

REQUEST FOR PROPOSALS TO BE THE PRINCIPAL COMBINED FUND ORGANIZATION (PCFO) FOR CFC OF SOUTH HAMPTON ROADS

PART I: REQUIREMENTS FOR SOUTH HAMPTON ROADS CFC PRINCIPAL COMBINED FUND ORGANIZATION (PCFO)

1. SCHEDULE OF REQUIREMENTS

a. Purpose, general description of services to be provided:

(1) The South Hampton Roads Local Federal Coordinating Committee (LFCC) is soliciting applications from federated groups, charitable organizations or a combination thereof, interested in being considered to serve as the Principal Combined Fund Organization (PCFO) for the **2016/2017 (one year)** campaign. This posting on CFC of South Hampton Roads website serves as the solicitation for the 2016 PCFO. Some of the applicable CFC regulations are listed below. The entire directive is available as CFC regulations under Title 5, Part 950 at www.opm.gov/cfc or request a copy of the regulations from CFC of South Hampton Roads.

- Title 5, Code of Federal Regulations, Part 950.104 authorizes the LFCC to solicit applications from federations, charitable organizations, or combinations thereof to serve as the PCFO; and to select a PCFO to act as its fiscal agent and campaign coordinator for the CFC.
- Title 5, Code of Federal Regulations, Part 950.105 outlines the responsibilities of the PCFO. In addition, § 950.601 provides additional requirements governing the release of contributor names. The primary responsibility of the PCFO is to support the federal government in managing a comprehensive local workplace fundraising campaign while ensuring the fiscal integrity, accountability, and transparency of the process. A primary goal of the PCFO is to conduct an effective and efficient campaign in a fair and even-handed manner. Only federations, charitable organizations or combinations thereof may serve as the PCFO.

(2). All application proposals submitted for consideration must be received by the LFCC postmarked no later than **11 December 2015**. Interested organizations should submit their application proposals to the **LFCC Chair at Commander, Navy Region Mid-Atlantic, c/o CFCSHR, 1510 Gilbert Ave, Norfolk, VA 23511**. Only application proposals addressing all of the key elements and deliverables outlined herein will be considered for review by the LFCC.

(3) The mission of the Combined Federal Campaign (CFC) is to support and to promote philanthropy through a program that is employee-focused, cost-efficient and effective in providing all Federal employees the opportunity to improve the quality of life for all. Federal employees created the CFC—one campaign, once a year. By allowing employees to select the organizations of their choice from a single brochure and to make their contributions through payroll deductions, the CFC opened wide the door to more opportunities for generous giving to literally hundreds of worthy causes. The CFC is the only authorized solicitation of employees in the Federal workplace on behalf of charitable organizations. Annually, it solicits over 100,000 employees in the local area from the

postal, military, and federal civilians. CFC of South Hampton Roads covers the geographical boundaries of the cities of Suffolk, Virginia Beach, Norfolk, Portsmouth, Chesapeake, Franklin in Virginia and Elizabeth City, NC. It extends west to I-95 South Hampton County, and south into North Carolina to include the following NC counties of Camden, Gates, Hertford, Pasquotank, Dare, Perquimans, Currituck, and Chowan. To learn more of the South Hampton Road's CFC #0897 region, please visit OPM/OCFC's website, Campaign Locator -

<http://apps.opm.gov/CampaignLocator/CampaignLocator.cfm?CampCode=0897>.

b. Specific Statement of Work (SOW): The purpose of the (SOW) is to outline the requirements, performance expectations and deliverables required of the PCFO to the LFCC, as outlined in Title 5, Code of Federal Regulations, part 950 and CFC Guidance Memoranda. Complete copies of all CFC regulations and memoranda may be downloaded from www.opm.gov/cfc. Tasks, definitions and requirements are presented below in six major categories: Financial Accountability, Pledge Support, CFC Charity Application Support, Campaign Management Support, Campaign Marketing, and Reporting.

(1) Financial Accountability: The PCFO agrees to maintain a system of records that insures the integrity and accountability of all funds administered in support of the CFC program. To meet this objective the PCFO shall, in accordance with CFC regulations. The application should specifically address how it will support each item below in detail. Requirements:

- Honor employee designations by ensuring that funds are distributed to recipient organizations pursuant to regulatory guidelines, and that necessary controls are established to maintain accountability and disclosure.
- Distribute undesignated funds to all organizations in the brochure in the same proportion that they received designations.
 - Maintain a detailed schedule of PCFO actual CFC administrative expenses.
 - Maintain CFC financial records and interest-bearing bank accounts separate from the PCFO's internal organizational financial records and bank accounts.
 - Maintain all financial records and bank accounts pursuant to generally accepted accounting principles.
 - Implement necessary controls to ensure that interest earned on all CFC accounts is distributed in the same manner as undesignated funds.
- Submit to the LFCC an audit of collections and disbursements no later than August 1 for each campaign managed in which the last disbursement is made. The audit must be performed by an independent certified public accountant pursuant to generally accepted auditing standards and OPM guidance.
 - Absorb the cost of any reprinting of campaign materials due to the PCFO's noncompliance with these regulations, embezzlement, or loss of funds. The PCFO must also absorb campaign costs exceeding 110 percent of the approved budget. See 950.104(b)17
- Prepare and maintain a line item budget that details all estimated costs required to operate the CFC. The budget must contain sufficient details for the LFCC to understand the cost associated with operating CFC. Major budget categories must include itemized salaries, supplies, rental and maintenance of equipment, printing and artwork, promotion

and public events, special events, and staff and volunteer development services, including direct variable costs, and direct and indirect fixed costs. See **Exhibit A** for details on itemized budget categories. The budget must be prepared based on projected expenses and not based on a percentage of the funds raised in the campaign. **Include as an attachment.**

- **Include as a separate attachment** a copy of the PCFO's latest IPA Audit.
- Maintain a separate bank account from its own operating funds.

(2) Pledge Support: The PCFO must provide pledge support for the campaign. The PCFO shall explain, certify and/or expand the following requirements:

- Provide training for campaign representatives, coordinators and key workers. Training should detail key components of the process.
- Prepare the annual pledge card and brochure consistent with the CFC regulations and OPM instructions. Submits all campaign materials to the LFCC for approval in accordance with predefined schedules.
- Work with agency campaign officials to ensure no employee is coerced in any way regarding participation in the campaign or questioned as to his or her designation or its amount.
- Maintain donor privacy and honors employee requests that their names not be released to organization(s) that they designate.
- Provide for a website for Volunteers, Donors and Agencies.

(3) CFC Applications Processing Support: The PCFO supports the LFCC in processing applications for participation by local charities in the Combined Federal Campaign of South Hampton Roads. The PCFO will not determine the eligibility of local organizations that apply to participate in the local campaign however the PCFO should detail how the tasks below are to be performed by the PCFO in support of this process and include:

- Advertisement in the local paper and/or website, according to OPM's guidelines, announcing the open application period.
- Assist in the dissemination of information regarding the solicitation of applications,
- Support development of local instructions and forms to assist charitable agencies applying for participation in the CFC.
- Assist the LFCC in the screening of applications for completeness.

(4) Campaign Management Support: Demonstrate how the PCFO shall provide support to the LFCC in the following CFC campaign management functions to include:

- Identifying LFCC members annually per current structure in **Exhibit B,**
- Ensure, to the extent reasonably possible, every employee is given the opportunity

to participate in the campaign—describe,

- Maintaining records of LFCC meetings and activities performed in support of the CFC,
- Providing a planning calendar that identifies key campaign events and milestones and **include as an attachment**, such as:

- (a) Major campaign events and meetings,
- (b) National and regional workshops and conferences,
- (c) Release of information and reports required by regulation and this performance agreement,
- (d) Review and update of agency account profiles,
- (e) LFCC review of campaign materials, i.e., pledge card, Contributor’s Guide, posters, donor recognition awards, reports, invitations, etc.,
- (f) LFCC review of training materials for Loaned Executives, Coordinators and Key workers,
- (g) Training dates for Coordinators and Key workers,
- (h) Reporting and allocation of contributions.

(5) Campaign Marketing: The PCFO will be responsible for certain campaign marketing activities. Demonstrate the following to include but not limited to:

- Design and implementation of CFC awards programs, which are accessible to all employees, (subject to the LFCC’s approval)
- Provide federations and agencies the opportunity to offer suggestions related to the operation of the campaign, printed materials, and training and maintain a record of such requests.
- Design, develop, and submit to the LFCC for approval prior to publication all campaign promotional materials.
- Design, develop, and submit to the LFCC for approval prior to publication the CFC training materials for the Coordinators/Key Workers.
- Design, develop, and submit to the LFCC for approval a web based CFC site. Website sample to include:

(a) Front page (welcome) should include the campaign logo and theme, and summary results from the most recent campaign. This page should have buttons (page links) for each of the primary pages available on the site.

(b) The primary pages should contain at a minimum:

(c) A page for donors to include the pledge card and charity list.

(d) A volunteer page to include support materials, pledge card, charity list, LFCC list and contacts thereof.

(e) Enable employees to search for a list of participating organizations to certain criteria. For example: CFC designation code, administrative expense range, organization name (including free form or wild card type searches, if practical), and affiliation.

(f) A charity page to assist with applications, training or questions.

(g) A Contact page for anyone to contact the CFC staff.

h. **Reporting:** CFR 950.102(c), 103(b), 105(e), 603, and 403 govern the PCFO's reporting relationships with LFCC and OPM. The LFCC is authorized to govern the conduct of the CFC and is responsible for overseeing the performance and accountability of the PCFO. However, the director, OPM, is the final authority in interpretation of regulations and program policy. A PCFO's failure to comply with program regulations may result in either disqualification from future service as PCFO, disqualification as a participating federation, or both penalties.

The following reports must be submitted from the PCFO to the LFCC. Note all campaign records, including reports, must be retained a minimum of three campaign years. All reports, files and databases are property of the US Government. Demonstrate the process the PCFO will use to complete these requirements which include:

- Summary report- campaign performance results using the Online Form 1417 posted on the CFC website at www.opm.gov/cfc. The 1417 must be completed by 26 February 2016. Additionally, interest earned on the bank accounts used to deposit CFC contributions must be reported on the OPM Form 1417.

- Monthly reports during the campaign cycle - provide to the LFCC to include donations to date describing the campaign results including absolute, statistical, and comparative data monthly during the campaign. Such information must include at a minimum the following data:

(a) Agency identification information,

(b) Current year and if possible three (3) additional years of information for:

(c) Number of employees,

(d) Number of donors,

(e) Percentage of participation,

(f) Total amount pledged/contributed,

(g) Percentage change in giving,

(h) Per capita gift,

(i) Average gift,

- Documents or information requested by the LFCC and/or the Director, CFC Operations, OPM, with 10 calendar days of the receipt of that request.
- Support the LFCC oversight responsibilities by convening sessions to support milestone progress reports of the campaign's compliance with CFC regulations and OPM guidance on an annual basis. The LFCC will ensure, with PCFO support, all campaigns submit the compliance assessment documents to OPM by 15 March of each year.
 - Respond, in a timely and appropriate manner, to reasonable inquiries from participating organizations, volunteers, donors or other interested parties.
 - Report donor information to recipient organizations.
 - Maintain and report CFC donor designations to receiving organizations apart and separate from other funding sources so as to ensure that CFC funding is uniquely identifiable and reconcilable.
- Provide to the LFCC a detailed report of actual CFC administrative expenses. The expense report must be in a format that can be reconciled with the PCFO's budget submitted pursuant to the campaign plan. The report of actual CFC administrative expenses must be provided to the LFCC no later than the application date herein or a mutually agreed upon delivery date.
 - Provide to the federations and organizations of the amount designated, if any, and the amount allocated from undesignated contributions by March 15.
 - Provide to the federations and organizations of the initial disbursement or affidavit indicating that the initial disbursement occurring by April 1st and quarterly thereafter.

PART TWO: Administration requirements for submission of PCFO application and considerations.

2. Key Proposal Components: Any federation, charitable organization or combination thereof wishing to be selected for the PCFO must submit a timely application pursuant to the deadline set by the LFCC. **Exhibit C** provides a sample cover letter which must be submitted. The cover letter must include evidence of the organizational capacity, capability, and experience to meet the requirements of the statement of work, and submit a written campaign plan addressing the factors in the statement of work in Section One. The proposal will be utilized by the LFCC to evaluate the applicants for PCFO to act as its fiscal agent and campaign coordinator as described in this solicitation. The cover letter must describe:

- Organizational capacity and capability: The ability of the applicant to successfully meet the requirements of a PCFO outlined in Section One above should be detailed. Proposals must include a discussion of the organizational structure that will be used to support these requirements, including the assigned personnel and their management reporting structure. Factors that will be considered are:

- Experience managing charitable fund raising initiatives on behalf of charitable organizations or analogous solicitation campaigns.
- Ability to meet pledge processing and fund distribution requirements and overall technology related capacity to perform the requirements of the solicitation.
- Staffing plan and roles and responsibilities of personnel proposed to perform PCFO services including any support staff not directly involved in the day to day operations of CFC (part time, seasonal, finance, etc).
- Description of the organization's structure and how the proposed PCFO program will fit into the existing structure (***include as an attachment***)

a. Prior Experience: The applicant should detail relevant, recent past performance on similar efforts including for whom the work was done, the scope of the effort, and any program references that may assist in verifying the quality of the work performed.

b. Written Campaign Plan: A written **campaign plan** must be submitted in sufficient in detail to allow the LFCC to assess how the applicant will administer an efficient and effective CFC. The plan must address the approach to methods that will be used to accomplish all tasks delineated as follows:

(1) Financial Accountability. The financial proposal must have a level of detail that explains the approach to accomplishing all tasks delineated under Fiscal Accountability requirements of Part 1. The PCFO financial management plan must present. The plan should describe internal controls designed to provide reasonable assurances that the fiduciary responsibilities of 5 CFR 950.105 will be achieved. The financial management plan must also specifically address the system for reconciliation of original pledge amounts with final distribution of funds. A complete budget based on projected expenses must be presented along with a narrative justification explaining rationale or formulas used in calculating major cost categories (**Exhibit A**). Emphasis should be on the approaches to and degree of checks and balances that are offered to ensure the accountability and integrity of the system.

ATTACHMENTS:

Cover Letter

Campaign Plan that covers the items under the Statement of Work

Calendar of Events

PCFO audit

Financial Accountability Proposal

Budget for two years

Organizational structure

Exhibit A Budget Format CFC Campaign Budget

March 1 – February 28

Proposed Salaries for each employee for indirect and direct (broken out by function, IE CFC Director, Finance officer, etc)

Salaries Indirect: (broken out by individuals)

Employee Salaries

Pledge Card Support

Indirect Taxes and Benefits

Salaries Direct(CFC only broken out by individuals)

Employee Salaries

Taxes and Benefits

Annual CFC Audit

Indirect Campaign Processing

Supplies Office

Campaign Telephone

Warehousing

Technical support

Computers

Software

Copiers

Maintenance/Security

Direct Campaign Support

Postage & Shipping

Occupancy

Envelopes

Pledge Cards

Supporting Campaign Materials (Envelopes, bags, Thank you cards, etc)

Charity Lists

Leadership Awards

Stationary

Planned new equipment

Campaign Events

Marketing

Website

Transportation

Conferences

Legal Notices/Solicitation Notices:

PCFO

Charity application

Total Expenses

**EXHIBIT B: CFC OF SOUTH HAMPTON ROADS ACCOUNT STRUCTURE 2014
NUMBERS: DOES NOT REFLECT FUTURE MERGERS, DELETIONS OR CHANGES**

GEOGRAPHIC AREA(TENANTS):	TOT PERS	CARD VALUE
NAVAL STATION NORFOLK (56)	15,396	\$493,311
SURFACE FORCE ATLANTIC (61)	17,654	\$645,380
AIR FORCE ATLANTIC (60)	25,722	\$726,694
SUBMARINE FORCE ATLANTIC (12)	1,713	\$68,839
NAVAL SUPPORT ACTIVITY HR (26)	6,547	\$304,282
NAVY EXPEDITIONARY COMBAT (16)	3,020	\$53,771
NORFOLK NAVAL SHIPYARD (9)	9,687	\$421,939
MEDICAL COMMANDS (5)	5,348	\$128,320
US COAST GUARD (45)	5,761	\$230,995
NON MILITARY FEDERAL (38)	1,371	\$104,163
US POSTAL ACTIVITIES (34)	2,032	\$74,341
NAVAL AIR STATION (22)	5,659	\$120,897
JEB/LITTLE CREEK FT STORY (33)	6,380	\$137,592

Areas listed represent LFCC members and does not include the Chair, Commander Navy Region Mid-Atlantic. Personnel numbers are rounded and approximate based upon 2014 data. Total dollars are rounded based on 2014 campaign dollars.

EXHIBIT C: SAMPLE COVER LETTER:

Date: 11 December 2015

Rear Admiral Rick Williamson, USN
Commander, Navy Region Mid-Atlantic
Chairman, Combined Federal Campaign of South Hampton Roads
1510 Gilbert Ave
Norfolk, VA 23511

Subject: Application to be the 2016/17 Combined Federal Campaign Principal Combined Fund Organization (PCFO)

Dear Admiral:

Pursuant to the provisions of 5 CFR 950.105, Federal Register, dated November 20, 2006 (Charity or Federation Name) hereby applies for designation as the Principal Combined Fund Organization (PCFO) for the subject campaigns for the Combined Federal Campaign of South Hampton Roads. The proposed campaign plan, two year proposed budget, financial accountability proposal, Calendar, PCFO Audit and organizational structure is attached for the Local Federal Coordinating Committee's review.

As required, we pledge to administer the CFC fairly and equitably, and to conduct campaign operations, such as training, kick-off and other events, and separate fiscal operations, such as banking, auditing, reporting and distribution from our non-CFC operations.

In addition, we certify the PCFO will abide by the directions, decisions, and supervision of the LFCC and/or Director of Office of Personnel Management. We acknowledge that we are subject to the potential sanctions of §950.603, and to all the provisions of §950.

I look forward to hearing from you. If I can be of any further assistance or offer additional information on this application, please contact me. Thank you for your time and consideration.

Sincerely,

President and Chief Professional Officer

Enclosures: