

To: Offerors

Date: Sept. 14, 2019

From: Haiti Home Ownership and Mortgage Expansion (HOME) Program; Implemented by World Council of Credit Unions (WOCCU)

Subject: Request for Proposals (RFP) Planning Promotional Events with Haitian Affordable Housing Developers, Targeting Haitian Diaspora in the United States and Canada

Due: 5:00 PM EDT on September 26, 2019

Questions should be submitted to mraymond@haitihome.org no later than 1:00 PM Tuesday, September 24th.

Dear Offerors,

Haiti Home Ownership and Mortgage Expansion (HOME) Program, implemented by World Council of Credit Unions (WOCCU), and funded by the United States Agency for International Development (USAID), invites Consultants to submit a proposal for an assignment to plan promotional events with Haitian affordable housing developers, targeting Haitian diaspora in the United States and Canada.

- I. RFP Process and deadlines:** This solicitation will result with a Consultant Agreement and a Scope of Work based on the winning proposal. Proposals must be submitted no later than September 26th via email to mraymond@haitihome.org. Please limit submissions to no more than five (5) pages.
- II. Background:** The Haiti Home Ownership and Mortgage Expansion (HOME) Program, funded by the United States Agency for International Development (USAID), works on both the supply and demand side of the housing value chain in Haiti to create affordable housing. Through an incentive structure the program mobilizes the Haitian financial sector and property developers to lead the creation of a larger market for housing finance products and infrastructure.

Operating under the HOME Program, the HOME Housing Finance Facility's mission is to promote the development of private sector driven affordable housing projects in Haiti. This fall of 2019, the HOME Housing Finance Facility is planning a series of road shows for Haitian affordable housing developers in the United States to engage the diaspora community for opportunities for investment.

As part of the effort to catalyze investment in Haitian enterprises, Haiti HOME plans to participate in the Haitian Diaspora Investment Opportunities Seminar Series, organized by the USAID/DAI Haiti Invest program, which aims to stimulate investment in Haiti. Similar to Haiti HOME, the program seeks to facilitate investment in Small and Medium enterprises using a pay-for-performance compensation model to market intermediaries. Haiti INVEST focuses on enterprise-led development, unlocking the potential of the private sector to move Haiti beyond the need for assistance.

The seminar series will be taking place in Miami, Atlanta, and New York. with the goal of providing potential investors and transaction advisors with a broad range of tools and insights to help them drive investment flows into Haiti. Haiti HOME is seeking to organize additional events in these cities, strictly with the aim of promoting the projects for the sale of residential units.

- III. Objective:** Haiti HOME is seeking a Consultant and/or Firm to lead the planning and organization of five promotional events, one in each of the five cities where the Haitian Diaspora Investment Opportunities Seminar Series will take place: Miami, Atlanta, and New York. In addition to organizing the events and providing logistical support to HOME's partner developers, the Consultant is expected to have experience in community outreach and leveraging Haitian diaspora networks in order to showcase the affordable housing projects by HOME's partner developers in Haiti.
- IV. Estimated Value:** The estimated value for this opportunity is approximately \$10,000 - \$20,000. The proposal should detail the cost of labor for organizing events (approximately 75 individuals per event) and coordinating travel with Haitian housing developers including hotels. Cost proposals should also include costs for event marketing.
- V. Composition of Proposal:** Your proposal should comprise the following submission documents. Submission of Relevant Experience and Work Plan and Excel format are acceptable.
- a. Cover Page (Optional, not included in page limit)
 - b. Relevant experience and work in the Haitian community (1 Page Maximum)
 - c. Work Plan, including (4 Pages Maximum):
 - i. Arrangement of meeting spaces
 - ii. Community Outreach Strategy, with list of target attendees for the events
 - iii. Travel details
 - d. Cost Proposal (Excel Format Only, No Page Limit)
- VI. Schedule:** The following section details the proposed schedule of events and venue locations.
1. MIAMI: October 4, 2019 6:00 - 9:00pm

Informational Session- Kovens Conference Center – FIU, Biscayne Bay Campus 3000 NE 151st St North Miami, FL 33181
 2. ATLANTA: October 25, 2019 6:00 - 9:00pm

Informational Session, Location Serendipity Labs - Cumberland 3225 Cumberland Boulevard, Suite 100, Atlanta, GA 30339
 3. NEW YORK: October 30, 2019 6:00 - 9:00pm

Informational Session Location (preliminary location/ location partner) Greenberg Traurig, LLP MetLife Building 200 Park Avenue, New York, NY 10166

VII. Validity Period: Offerors confirm that proposals are valid through October 31, 2019.

VIII. Disclaimer: This bid solicitation in no way obligates World Council of Credit Unions to award a contract, nor does it commit World Council of Credit Unions to pay any costs incurred in the preparation and submission of the bid. World Council of Credit Unions reserves the right to vary any part of this bid solicitation at the time of award if it becomes necessary.

Thank you,

Haiti HOME Team