



Reinvestment Fund

Request for Qualifications (RFP)

Early Childhood Education

Philadelphia Child Care Business Coaching Program

About Reinvestment Fund

Reinvestment Fund is a national, mission-driven financial institution that creates opportunities for underserved people and places through partnerships. We marshal capital, data, and expertise to build strong, healthy, and more equitable communities. Our values reflect our history, our responsibility to the communities we serve, and our commitment to creating lasting impact.

Opportunity Overview

Reinvestment Fund is seeking proposals from experienced and qualified professionals or organizations that can provide business coaching to child care business owners.

Selected respondents will be asked to provide either a multi-session business coaching series to child care business owners in Philadelphia (“participants”) and/or individual coaching and technical assistance. The cost per participant will be covered by funds from the PA CDFI-Network, this will allow participants to receive free business coaching, with a goal of strengthening business practices, business growth and sustainability, and increasing access to capital.

Topics for business coaching may include, but are not limited to:

- Business management and operations
- Business plan development
- Financial management, budgeting, and cash flow projections
- Tax compliance
- Marketing
- Guidance on HR practices, including hiring, workers’ compensation, unemployment insurance, etc.
- Assistance related to loan and grant access to capital

Timeline: all coaching must be completed by June 30, 2027.

Eligibility Requirements

Respondents must meet the following minimum qualifications:

- Be a for-profit or non-profit operating in good-standing in Pennsylvania
- Be able to develop promotional materials and manage participant selection process
- Be willing and able to have participants complete intake and exit assessments, please note Reinvestment Fund will provide the assessment tool

- Demonstrated experience and interest in working with early childhood education business owners

In addition to the above qualifications, please review the application requirements below

Proposal Submission Requirements

Interested firms must submit a complete proposal that includes the following:

1. Company Overview
 - Brief history, ownership structure, and relevant experience
2. Qualifications
 - Experience in ECE business coaching and history of relevant work in Philadelphia
 - Experience providing coaching and technical assistance services to historically disadvantaged small businesses: African Americans, Hispanic Americans, Asian Americans, and Native Americans, Women, Lesbian, Gay, Bisexual, Transgender and Queer or Questioning Sexuality, Persons with a Disability, Veterans, Others with documented lack of access to finance or business assistance
3. Key Personnel
 - Resumes and qualifications of individuals who will perform the work
4. Proposal
 - Must outline:
 1. A new coaching series or the continuation of a current coaching series that supports child care business owners in Philadelphia, with details about the specific types of business support topics covered; and/or
 2. An approach to offering 1:1 business coaching, the proposed topics, number of hours per participant, and expected outcomes of the coaching sessions
 3. A proposed schedule outlining the expected number of sessions and estimated length of the coaching program (actual start and end dates will be determined after selection)
 - Must include details on who the target audience of the program is
 - *For example, a program may be targeted at supporting family child care providers, or extended hour programs.*
 - Proposals must include a detailed budget (not exceeding \$25,000), including:
 - Cost per series and a preferred number of participants
 - If providing 1:1 TA, please include the cost per individual session
5. References
 - At least two (2) references for ECE work in Philadelphia, PA

6. A Completed W9 for the Organization

7. Evaluation Criteria

Proposals will be evaluated based on the following criteria, listed in descending order of importance:

- Relevant experience
 - Please note first-time business coaches are still welcome to complete an RFP.
- Qualifications of proposed staff
- Technical approach and alignment to RF's current business coaching needs
- References and past performance

Reinvestment Fund reserves the right to reject any or all proposals, negotiate with one or more respondents, and award a contract or multiple contracts in the best interest of the program. Please submit your proposal to RF@reinvestment.com with the subject line "Business Coaching RFP". We will accept submissions until **October 16th, 2026**.