as critical concerns. The organization will be asked to affirm that:

- Employment practices of your organization ensure that there is no discrimination in hiring and promotion practices. This includes discrimination based on gender, age, race, disability, veteran status, religious affiliation, or sexual identification.
- No part of your organization's operations or communication with the public discriminate against any individual or group based upon any of the factors listed above.
- Any violation of this provision shall be considered a violation of the material provision of this procurement and shall be grounds for cancellation, termination, or suspension in whole or in part of any related agreement by the MFH.



About Missouri Foundation for Health

Missouri Foundation for Health is building a more equitable future through collaboration, convening, knowledge sharing, and strategic investment. Working in partnership with communities and nonprofits, MFH is transforming systems to eliminate inequities within all aspects of health and addressing the social and economic factors that shape health outcomes. To learn more please visit mffh.org.