

## Request for Proposals – Community Workshops Initiative

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Funding Period: August 2018 – December 31, 2018

This document is a Request for Proposal (RFP) for the BBVA Compass Center for Financial Education (CFE) Community Workshops Initiative.

BBVA Compass is seeking proposals from community-based, nonprofit organizations to execute and promote financial education workshops that focus on personal finance, home ownership and/or small business. The grant term is for the remainder of 2018, with the ability to renew annually, and will be paid quarterly based on reported metrics by the organization.

Interested applicants are encouraged to read this RFP in its entirety and use the links provided to access the application or register for an informational webinar.

- Deadline for proposals is July 13, 2018 at 5:00 p.m. (CT)
- Proposals must be submitted through the [BBVA Compass Application Portal](#).
- Inquiries related to the RFP may also be directed to [fin.ed.us@bbva.com](mailto:fin.ed.us@bbva.com) (Please allow 24-48 hours for a response)
- An informational webinar will be hosted on June 27, 2018. [Register here](#).
- Successful applicants will be announced by July 30, 2018.

### Background Information

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BBVA Compass is a Sunbelt-based financial institution operating 651 branches in Texas, Alabama, Arizona, California, Florida, Colorado and New Mexico, and commercial loan and private client offices throughout the U.S. BBVA Compass ranks among the top 25 largest U.S. commercial banks based on deposit market share and ranks among the largest banks in Alabama (2nd), Arizona (5th) and Texas (4th).

In 2014, BBVA Compass pledged \$11 billion in lending, investments and services toward supporting low- and moderate-income (LMI) individuals and neighborhoods. As part of this plan, the BBVA Compass CFE was established to offer individuals and entire communities the opportunity to achieve financial stability through financial education. In partnership with EverFi, a leading education technology firm, BBVA Compass developed an innovative financial education program that focuses on personal finance, home ownership and small business, offering a state-of-the-art experience for participants. Each financial education module was developed with enough flexibility to deliver a workshop using a No-Tech (paper-based), Low-Tech (paper

materials with devices for participant registration) or High-Tech instructional method (participants primarily use connected devices for materials/content), and to be able to provide instruction in English or Spanish. The financial education modules include:

- Personal Finance
  - Banking Basics
  - Budgeting
  - Credit Scores & Reports
  - Identity Theft & Fraud
  - Retirement
  - *Coming Soon: Debt Consolidation, Credit/Loan Management & Mobile Banking*
- Small Business
  - How Businesses Obtain Credit
  - How Businesses Use Credit
  - Developing a Business Plan
  - Business Financial Statements
  - Small Business Banking Services
- Home Ownership
  - Considering Home Ownership
  - Understanding Mortgages
  - Understanding Mortgage Modifications

As a continued commitment to the communities we serve, BBVA Compass will pilot the CFE Community Workshops Initiative in as many as 21 markets delivering financial education curriculum to LMI persons and small business owners.

Further, BBVA Compass will offer a performance-based grant through the initial period (with an option to renew and extend the grant for another year) to qualified nonprofit organizations that will execute financial education workshops in select footprint markets.

BBVA Compass Team Members will support nonprofit organizations by providing their subject-matter expertise via teaching the CFE workshops, as well as providing access to technology, teaching materials, and resources needed to help deliver the financial education curriculum in the CFE platform.

## Important Dates & Training Resources

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<b>Training Resources</b>	There will be a live RFP webinar with a question-and-answer session scheduled prior to the application deadline
<b>Webinar Session</b>	June 27, 2018, 11:00 a.m. CT ( <a href="#">Register here</a> ) <i>This webinar will be recorded.</i>
<b>Application Deadline</b>	July 13, 2018, 5:00 p.m. CT
<b>Anticipated Award Notification</b>	July 30, 2018
<b>Funding Period</b>	August 2018 – December 2018, with option to renew through December 2019

## Scope of Work

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The goal of the CFE Community Workshops Initiative is to educate at least 20,000 LMI individuals and families in personal finance, home ownership and small business over a two (2) year period utilizing BBVA Compass' CFE curriculum. Each program should be specifically designed to serve unbanked, underbanked or other LMI persons with significant barriers to building assets and programs should be open to all eligible individuals.

To better serve these individuals, applicants must also demonstrate partnerships with other community-based organizations that have experience in addressing various barriers to asset building and closely serving targeted LMI communities.

Successful applicants will be responsible for scheduling, promoting and recruiting participants to attend workshops in select market(s) and will coordinate directly with local community relations officers to support volunteer recruitment and CFE teaching materials and resources.

Successful applicants should confirm classroom, or other meeting room facilities, with access to high-speed internet and WiFi. Classroom, or meeting location(s), should be convenient to the targeted audience.

If requested, successful applicants may receive technology support from BBVA Compass in the form of tablets and/or computers, depending on need. Preference will be given to nonprofit organizations with access to a computer lab that can be utilized to host CFE workshops.

## Funding Opportunity

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Selected community partners will be awarded a grant from the BBVA Compass Foundation for the initial period, with an opportunity to renew and extend the grant for another year based on certain performance metrics.

This program is designed for BBVA Compass to strategically deliver CRA-qualified, community development services and investments in key markets while strengthening our relationships in the community.

### Funding Overview

- The BBVA Compass Foundation has set aside grant funding in 21 markets, defined in the eligibility section, specifically to fund CFE workshops through grantees.
- Funding per market ranges from \$5,000 - \$40,000 for the initial period, depending on market size, which is defined by, but not limited to, the number BBVA Compass employees, branches, and deposit-taking ATMs
- Grantees will have access to co-branded marketing and promotional materials.
- A portion of the grant will be paid up-front, followed by quarterly payments based on the evaluation of performance metrics as agreed upon by the selected nonprofit partner and BBVA Compass.
- Applicants are encouraged to propose additional workshops/programs, in addition to the grant structure minimum expectations, that would support delivery of BBVA Compass CFE to a larger audience.
- Successful nonprofit organizations will be responsible for submitting timely quarterly reports for evaluation by the BBVA Corporate Citizenship and Reputation Team.

Grants will be paid on a quarterly basis based on the evaluation of performance metrics as agreed by the selected nonprofit partner and BBVA Compass.

Criteria for evaluation will include, but are not limited to:

- Number of workshops held in a quarter
- Number of participants per workshop
- Timeliness and completeness of pre- and post-workshop surveys
- Ease and accessibility for BBVA Compass employees to volunteer
- Timeliness and completeness of quarterly reports

An annual review and evaluation will be conducted at the end of the initial period to determine continued participation in the CFE Community Workshops Initiative.

BBVA Compass does not guarantee continued funding year-over-year.

## Eligibility

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The successful nonprofit applicants will have a demonstrated ability to deliver financial education in one, or more, of the of 21 BBVA Compass designated service areas.

There will be a live RFP webinar with a question-and-answer session scheduled prior to the application deadline on June 27, 2018 at 11am CT. It is recommended that a representative from each nonprofit organization participate in this webinar prior to submitting their application.

### Partner Type and Location

- Applicants must have a proven capability in delivering financial education or financial coaching with a focus on personal finance, home ownership or small business.
- Applicants must primarily serve LMI, unbanked, and/or underbanked persons and/or small businesses from underserved populations.
- Applicants must have a qualified 501(c)(3) tax exempt status pursuant to the Internal Revenue Service.
  - Applicants with other tax exempt status must email [fined.us@bbva.com](mailto:fined.us@bbva.com) to receive an invitation code to apply.
- Only one (1) application per organization (as determined by Federal Tax ID number) will be accepted.
- Applications that request funding for an amount that is greater than 20% of the agency's annual operating budget will not be accepted for review.
- All past and current BBVA Compass-funded grantees must be in compliance with BBVA Compass Foundation requirements and in good-standing with regard to grant reporting requirements.
- Applicants are not required to be headquartered within the designated service area, but must demonstrate an established presence within one, or more, of the following areas to be eligible for funding:
  - Alabama
    - Birmingham, Huntsville, Mobile/Daphne, Montgomery
  - Arizona
    - Phoenix, Tucson
  - California
    - Riverside, Stockton
  - Colorado
    - Denver
  - Florida
    - Jacksonville
  - New Mexico
    - Albuquerque

- Texas
  - Austin, Beaumont, Brownsville, Dallas, El Paso, Fort Worth, Houston, Laredo, McAllen, San Antonio
- *Note: These geographies are further defined in Appendix B. Applicants headquartered outside of the seven-state footprint must email [fined.us@bbva.com](mailto:fined.us@bbva.com) to receive an invitation code to apply.*

## **Capabilities**

- Applicants must have access to appropriate classroom, office or community space, with a minimum capacity for twenty (20) attendees and an instructor, to host CFE workshops on a regular basis.
- Applicants must have access to technology to support the teaching of CFE curriculum, including high-speed broadband internet with WiFi connectivity. In some cases, BBVA Compass will be able to provide technology, such as tablets and computers for participants to utilize, as appropriate.
- Preference will be given to applicants who have a computer lab with internet access, or access to mobile devices for every participant to use.
- Applicant must be able to schedule and organize all components of CFE workshops on a regular basis.
- Applicant must be able to successfully promote and market CFE workshops and recruit appropriate participants from the targeted community.
- Applicant must demonstrate a capacity to support to BBVA Compass Team Members who will be teaching CFE workshops.

## **Reporting**

- BBVA Compass will require successful applicants to collect pre- and post-workshop information from participants and provide reports in a format requested within one week of completion for each completed CFE workshop.
  - Reports may include, but are not limited to, contact information of participants and the evaluation of pre- and post-workshop levels of knowledge relative to the curriculum presented.
- Successful applicants may be required to provide additional reporting on CFE workshops to BBVA Compass.
- Successful applicants must be in a position to address any issues related to the execution of CFE workshops as required by BBVA Compass.

## Proposal Requirements

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- Organization Information
  - Legal name, address, telephone, board members, 501c3 Letter of Determination
- Contact Information
- Mission Statement
- Organizational Capacity
  - Provide an overview of your organization's capacity to successfully execute this project.
  - Describe how this scope of work fits into your organization's range of services.
  - Describe your organization's experience in working with the LMI population(s) or small businesses served by this project.
- Statement of Need
  - Characterize the population(s) targeted by this project.
  - Describe why the project is needed in your service area.
- Project Description and Grant Amount
  - Outline the delivery of financial education courses including, but not limited to, location, dedicated space and marketing/outreach plan.
  - Identify the targeted service area(s) for delivering financial education and the type(s) of financial education provided (i.e. which financial education modules are most appropriate for your audience: personal finance, home ownership and small business)
  - Use Appendix A to estimate the number of workshops to be completed for each performance period through the end of 2019, including the number of LMI participants or small businesses anticipated.
    - If you are proposing servicing multiple markets, please fill out a copy of Appendix A for each market.
  - Identify support methods directed to local Volunteer Chapters at BBVA Compass.
- Collaboration
  - Describe existing partnerships with other nonprofit and/or public-sector organizations.
    - How will these relationships help achieve project objectives?
  - Describe your area's existing financial education landscape and how this project fits into that ecosystem.
- Additional Documentation
  - Describe how this project will result in immediate or long-term impact in your service area.
  - Create a calendar of events incorporating CFE financial education courses.
    - Preference will be given to nonprofit organizations that can begin hosting CFE workshops in August 2018
  - Financial Statement(s)

## Submission Process

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- All applications must be submitted in in the BBVA Compass Foundation application portal by 5:00 p.m. (CDT) on July 13, 2018. [Access the application portal here.](#)
- Applications received after this date/time may not be accepted.
- Only completed applications will be considered.
- Submit only the documents requested (additional materials will be discarded).

## Appendix A

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### Estimated Grant Impact and Financial Requirements per Performance Period

Performance Period	Workshops (#)	LMI Participants (#)	Grant Request (\$)
Startup Grant Request			
August 1 - September 30, 2018			
October 1 - December 31, 2018			
<b>2019 Optional Grant Extension</b>			
January 1 - March 31, 2019			
April 1 - June 30, 2019			
July 1- September 30, 2019			
October 1 - December 31, 2019			
<b>Optional Grant Extension</b>			

## Appendix B

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### BBVA Compass Geography Definitions

Geography	MSA Code	County Name(s)
<b>Alabama</b>		
Birmingham	13820	Blount, Jefferson, St. Clair, Shelby, Walker
Huntsville	26620	Limestone, Madison
Mobile/Daphne	33660	Baldwin, Mobile
Montgomery	33860	Montgomery
<b>Arizona</b>		
Phoenix	38060	Maricopa, Pinal
Tucson	46060	Pima
<b>California</b>		
Riverside	40140	Riverside, San Bernardino
Stockton	44700	San Joaquin
<b>Colorado</b>		
Denver	19740	Adams, Arapahoe, Broomfield, Denver, Douglas, Jefferson
<b>Florida</b>		
Jacksonville	27260	Clay, Duval, Nassau, St. Johns
<b>New Mexico</b>		
Albuquerque	10740	Bernalillo, Sandoval
<b>Texas</b>		
Austin	12420	Hays, Travis, Williamson
Beaumont	13140	Hardin, Jefferson, Orange
Brownsville	15180	Cameron
Dallas	19124	Collin, Dallas, Denton, Ellis, Kaufman, Rockwall
El Paso	21340	El Paso
Fort Worth	23104	Hood, Johnson, Parker, Tarrant
Houston	26420	Austin, Brazoria, Fort Bend, Galveston, Harris, Montgomery, Waller
Laredo	29700	Webb
McAllen	32580	Hidalgo
San Antonio	41700	Bexar, Comal, Guadalupe, Kendall

## Appendix C

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### Community Workshops Initiative Frequently Asked Questions (FAQ)

#### **1. What is the Center for Financial Education (CFE)?**

The BBVA Compass Center for Financial Education was established to create opportunities for individuals and communities to increase their financial capabilities through financial education.

#### **2. Why is the Center for Financial Education releasing an RFP?**

The Center for Financial Education is issuing an RFP to solicit community partners' support in accelerating our goal of creating opportunities through financial education. This is a pilot program intended to help us reach more individuals by partnering with nonprofits and leveraging BBVA Compass' human capital to deliver high-quality financial curriculum developed by EverFi, Inc.

#### **3. What is the initial period for this program?**

The initial period of the program will run from early August through December, 2018. At that point, the program will be evaluated to determine what, if any, changes need to be made.

#### **4. How does this initiative impact community giving at the local level?**

A significant amount of resources from the BBVA Compass Foundation has been allocated to the CFE Community Workshops Initiative. By doing so, local grantmaking within the community development focus area has been limited. We encourage organizations that provide financial training (education or coaching) to review the RFP and consider applying.

#### **5. The RFP mentions that a portion of the grant will be paid up-front. What percentage of overall funding does this represent and when would it be paid?**

A reasonable amount should be proposed by the organization to cover costs associated with planning and marketing the initial financial education workshops. The funds would be paid within 30 days of approving the proposal.

#### **6. Is the grant through the Community Workshops Initiative restricted?**

No, however we expect the funds will be utilized to cover the costs of implementing the program outlined in the organization's proposal.

**7. Can an organization apply for funding through the RFP process and through the traditional community giving process?**

Yes. They are two separate online applications and each requires unique information, however it is unlikely that an organization will be funded through both the RFP process and the traditional community giving process due to the limited funding available.

**8. What if my proposal is rejected through the RFP process?**

You may apply through the traditional community giving process. The information about this process is located at <http://bbvacompass.com/foundation>.

**9. If our organization serves more than one of the 21 markets listed in the RFP, can we include them in our proposal?**

Yes. We encourage organizations that serve multiple geographies to submit proposals that include those that coincide with the 21 markets we serve across our seven state footprint listed in the RFP.

**10. If our organization is headquartered outside of the 21 markets listed in the RFP, yet we serve one or multiple markets, can we apply?**

Yes, as long as the proposal specifically references the geographies that overlap with the 21 markets listed in the RFP.

**11. How should we determine what area of financial education to include in our proposal?**

The proposal should be based on the audience that they serve and organizational strengths, whether that is adult personal finance, homeownership, small business or some combination of the three.

**12. What is the goal per organization for individuals educated through the Community Workshops Initiative?**

There is no goal per organization. We understand that every organization is different and every market is unique. We expect organizations to propose reasonable and attainable goals.

**13. How much should we propose per workshop participant?**

There is no range for how much an organization should propose per workshop participant. We expect organizations to propose reasonable amounts based on costs.

**14. How many proposals will be approved per market?**

We anticipate at least one proposal per market, however this depends on how many proposals are received overall.