

UNIVERSITY OF MASSACHUSETTS
REQUEST FOR BID

AA10-RC-3530

**CAMPUS CONTRACT
EMPLOYEES COMMUNITY CAMPAIGN**



SUBMITTED BY THE UNIVERSITY OF MASSACHUSETTS,
PROCUREMENT DEPARTMENT, AMHERST MA 01003

SPONSORED BY THE UNIVERSITY OF MASSACHUSETTS
OFFICE OF EXTERNAL RELATIONS AND UNIVERSITY EVENTS

**UNIVERSITY OF MASSACHUSETTS AMHERST
REQUEST FOR BID #AA10-RC-3530
CAMPAIGN FINANCIAL ADMINISTRATOR
COMMUNITY CAMPAIGN**

1. Description or Purpose:

The University of Massachusetts Amherst is seeking a Campaign Financial Administrator to assist in the administration of the University of Massachusetts Amherst Community Campaign (UMACC).

The University of Massachusetts Amherst Community Campaign is conducted under the statutory authorization of section 17B of chapter 180 of the Massachusetts General Laws. The UMACC affords employees the opportunity to voluntarily contribute to charitable organization(s) of their choice. Charitable organizations are those recognized by the Internal Revenue Service as tax-exempt under 26 U.S.C. 501(c)(3) and to which contributions are tax-deductible pursuant to 26 U.S.C. 170. The Executive Director of External Relations and University Events (ERUE), or her designee, manages UMACC and provides general oversight and executive leadership to the Campaign Financial Administrator.

The successful submitter will be the organization or entity that can most effectively and fairly partner with University of Massachusetts Amherst External Relations and University Events and provide services and administrative support necessary for a successful campaign. "Fairly" shall mean that all organizations must be treated equally, regardless of any existing, pre-existing or anticipated business or personal relationships on the part of any submitter. The successful submitter must meet eligibility requirements as defined in paragraph 6.

2. Campaign Financial Administrator Required Qualifications:

The successful proposal submitter must demonstrate competence and a successful record in the required qualifications described in this section.

The successful proposal submitter must:

1. Demonstrate an understanding and be dedicated to the success of the University of Massachusetts Amherst Community Campaign and be committed to achieving the objectives of the UMACC;
2. Demonstrate a history of administering the financial aspects of a workplace giving campaign of similar size and nature by providing two references from a successfully completed campaign;
3. Demonstrate the ability to import and utilize electronic Microsoft Access data files and to produce required campaign reports;
4. Demonstrate it has a solid ability to provide high quality technical and administrative services with sound fiscal approach and minimal administrative expenses and fundraising costs;
5. Have a strong, positive presence in the region's communities;
6. Certify that it accounts for its funds in accordance with generally accepted accounting principles and that an audit of the organization's fiscal operations is completed annually by an independent certified public accountant in accordance with generally

accepted auditing standards. Such audit must show expenses by function. A copy of the organization's most recent annual audit must be included with their proposal.

The Executive Director of External Relations and University Events reserves the right to cancel this RFB at any time if another alternative proves to be a more effective or economical alternative and is in the best interest of the University of Massachusetts Amherst.

3. Anticipated Duration of Contract:

The duration of the agreement, which may be awarded pursuant to this RFB, is from on or about October 1, 2009, through August 31, 2014, with the disbursement period for the donations to charities in the first year of this contract to be on or about April 1, 2010, through March 31, 2011, and with a similar disbursement period for each successive year of the contract.

4. Anticipated expenditures and compensation structures:

Contract will allow the successful proposal submitter to retain, from employee charitable contributions, actual administrative expenses as approved by the Executive Director of the ERUE or her designee. Total administrative expenses retained shall not exceed the total budget submitted by the proposal submitter (see paragraph 7). The successful proposal submitter must demonstrate that it will be able to minimize administrative expenses.

5. Contract and Performance Specifications:

The Campaign Financial Administrator is expected to manage the campaign fairly and equitably; to separate UMACC operations and accounts from any of its other operations or accounts; and to be subject to the oversight of the Executive Director of ERUE or her designee. The activities for which the Campaign Financial Administrator is responsible include but are not limited to:

- A. Campaign administration activities shall be approved and coordinated with ERUE and conducted in accordance with the following standards for campaign development and conduct:
 - (1) Employees will be permitted to designate money to united funds, community chests, or federated agencies as well as to unaffiliated individual organizations by cash, check, or payroll deduction.
 - (2) Employees will be allowed to designate the charity of his/her choice by providing the full name of the charity, the charity's full address and telephone number, and the charity's exemption number from the Internal Revenue Service which grants tax-exempt status under the Internal Revenue Code, 26 U.S.C. 501(c)(3).
 - (3) All undesignated contributions will be distributed to the charitable organizations selected by designations in the same proportion that they received designations in the campaign.
 - (4) The Campaign Financial Administrator will NOT solicit or contact employees directly. University of Massachusetts Amherst employees will distribute pledge forms and all other campaign materials to employees. The pledge forms will be printed by the University of Massachusetts Amherst, the cost of which will be paid by the Campaign Financial Administrator and will be a part of the Campaign Financial Administrator's

administrative expenses (see Paragraph 4). Estimated cost for the printing of pledge forms for the 2009-2010 campaign is \$2,800.00.

- (5) The Executive Director of ERUE or her designee shall approve, **prior to distribution**, all correspondence related to the University of Massachusetts Amherst Community Campaign which is sent by the Campaign Financial Administrator to designated charities or federated agencies. This includes the report of the final distribution of funds, information concerning donors who wish to receive gift acknowledgement, and other correspondence.
 - (6) Information concerning employee contributions (name, amount, designations, and address) will be confidential. Employees may provide written authorization to a charitable organization to mail a personal acknowledgement of his/her gift. Names and addresses released by donor permission to charitable organizations will be for the sole purpose of acknowledging a donation. Employee names will not be added to charity lists for the purpose of solicitation.
- B. The Campaign Financial Administrator shall provide and administer the central receipt and accounting function for all cash, check, and payroll deduction pledges. One check shall be sent by the University of Massachusetts Treasurer's office each pay period, in the gross amount of deductions on the basis of current authorizations, to the Campaign Financial Administrator. The Campaign Financial Administrator shall be responsible for the distribution of all cash, check, and payroll deduction amounts, less administrative costs (see paragraph 4), quarterly and on a fixed schedule to the charities designated by employees or the federated agencies designated charities have selected to represent them. Contributions and pledges obtained during the period of organized solicitation in the fall of each year shall be disbursed during the ensuing calendar year.
 - C. The Campaign Financial Administrator shall process, account, report, and distribute all contributed funds, less administrative expenses (see Paragraph 4). Detailed reporting will be provided to the Executive Director of ERUE, at least annually and from time to time as may be required and requested by the Executive Director of ERUE or her designee. The annual report shall contain, at a minimum, the amounts of designated and undesignated contributions, a detailed breakdown of all administrative, fundraising or any other expenses incurred by the campaign, the amount of any interest earned, the accounting methodology used to determine "un-collectibles," the final payout amount to each designated charity and the name, address, phone, and other relevant information on each designated charity participant. The annual report shall include a listing, separated by charity, of the names and addresses of donors who have requested acknowledgement by the respective charity. Any report under this section shall be made available to any designated charity participant upon request. After agreement with and approval by the Executive Director of ERUE or her designee, a summary of the annual report shall be distributed to each designated charity organization or its designated representative federation.
 - D. Other duties as may be assigned from time to time by the Executive Director of ERUE or her designee(s). Examples of these requests may include, but will not be limited to, notifying participating charities of opportunities to actively participate in on-campus campaign activities, arranging visits to local charities for UMACC key persons, arranging speaking engagements on campus for charity representatives, requesting participation by

campaign charities to provide incentive gifts or small tokens of thanks to donors, offering ideas for increasing participation in the campaign, preparing campaign promotional materials for distribution by the ERUE staff to UMass Amherst campaign department coordinators, preparing and distributing to community media sources announcements of campaign results as pre-approved by the Executive Director of ERUE.

E. A proposed Campaign Financial Administrator timeframe for 2009-2010 (first year of the contract) is as follows:

- Early October 2009, pre-campaign meetings and campaign planning
- Mid October - December 2009, provide financial and administrative support to campaign, periodically picking up campaign donations from ERUE and processing these contributions for deposit
- End of February 2010, provide report of all pledges
- March 2010, Campaign wrap-up
- April 2010, evaluation and production of reports
- April 2010 through March 2011, disburse contributions quarterly to federations and unaffiliated charities
- June - August 2010, contact all 2010-2011 participating charities to determine correct organization name, contacts, address, phone, web site, and statement of programs for inclusion in UMACC publications and campaign web site
- Note that all terms and conditions will remain in effect after the listed contract dates have expired as they relate to this section of the contract to insure that the vendor's obligations are fulfilled completely.

6. Charity Eligibility

The following criteria shall be used to determine whether any individual organization or united fund, community chest, or federated agency is eligible to be designated by a University of Massachusetts Amherst employee to receive contributed funds:

- A. Registration to solicit funds in the Commonwealth of Massachusetts as a private nonprofit organization and annual reporting to the Office of the Attorney General, unless the organization is exempt from such filing requirements.
- B. Status as a 501(c)(3) tax-exempt entity pursuant to the Internal Revenue Code and applicable laws of the Commonwealth.
- C. Adoption of standard accounting and financial reporting systems commonly used by voluntary, nonprofit health and welfare organizations, and preparation of an annual financial report.
- D. A stated policy of nondiscrimination in compliance with all requirements of law and regulations with respect to employment, volunteer participation, and the provision of services.

7. Evaluation Criteria

The Executive Director of ERUE shall be responsible for assessing and selecting the Campaign Financial Administrator. The Executive Director of ERUE will evaluate responses to this Request for Bid (RFB), and determine which proposal, if any, would most effectively and fairly provide the campaign services and administrative support necessary for a successful campaign. The Executive

Director of ERUE may request an interview with each proposal. Proposals submitted in response to this RFP must include the following information, in as much detail as possible:

Proposals must include in detail to all items listed under criteria below in the response. Failure to do so may be grounds for disqualification at the University's sole discretion.

Required Criteria:

- Detailed description of prior experience in administering charitable campaigns involving public employees;
- Description of the submitter's presence in the communities within the region (Hampshire, Franklin, and Hampden counties)
- Detailed description of how the submitter proposes to provide the best economic value to the University of Massachusetts Amherst and its employees, **including a proposed budget of anticipated expenses for each year of the contract;**
- Detailed description of how the submitter proposes to provide the best economic value to designated charity participants;
- Demonstrated ability to manage information and accounting systems, with the ability to receive and utilize electronic imports of Microsoft Access data files;
- Job description and resume of each individual the Campaign Financial Administrator will employ to directly administer the UMass Amherst Community Campaign.
- Prior experience in preparing detailed campaign reports;
- Commitment to full disclosure on the systems and standards used in fulfilling responsibilities as Campaign Financial Administrator;
- Demonstrated commitment to the goals and objectives of the University of Massachusetts Employee Community Campaign.

8. Deadline for Responses:

Those organizations that are interested in responding to this RFP must submit Proposals **by 1:00 PM, EST on September 24, 2009**. Late bids will not be accepted and will be placed, unopened, in the bid file. Faxed proposals will be accepted prior to the deadline. All faxed proposals must be followed up with an original within 5 days of proposal opening date. All proposals must be submitted to:

<p>University of Massachusetts Procurement Office 407 Goodell 140 Hicks Way Amherst, MA 10003 Attn. RFP AA09-RC-3530 fax to (413) 545-1643</p>

9. University Contract for services:

The successful submitter will be required to sign a standard University Contract for Services (CFS) Long Form prior to the start of the campaign. A copy of the University Contract for Services can be viewed at www.umass.edu/procurement, click on Forms. Vendors do **not** need to complete this CFS and return with their proposal response.

RFP VENDOR RESPONSE IDENTIFICATION FORM

All submitters must sign below and submit this form with their proposal response.

Date: _____

Name of firm: _____

Name & Title of Principal Officer: _____

Corporation organized under the laws of the State of: _____

Signature of Person Submitting Proposal: _____

Type/Print Name: _____

Type/Print Title: _____

In signing this Response Form, the submitter agrees to comply with terms, conditions and requirements as described in this RFP and on their proposal response if awarded a contract under this proposal.

Corporate mailing address:

Local mailing address if different from corporate address:

Telephone number: _____

FAX number: _____

Person to contact regarding this proposal: _____

e-mail Address: _____

BID RESPONSE FORM AA10-RC-3530

BUDGET TERM / CONTRACT YEAR	PROPOSED BUDGET
Year 1 October 1, 2009 - September 30, 2010	\$ _____
Year 2 October 1, 2010 - September 30, 2011	\$ _____
Year 3 October 1, 2011 - September 30, 2012	\$ _____
Year 4 October 1, 2012 - September 30, 2013	\$ _____
Year 5 October 1, 2013 – August 31, 2014	\$ _____