



Request For Proposal on Impact Framework & Assessment

ABOUT RSF SOCIAL FINANCE

[RSF Social Finance](#) is an impact-first financial services organization revolutionizing the meaning of money. Together with our community, we put resources to work toward regeneration. Since 1984, we've innovated finance tools and invested in healthier food systems, thriving arts communities, whole-child education, cleaner climates, racial justice, and more.

We nurture a living system of change-makers, investors, donors, and social enterprise leaders who use capital differently than the crowd. By offering investment notes, donor advised funds, and loans, we mobilize money toward positive change that can be felt today, tomorrow, and on the horizon.

Our products include:

- **Social Investment Fund notes for social impact investors:** With as little as \$1,000, any individual can purchase an investment note that RSF invests directly in social enterprises.
- **Donor Advised Funds for donors and philanthropists:** With as little as \$5,000, donors can make a charitable contribution to a fund held at RSF, receive an immediate tax deduction, and then recommend grants from the fund over time.
- **Loans for social enterprises:** With capital from our Social Investment Fund, RSF makes loans to mission-driven organizations that earn regenerative (social, environmental, and financial) returns.

What we value:

- **Care:** We act from a place of care first, honoring the lived experiences that make us who we are and listening deeply to the needs of our community.
- **Courage:** Transformation isn't achieved through business as usual. We proudly take the path not yet traveled to unlock deeper impact.
- **Connection:** We prioritize relationships—with ourselves, each other, and the world around us. Trust and shared understanding emerge when we're connected.
- **Collaboration:** The strongest steps we take toward progress are those taken together. We believe true solutions are built with rather than for.

IMPACT: WHAT WE'RE LOOKING FOR

As we enter our 40th year of activating money for change, we're seeking a consultant to help us refine the way we measure, track, and communicate our impact.

The challenge

RSF has a broad view of what regeneration means. To that end, we finance businesses and nonprofits that take a regenerative approach to impact across a variety of sectors: food and agriculture, education, energy, and more.

It's simple for us to track our outputs, such as how many dollars we lend out each year or how many investors partner with RSF to use their money for good. Our challenge is translating those outputs into community-level *outcomes*, when the organizations we finance don't necessarily measure impact in the same way.

The opportunity

We're looking for an impact expert to lead us through the process of streamlining our approach to impact. This expert will produce the following deliverables.

- **A theory of change** that demonstrates clearly and concisely how RSF and our community of donors, investors, and borrowers achieves community-level impact
- **A list of metrics** that quantify both our outputs and outcomes across 1) our product lines (investment notes, loans, donor advised funds) and 2) our key issue areas (food and agriculture, education, climate and energy)
- A flexible scoring model for the purpose of evaluating impact at the time of underwriting loans, with adjustable weighting to accommodate diverse impact priorities.
- Edit our annual borrower survey to collect the above metrics without placing an undue burden on our borrowers
- **A set of recommendations** for how to:
 - Refine our tools and processes to effectively collect and organize these metrics
 - Communicate these metrics effectively in our annual report, on our website, and in other marketing materials
 - Align these metrics with due diligence requests from RSF's own investors
- **Clear roles and responsibilities** for RSF staff to continue this process on their own after the engagement with the consultant concludes
- **A project template** with key dates, roles, and timelines so that we can replicate this process easily in future years without the consultant

WHO YOU'LL WORK WITH:

- [Will McAneny, Communications Manager](#): will serve as project lead and point person for this project. Will also be the person responsible for deliverables related to communicating

impact. You'll work with Will most frequently; others will come and go as the project demands.

- [Dana Stranz, VP of Credit & Risk](#); [Michael Jones, VP of Lending Business Development](#): will be responsible for deliverables related to collecting impact data from RSF borrowers.
- [Michelle Bruno, COO](#): will be responsible for deliverables related to organizational infrastructure, organizing data once collected, and developing a project plan/roles and responsibilities for future data collection
- [Vic McKellips, Community Engagement Manager](#); [Alex Plowden, Senior Manager of Donor & Investor Relations](#): will share responsibility for using impact data to efficiently respond to due diligence requests

OTHER PROJECT DETAILS:

- **Timeline:**
 - RFP released September 2024
 - RFP closes September 30, 2024
 - Interview candidates October 2024
 - Select candidate by end October 2024; kick off project November 2025
 - Project concludes February 2025
 - (After engagement concludes) collect impact data from borrowers March 2025
 - (After engagement concludes) communicate impact data in annual report and on website June 2025
- **Budget:** maximum \$20,000 for all expenses over the duration of the project

HOW TO APPLY:

Please submit a proposal that includes the following information to Will McAneny, Communications Manager, at will.mcaneny@rsfsocialfinance.org by September 30.

- Information about your business, Overview of your working style, and if applicable team structure / who we'd work with on this project
- 2-3 examples of similar impact frameworks and rating models you've created (ideally for a mission-driven organization)
- Contact information for 2-3 references (ideally the same as the samples you share above)
- Any proposed changes to our timeline or project structure
- Price you'd charge for this project

Thank you for considering this video project for RSF. We look forward to hearing from you!