

National
Credit
Union
THE FOUNDATION

Biz Kid\$ Business Plan Competitions



Request for Proposals

May 2019

INDEX

<u>SECTION</u>	<u>SUBJECT</u>
I.	Subject Matter of this Request for Proposal
II.	Foundation Background
III.	Expectations of Applicant Credit Union Organizations
IV.	Required Responses from Applicant Credit Unions Organizations

I. SUBJECT MATTER OF THIS REQUEST FOR PROPOSAL

Biz Kid\$ is a credit union-funded public television series designed to entertain, engage, and elevate young people's knowledge about money and finance. It has become an important part of a credit union's community outreach and provides an opportunity to leverage existing relationships, create new relationships and to strengthen a credit union's brand in their community.

The mission of Biz Kid\$ is to inform, educate, inspire and motivate kids of all ages to learn about money, credit, taxes, business, and becoming young entrepreneurs. It helps them discover their passion, see the opportunities around them and take action. An impactful way to accomplish this is through business plan competitions.

Hosting Biz Kid\$ business plan competitions allows credit union organizations to take a leadership role in providing economic and entrepreneurship education to youth, helping them build a solid financial future. Through business plan competitions, students showcase their hard work while practicing financial education, entrepreneurial, public speaking, and teamwork skills. The creation of a business plan truly puts what they have learned in the classroom into action and provides hands on, outcomes based financial education to the students. Teachers can also be positively impacted by these competitions by providing them with curriculum for their classroom in addition to building their own financial education.

Examples of credit union organizations that have hosted these types of competitions:

- [Cornerstone Credit Union Foundation Biz Kid\\$ Entrepreneurship Contest Toolkit](#)
- [WEOKIE Credit Union Foundation Biz Kid\\$ Middle School Cooperative Entrepreneurship Competition](#)

In addition, the [Biz Kid\\$ website](#) has free resources specifically geared toward young entrepreneurs including a Business Plan Guide, a Marketing Guide, and a Profit Calculation Worksheet.

The intent of this RFP is to have more credit unions, leagues, and state foundations improve the financial education of youth and incorporate the entrepreneurship skills learned through Biz Kid\$ by hosting business plan competitions. Total funding of \$25,000 is available.

II. FOUNDATION BACKGROUND

The National Credit Union Foundation is a catalyst to improve people's financial lives through credit unions. Whether it's collaborating on projects, convening resources, igniting passion, honoring leaders, or making financial education meaningful, the Foundation represents credit unions at the national level, kick starting their efforts to strengthen the financial well-being of everyone in their community. We deliver:

- Transformative, best-in-class training in the education and application of credit union business principles and philosophy. Our goal is to **inspire** and create opportunities for credit unions to leverage their cooperative values to help them face modern challenges and better serve members and the community.

- Catalytic experiential learning, resources and tools to help credit unions measure and improve consumer financial health. Our goal is to **ignite** credit unions' understanding, passion and focus on member financial health and provide tools and resources so credit unions are recognized as national financial health leaders.
- A centralized and efficient fundraising model to quickly mobilize funds for credit unions affected by natural disasters. Our goal is to **respond** quickly when disaster strikes by harnessing cooperative generosity to get credit union employees and volunteers back on their feet so they can serve members.

The Foundation is a 501(c)(3) tax-exempt charitable organization. The Foundation continues to earn the Better Business Bureau seal of approval as an "Accredited Charity" for meeting all 20 BBB Wise Giving Alliance Standards for national charities.

III. EXPECTATIONS OF APPLICANT

Eligibility Requirements

Eligible applicants include credit unions, CUSOs, state credit union associations, state credit union foundations, and any other organizations owned or controlled by credit unions.

Instructions for Responses to RFP

Please provide your responses to the questions outlined in the next section (Section IV) in a separate Adobe Acrobat (pdf) document and please include both the question and answer in the order this RFP follows. This standardized approach will allow us to compare applicants in the most efficient manner possible. Failure to provide requested materials with your response may be cause for rejection of the proposal.

Due Date of Proposal

Deadline for our receipt of your proposal is **June 30, 2019**.

Where to Send Your Proposal

Please submit one electronic copy of your proposal in pdf format with any supporting documentation to Danielle Brown, National Program Director, National Credit Union Foundation at dbrown@ncuf.coop.

Questions

If you have questions while preparing your application, please contact Danielle Brown, National Program Director, National Credit Union Foundation at (608) 556-2406 or dbrown@ncuf.coop.

IV. REQUIRED RESPONSES FROM APPLICANT

Please provide responses to the following questions.

Corporate Profile

Please provide a brief description and history of your organization, including:

- Assets;
- Number of employees;
- Number of members;
- Field of membership; and
- Location of your headquarters and all branch offices.

Financial Information and Resources

- 1) Please provide a copy of your most recent audited financial statements.
- 2) Is your organization prepared to supply the financial and human resources necessary for this project? Please provide the names of the project leader(s) w/contact information for each.
- 3) If selected, when would you ideally like to launch this project?

Biz Kid\$ Experience

- 1) Why is your organization interested in hosting a Biz Kid\$ business plan competition?
- 2) Have you utilized Biz Kid\$ resources in the past for educational outreach? If so, please provide a history.

3) How many students/teachers/classrooms do you anticipate reaching through the Biz Kid\$ business plan competition?

4) What is the amount of your grant request? Please provide an estimated project budget.

5) What is your timeline for the Biz Kid\$ business plan competition?

6) Will you be working with any partner organizations in this endeavor? If so, please list your project's partners and their contributions to the project.

- 7) How will your participation in the Biz Kid\$ business plan competition help meet the needs of your state, community and/or target population?