



**NORTHPOINT**  
Health & Wellness Center

## **REQUEST FOR PROPOSALS STRATEGIC PLANNING and COMMUNITY NEEDS ASSESSMENT**

### **PURPOSE**

NorthPoint Health & Wellness Center (NorthPoint) is initiating a Request for Proposal (RFP) process to identify a qualified vendor to guide and execute strategic visioning, comprehensive planning and a community needs assessment to guide our work. The goal is to develop a strategic plan that will shape NorthPoint's direction over the next 3-5 years.

### **WHO MAY RESPOND**

NorthPoint seeks a vendor with demonstrated experience in successfully developing consensus-based strategic plans, strong facilitation skills, proven experience in non-profit strategic planning and community engagement. A strong understanding of the structure and purpose of Federally Qualified Health Center organizations is essential. Vendors submitting proposals must include a statement confirming they are not on the U.S. General Services Administrator's System for Award Management's (SAM) list of excluded entities.

### **ABOUT THE ORGANIZATION**

NorthPoint Health & Wellness Center is the collective name for two distinct organizations: NorthPoint Health & Wellness Center Incorporated, a nonprofit organization, and NorthPoint Health & Wellness Center, a Hennepin County primary care clinic. Though separate in structure, these entities work together under the shared identity of NorthPoint Health & Wellness Center to provide integrated health and human services to the community.

NorthPoint's Community Board of Directors, composed of at least 51% patients, governs, sets strategic direction and establishes policies and procedures for both organizations to ensure their effective operations. A CEO oversees the implementation of those strategies, policies, and procedures.

NorthPoint Health & Wellness Center operates as a Federally Qualified Health Center (FQHC) serving over 30,000 patients annually. It provides a comprehensive array of medical, dental, behavioral, and human services to address basic needs while supporting individuals in progressing toward economic security.



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While NorthPoint serves community members throughout the metro area, the majority come from North Minneapolis and northern Hennepin County suburbs.

NorthPoint is guided by the mission of partnering to create a healthier community through three core strategies:

- Whole-person, integrated care - We serve the whole person by addressing a variety of areas that improve quality of life.
- Community well-being - The community will tell us how they can flourish and fulfill their potential.
- Health equity - We strive to reduce the inequities experienced by our community.

NorthPoint's approach to care is research-based, focusing on integrated services that improve health outcomes by addressing physical, social, and behavioral health needs. Our care models are trauma-informed, ensuring that staff recognize and respond to the effects of trauma on health and well-being.

NorthPoint delivers culturally responsive holistic care that builds on the community's inherent strength, fostering health equity and collective well-being.

NorthPoint operates under five core values:

- Diversity / Inclusion - We meet each other's cultural needs and embrace our cultural differences and create an environment honoring each other's dignity and contributions.
- Compassion - We create a caring environment that encourages healing, growth, and well-being, and delivers accessible and responsive health care and human services.
- Stewardship - We earn the enduring goodwill of our clients, our patients and their families, and we are accountable and hold ourselves to high standards.
- Innovation - We support the rapid diffusion of new ideas and new technology and deliver an integrated holistic approach to health and human services.
- Integrity - We treat each other fairly and behave ethically.

Through these guiding principles, NorthPoint continues to serve as a vital resource for the North Minneapolis community, addressing complex and interconnected health and social needs of the people it serves.

Please visit our website for additional information: <http://www.northpointhealth.org>.



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## **PROJECT OVERVIEW**

NorthPoint's Community Board of Directors seeks to engage a consultant to guide the organization through a strategic planning process that incorporates stakeholder input and establishes a clear, actionable plan for the future. The consultant will help NorthPoint navigate recent organizational changes and capitalize on new opportunities.

## **Scope of Work and Deliverables**

The consultant will be expected to:

- Manage the project effectively
- Design and execute a strategic visioning process
- Develop a comprehensive, actionable strategic plan with implementation recommendations
- Conduct a comprehensive community needs assessment that includes staff, patient/program participants, community partners, and stakeholder feedback
- Conduct a gap analysis and SWOT analysis to inform the strategic plan
- Deliver a project plan and budget for implementation

## **Proposals should include:**

- An understanding of the work to be performed, estimated hours, detailed budget, and other pertinent information
- Organizational description, size, and structure (including whether the firm is small, woman-owned, or BIPOC-owned)
- Qualifications of all staff assigned to the project, specifying the project manager
- Resumes of staff involved, highlighting relevant experience
- Examples of similar projects
- A summary of approach to strategic planning, experience and demonstrated success in strategic planning
- A summary of experience and demonstrated success in conducting community needs assessments
- A summary of experience and demonstrated success in working with diverse communities with a clear understanding of culturally responsive approaches to engagement with community.
- Suggested project timeline with major tasks, milestones, and detailed budget by line item
- Three client references



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### **Scoring Criteria**

Proposals will be evaluated based on:

- Qualifications of the vendor and staff
- Understanding of project objectives and proposed approach
- Detail of the project work plan, timeline, and reasonableness of budget

### **Ownership and Confidentiality**

All intellectual property generated during this process will be the property of NorthPoint. All data remains the sole property of NorthPoint, and the vendor agrees to maintain confidentiality regarding all contract-related information.

### **Right to Cancel**

This opportunity does not obligate NorthPoint to award a contract and NorthPoint reserves the right to cancel the solicitation if it is considered to be in its best interest due to lack of funding, organizational priorities or other considerations.

### **Proposal Submission**

Proposals are due by 5:00 p.m. Central Standard Time, November 15, 2024.

Proposals should be submitted in PDF format via email to [NPIrfp@npimn.org](mailto:NPIrfp@npimn.org) by the deadline. Late submissions will not be accepted.

Questions regarding this RFP should be directed to Maria Tidwell, Community Board Liaison at [mtidwell@npimn.org](mailto:mtidwell@npimn.org) no later than 5:00 p.m., Central Standard Time, November 1, 2024.

We look forward to receiving your proposals and partnering to create a strategic vision that enhances the health and wellness of our community.