

City of South Bend Financial Empowerment Center Request For Proposals

Feb. 20, 2024



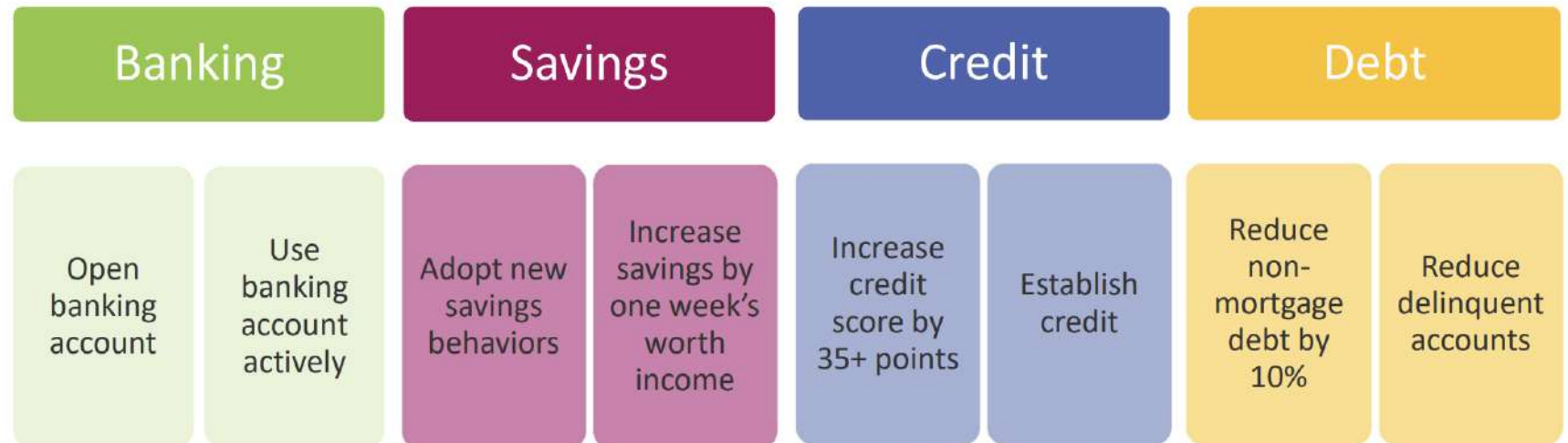
City of South Bend
Indiana

Financial Empowerment Center Overview



Financial Empowerment Center (FEC)

- No-cost 1-1 financial counseling for all South Bend residents
- Program developed through Bloomberg / Cities for Financial Empowerment Fund
- Partnership with nonprofit to run day-to-day operations
- Located in new MLK Dream Center
- Program model includes counseling on banking, credit, debt, and savings



Tenets of FEC Model

1. Provide professional, one-on-one financial counseling as a free public service.
2. Systematically track data and outcomes for client management and evaluation.
3. Connect to a range of local government and nonprofit service delivery systems.
4. Prioritize sustainability efforts to become a permanent service in the locality



Success of FECs Nationally

- 30+ FECs nationally
- South Bend will be first FEC in Indiana

National FEC Data (2022)

DEMOGRAPHICS 14,000 clients



ACHIEVEMENTS

Avg. for clients with an achievement in these service plans

\$3,770
in savings
increased

\$5,350
in debt
reduced

38 point
increase in
credit score

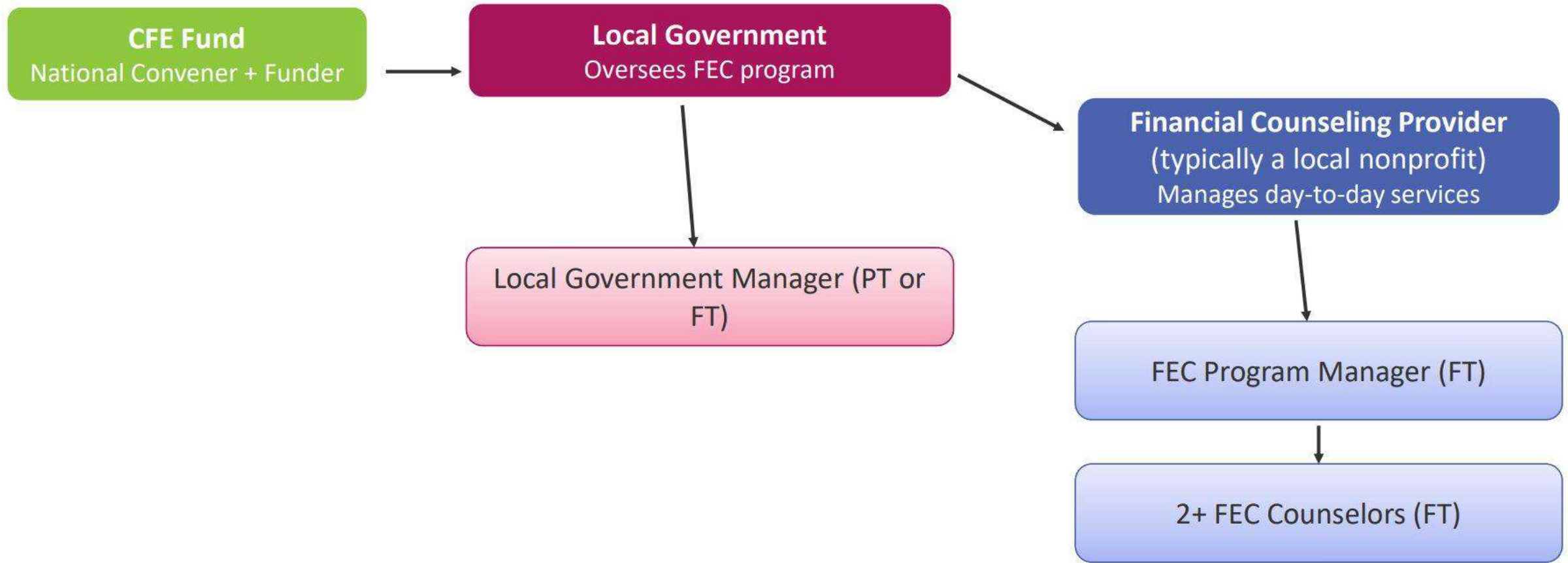
1.3
delinquent
accounts
closed



Roles and Responsibilities: City and Nonprofit



FEC Structure



City and Nonprofit Relationship

Local Government Manager (City Staff)

- Program Oversight
- Strategic Development
 - Stakeholder Management
- Sustainability and Fundraising
- Marketing and Outreach

FEC Program Manager (Nonprofit Staff)

- Counselor Management
- Day-to-Day Operations
 - Scheduling
 - FECBOT Data Compliance
 - Partnership Management



Responsibilities of the Financial Counseling Provider

- Manage day-to-day operations of the FEC
- Recruit, hire and supervise FEC Staff (1 Program Manager, 2 Financial Counselors)
- Collect data using the FEC database (No cost to nonprofit)
- Support continued education and training of FEC staff
- Lead marketing and outreach efforts for FEC promotion, including participating in outreach events and presentations
- Adhere to City reporting requirements
- Coordinate with City personnel to develop and maintain social service partnerships
- Coordinate routinely with the City's local government manager about FEC operations



Responsibilities of the City

- Manage overall operations of FEC, including program oversight, design, and implementation
- Conduct formal reviews of financial counseling provider
- Support fundraising efforts to ensure FEC program sustainability
- Coordinate with nonprofit provider on social service partnerships
- Coordinate with nonprofit provider for FEC marketing and outreach
- Host the South Bend FEC website



Request for Proposals Overview



RFP Overview

- Selected organization will serve as the financial counseling provider of the Financial Empowerment Center (FEC)
 - Qualified 501(c)(3) nonprofit organization
 - Implement high-volume, quality, one-on-one financial counseling services to low-income families
- \$500,000 contract for 2 years of operations
- Enter into partnership with the City to implement FEC programming and services



RFP Timeline

Date	Item
Feb. 13, 2024	RFP Posted
Feb. 20, 2024	Informational Webinar for RFP
Apr. 8, 2024	All applicant questions due to the City at RDCRFP@southbendin.gov
Apr. 15, 2024	RFP Submission Due by 11:59 PM EST
May 2024	Selected Nonprofit Provider Notified of Selection
June 2024	City-Nonprofit Provider Contract Signed
Aug.– Sept. 2024	Contract Begins; Hiring & Training of FEC Staff
Fall 2024	FEC Services Begin; FEC Soft Launch
2025	FEC Full Launch at MLK Dream Center



Proposal Evaluation Criteria

Criteria	Weight
Proposed Approach	25 Points
Organizational Capability	20 Points
Experience in Financial Empowerment Work (Including Counseling and/or Coaching)	20 Points
Experience in Community Involvement/Engagement	15 Points
Financial Capacity	15 Points
Unique Features of Applicant Organization	5 Points



Submitting Applications

Ideal Applicants will demonstrate:

- A thorough proposed approach to successfully operate the FEC
- Organizational and financial capacity to run the FEC
- Willingness to partner with the City
- Thorough understanding of program responsibilities and parameters
- Significant expertise in financial empowerment work
 - Financial counseling, coaching, assistance, programming, etc.
- Experience working with financially vulnerable residents
- Excellent strategies and dedication to community engagement and outreach



Thank You!

Questions about the Financial
Empowerment Center Request for
Proposals?

View the RFP at southbendin.gov/FEC

