

PARTNERS FOR HOME

Request for Proposal

Government Affairs & Lobbying Services

Partners for HOME
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Introduction

Partners for HOME (PfH), on behalf of the Atlanta Continuum of Care (CoC), releases this Request for Proposal (RFP) for qualified respondent(s) to provide **comprehensive government affairs and lobbying services** that strengthen PfH's positioning with state and local elected and administrative officials. The selected Respondent will support PfH in advancing policies, appropriations, and strategic relationships that further the mission of ending homelessness and housing instability in Atlanta.

The Respondent will be expected to provide strategic guidance grounded in deep legislative knowledge, long-standing relationships with decision-makers, and direct experience navigating complex public policy issues. PfH seeks a partner capable of elevating the organization's visibility, supporting effective messaging, and proactively identifying both opportunities and risks within the state and local policy landscape.

PfH is a nonprofit organization that serves as the Collaborative Applicant for the Atlanta CoC — a Housing and Urban Development (HUD) program that promotes community-wide commitment to the goal of ending homelessness and provides funding for efforts by nonprofit providers and state and local governments to quickly rehouse people impacted by homelessness. Its mission is to coordinate a comprehensive crisis response system to end homelessness in the City of Atlanta.

Partners for HOME does not discriminate based on race, color, religion, gender, sexual orientation, national origin, age, or disabilities in hiring practices or service provision.

Submittal Deadline and Inquiries

All responses to this RFP must be submitted electronically by **5 p.m. on Wednesday, December 10, 2025**. Responses after this time will not be considered.

Responses must be in PDF format.

All questions regarding this RFP must be received in writing. All such written inquiries must be delivered electronically by **5 p.m. on Monday, December 8, 2025**. All respondents to this RFP will be provided access to or a copy of all received written inquiries and PfH's responses to those inquiries via the PfH's website.

Please address the inquiries and responses to Jasmine Rockwell Heard, Associate Director of Grants Management, at grants@partnersforhome.org.

Professional Fee

While the Respondent will be asked to provide an estimated lump sum fee for the services requested, final fees will be negotiated following the selection of the Respondent. If fee negotiations with the Respondent determined most qualified are not successful, and/or the fees discussed are outside the budgetary constraints for the project, PfH reserves the right to suspend negotiations with the most qualified Respondent and proceed to other Respondents.

The Respondent will also be expected to provide a summary of assumptions used to determine its fee,

including — but not limited to — team, hours and resources required from PfH, and services to be included. Services can be outlined in an a la carte menu style to support the lump sum proposal.

Scope of Services

The contracted Respondent will serve as PfH's external government affairs representative, providing strategic lobbying, policy analysis, and relationship-building to advance system-level solutions to homelessness.

The selected Respondent will provide comprehensive government affairs and lobbying services, including the following components:

1. Government Affairs Representation & Registration

- Register to lobby on behalf of Partners for HOME.
- Represent PfH before state and local elected officials, executive agencies, and administrative leadership.
- Engage the Georgia General Assembly, Governor's Office, Georgia Department of Community Affairs, City of Atlanta Mayor's Office and City Council, Fulton County, and other relevant bodies.

2. Strategic Policy & Advocacy Guidance

- Provide policy strategy and expert guidance on legislative and administrative processes.
- Support PfH in developing messaging, talking points, written materials, and testimony for policy engagement.
- Advise PfH on navigating appropriations cycles, legislative procedures, and potential risks or harmful proposals.

3. Relationship Building & Direct Engagement

- Strengthen PfH's relationships across state and local policymakers.
- Coordinate and facilitate meetings with legislative leaders, agency staff, and city/county officials.
- Identify potential partner organizations that can support PfH's policy priorities.

4. Monitoring, Analysis & Policy Issue Management

- Monitor legislative, regulatory, and administrative activity impacting PfH.
- Provide early alerts regarding risks, opportunities, and political developments.
- Track budget proceedings, proposed legislation, hearings, and local policy actions.

5. Communications & Reporting

- Hold regular strategy calls and update meetings with PfH leadership.
- Provide written progress updates detailing activities, outreach, and policy analysis.
- Prepare or support the development of talking points, testimonies, briefing materials, and written positions.
- Attend key meetings with elected officials and provide advisory support.

6. Deliverables

- A structured legislative engagement plan aligned with PfH's priorities.
- Monthly written progress summaries.
- Coordinated meetings and introductions with policymakers.
- Strategic recommendations and advisories throughout legislative sessions.

- Development of advocacy materials to support Pfh policy objectives.

7. Performance Expectations

- Maintain strong bipartisan relationships across state and local government.
- Demonstrate expertise in navigating legislative and appropriations processes.
- Uphold high standards of professionalism, ethics, and confidentiality.
- Provide timely, accurate, and actionable strategic guidance.

Term

This is a one-year contract, anticipated to run from December 2025 – November 2026.

Application

The application narrative should not exceed five pages, single-spaced, with one-inch margins and an 11-point or 12-point font.

The narrative should address the following (be specific):

- Summarize your expertise and ability to meet the requirements outlined within this RFP's Scope of Services.
- Provide a cost proposal in PDF format based on the scope of services with a maximum budget of **\$30,000**.
- The budget may be in a spreadsheet, and the budget narrative may not exceed one page, single-spaced, with one-inch margins, and in 11-point font (not included in the five-page narrative count).

Evaluation Metrics

PfH will convene an evaluation committee to evaluate each proposal submitted by a Respondent. At the discretion of PfH, follow-up interviews may be conducted with the highest-ranking Respondents prior to the evaluation committee making a final selection.

Timeline and Deliverables

PfH will ensure that the selected Respondent has access to all necessary files, reports and personnel required to complete the Scope of Services. The following is an approximate project schedule, subject to modification:

Date	Action Required
11/26/2025	Release of RFP
12/8/2025	Inquiries/questions due
As received	Responses to respondents' inquiries posted on PfH website
12/10/2025	RFP Responses Due

12/11/2025	Response review process
12/12/2025	Interviews with selected respondents* <i>if needed</i>
Week of 12/15/2025	Respondent selected

Selection Process

Once the responses are reviewed, a shortlist will be compiled by PfH. Interviews may be conducted with the Respondent(s) determined to be the most qualified, and additional information may be required at that time. Negotiations will begin with the Respondent(s) selected to be the most suitable.

Selected Respondent(s) must be prepared to enter negotiations for services outlined in this RFP.

Evaluation & Acceptance of Statement of Qualifications

PfH reserves the right to reject any and all responses, to amend the Request for Qualifications and the process itself, or to discontinue the process at any time.

Terms and Conditions

All proposals and supporting materials as well as correspondence relating to this RFP become property of PfH when received. Any proprietary information contained in the Response should be so indicated. However, a general indication that the entire contents, or a major portion, of the proposal is proprietary will not be honored.

A. All applicable State of Georgia and federal laws, City and County ordinances, licenses, and regulations of all agencies having jurisdiction shall apply to the Respondent and project throughout and are incorporated herein. The contract with the selected Respondent, and all questions concerning the execution, validity or invalidity, capability of the parties, and the performance of the contract, shall be interpreted in all respects in accordance with the laws of the State of Georgia.

B. Professionals requiring special licenses must be licensed in the State of Georgia, and shall be responsible for those portions of the work as may be required by law.

C. Sub-Respondents as part of the Project team must be clearly identified in the Response, including roles, resumes of key personnel, and project references.

D. No Response shall be accepted from, and no contract will be awarded to, any person, Respondent, or corporation that (i) is in arrears to PfH, Invest Atlanta, or the City with respect to any debt, (ii) is in default with respect to any obligation to PfH, Invest Atlanta, or the City, or (iii) is deemed irresponsible or unreliable by PfH. If requested, the Respondent shall be required to submit satisfactory evidence that they

have the necessary financial resources to provide the proposed services.

E. From the date PfH receives a Respondent's proposal through the date a contract is awarded to a Respondent(s), no Respondent may make substitutions, deletions, additions or other changes in the configuration of Respondent's proposal or members of Respondent's team.