

REQUEST FOR PROPOSAL (RFP)

RFP #:	SRN_1-02308
Services Requested:	Freelance Writer
Contract Type:	Deliverable Based
Issuance Date:	01/21/2025
Closing Date:	02/11/2025 (5PM- Eastern Standard Time)
Deadline for Responses to the Questions (Date of Receipt):	02/04/2025 (5PM- Eastern Standard Time)
Last Receipt Date for Questions:	01/28/2025 (5PM- Eastern Standard Time)
Anticipated Award Date:	TBD
RFP Contents and Attachments	<ol style="list-style-type: none">1. Introduction2. Scope of Work & Background3. Instruction to Bidders4. Technical and Financial Proposal Evaluation<ul style="list-style-type: none">• Annexes<ul style="list-style-type: none">➤ Attachment A- Budget

Corus Procurement Ethics

Corus International and its family of organizations are committed to a transparent and ethical procurement process aiming to achieve the best value for money, fairness, integrity, and doing business in compliance with the US government regulations, the beneficiaries, donors, and partners' interests.

Corus does not allow accepting any monetary transaction, gratuity, or compensation of any type from current or potential vendors or suppliers in exchange for or as a reward for a business. Therefore, all potential vendors and suppliers taking part in this solicitation must not offer fraud, bribery, or kickback to an employee or staff of Corus. Any vendor or supplier violating these standards will be automatically disqualified for doing business with Corus in the future.

A comprehensive list of Corus's ethical standards as well as information on how to report any violation pertaining to this solicitation (Corus's Integrity and Ethics Reporting Hotline) is found here: <https://corusinternational.org/ethics-and-policies-corus-international>.

Corus International is an ensemble of organizations working together in the world's most fragile settings to deliver holistic, lasting solutions needed to overcome the interconnected challenges of poverty, climate change, and access to quality health care and education.

1- INTRODUCTION:

Corus International combines over 150 years of experience of our non-profit and for-profit subsidiary organizations – IMA World Health, Lutheran World Relief, CGA Technologies, Ground Up Investing, and Farmers Market Brands. Together, the organizations take a systematic approach to grow rural economies, eliminate extreme poverty, ensure access to quality healthcare, and respond to urgent humanitarian needs in fragile settings.

Corus leads an ensemble of social impact organizations working together in the world's most fragile settings to deliver the holistic, lasting solutions needed to overcome the interconnected challenges of poverty, health care access and climate change. Corus is a new model in the international space, creating a consortium of specialized non-profit and for-profit entities for greater impact. Our annual budgets have ranged between \$110-130 million a year. Additional growth is expected.

Further details about the organization can be found at: <https://corusinternational.org>.

2- **SCOPE OF WORK**

Timeline and Reporting:

Title or proposed position/work: **Freelance Writer - Part Time; (12 weeks, with potential for contract extension)**

Location: **Remote/Hybrid/In-Person**

Reporting to: **President's Office**

Anticipated Start Date: **TBD**

Anticipated End Date: **TBD**

Individual/Firm: **Individual**

Contract type – **Deliverables**

Corus International is committed to advancing global well-being by creating inclusive, innovative, and sustainable solutions that empower communities to overcome challenges and thrive. To support this mission, Corus is seeking a freelance writer. They will work closely with Corus leadership to draft, edit, and refine content that aligns with the organization's core messaging and strategic objectives.

Proposed Activities/Tasks:

- Conduct research on assigned topics to ensure content accuracy and relevance.
- Develop content outlines and concepts tailored to project goals and target audience needs.
- Draft clear, engaging, and well-structured content (e.g., articles, blog posts, case studies, reports, book chapters) as required.
- Adapt writing style and tone to reflect Corus International's voice and resonate with the intended audience.
- Revise drafts based on feedback to ensure clarity, coherence, and consistency.
- Proofread all content thoroughly to ensure it is polished and error-free.
- Conduct interviews with key staff, partners, or stakeholders to gather relevant information.
- Incorporate feedback from diverse perspectives into final deliverables.
- Optimize content for specific platforms (e.g., institutional, web, written materials).
- Format documents according to organizational standards and guidelines.
- Ensure all content is submitted on time, adhering to agreed-upon timelines and milestones.

Key Deliverables

Deliverables to be assigned by Corus Executives as the need for services arises along the following lines:

1. Capturing, drafting, and editing, key concepts of Corus' approach to poverty alleviation, holistic development for use in concept papers, reports, and presentations.
2. Reviewing and editing already-drafted chapters for a book related to Corus' approach to development for clarity, coherence, and accuracy, providing polished, publication-ready content.
3. Researching and crafting the few remaining chapters and serve as the overall editor for the book to ensure a compelling and clear theme and message, and an engaging and accessible narrative.
4. Drafting engaging and relevant blog posts and articles tailored to specific stakeholders and institutional audiences.
5. Highlighting key messages, project impacts, and Corus' role in advancing global well-being, ensuring content resonates with diverse readerships.
6. Other writing and editing requirements, as needed.

Successful performance on this project may lead to an opportunity for a contract extension, with the potential for a broader scope involving additional writing and content development.

Objective:

The freelance writer will play a crucial role in advancing Corus International's mission by contributing to the completion of a key publication, as well as creating additional content for various platforms.

Requirements/ Experience/ Approach:

Corus is seeking a highly skilled writer with extensive experience in producing published materials that translate and distill complex ideas and issues into accessible materials for general audiences. The ideal candidate will have an understanding of the developing world, familiarity of development and humanitarian assistance, and an interest in broader international affairs. Experience gathering diverse inputs and turning them into cohesive, compelling narratives, particularly in the public policy and social impact space will be helpful. The consultant must be self-directed, agile, adaptable, and capable of transforming plans and vision into actionable, high-quality deliverables, with a proven track record of successful execution.

Working/Delivery Conditions and other specifications:

Corus may request consultant to spend some in-person time working with leadership in our Washington, DC office – as time, budget and logistics allow. Reimbursable expenses must be pre-approved by the President's Office Budget Holder before costs are incurred.

3- INSTRUCTIONS TO BIDDERS

RFP: This RFP constitutes an invitation to prospective Bidder(s) ("Bidder") to submit proposals ("Proposal") for the services described herein. It consists of (1) Cover Page, (2) Overview, (3) Scope of Work (4) Instructions for Bidder(s).

An open period for submitting questions will begin on the issuance date of the RFP. All questions MUST be submitted to the RFP contact email address procurement@corusinternational.org and espears@corusinternational.org with subject line: **RFP SRN_1-02308- Freelance Writer** to the designated email address no later than close of business on **02/04/2025 (5PM- Eastern Standard Time)**. Questions will be compiled, and responses sent to all Bidders by **02/04/2024 (5PM – Eastern Standard Time)**.

All Proposals must be in the English language, signed and dated by an authorized employee of the Bidder. In addition to require documents requested, proposals can include additional items such, i.e., templates, brochures, media, etc.

PLEASE SUBMIT PROPOSALS, INCLUDING EXPECTED DAILY/HOURLY RATE AND NUMBER OF HOURS PROPOSED.

The proposal must include:

- Submit a short cover letter (no more than one page) and 2 writing samples (blog posts, articles, op-eds, book chapters, etc.)
- Submit your hourly/daily rate (USD) in your cover letter.
- Updated resume/ CV

Bidders are solely responsible to ensure the timely receipt of their proposals. Proposals received after the date and time required will, generally, not be considered unless no other proposals are received.

Prospective Bidders are under no obligation to prepare or submit proposals in response to this RFP and do so solely at their own risk and expense. Corus will not reimburse any costs incurred related to this RFP.

Proposals may not be altered or corrected after the Date of Receipt, except when Corus at its sole discretion, may permit correction of arithmetic errors, transposition errors, or other clerical or minor mistakes, in cases in which Corus deems that both the mistake and the intended proposal can be established conclusively on the face of the proposal.

Proposals must be valid for at least **NINETY (90) days** from the Date of Receipt.

In evaluating the proposals, Corus will seek the **best value for money**. Specifically, proposals will be evaluated on the basis of the following:

4- TECHNICAL AND FINANCIAL PROPOSAL EVALUATION:

4.1. Technical

N/A

4.2. FINANCIAL

Rates for proposed approach to tasks in scope of work at Monthly flat rate for services rendered.

If at any time prior to award Corus deems there to be a need for a significant modification to the terms and conditions of this RFP, Corus will issue such a modification as a written RFP amendment to all competing Bidders. No oral statement of any person shall in any manner be deemed to modify or otherwise affect any RFP term or condition, and no Bidder shall rely on any such statement.

Corus may request additional information to clarify or substantiate information provided in the proposal or may request revisions to the proposed approach or personnel. After selection, Corus will negotiate the award cost with the selected bidder. A contract will be awarded after the selected Bidder undergoes a pre-award survey to assess the selected Bidder's management capacity and financial capability and after references have been checked.

Corus is not bound to accept the lowest bid or any proposal and reserves the right to accept any proposal in whole or in part and to reject any or all proposals.

Corus shall not be legally bound by any award notice issued for this RFP until a contract is duly signed and executed with the winning Bidder.

The following procedures are established to resolve protests effectively:

(1) Protests shall be concise and logically presented to facilitate review by Corus. Failure to substantially comply with any of the requirements may be grounds for dismissal of the protest.

(2) Protests shall include the following information:

(i) Name, address, and fax and telephone numbers of the protester.

(ii) Solicitation number.

(iii) Detailed statement of the legal and factual grounds for the protest, to include a description of resulting prejudice to the protester.

(iv) Copies of relevant documents.

(v) Request for a ruling by Corus.

(vi) Statement as to the form of relief requested.

(vii) All information establishing that the protester is an interested party for the purpose of filing a protest.

(viii) All information establishing the timeliness of the protest.

(3) All protests will be addressed to the contracting officer or other official designated to receive protests.

Protests based on alleged apparent improprieties in a solicitation shall be filed before bid opening or the closing date for receipt of proposals. In all other cases, protests shall be filed no later than 5 days after the basis of protest is known or should have been known, whichever is earlier.