



## **Request for Proposals: Strategic Consulting Services**

### **Overview**

Children's Advocacy Centers of Texas (CACTX) is the non-profit, statewide organization for 70 children's advocacy centers (CACs) across Texas that have served over one million children and families impacted by violence and abuse since 1995. Over the course of nearly three decades, CACTX and our network of CACs have helped over 1 million Texas children and families achieve safety, justice, and healing in their greatest time of need. To create a Texas in which all children can thrive and reach their full potential, CACTX leads a dual approach of pursuing justice and healing for child victims of crime and leading the charge to prevent child sexual abuse.

The CAC network in Texas is the largest and strongest in the country due to the public-private partnership that was established 30 years ago through enabling legislation within the Texas Family Code. Per Texas Family Code requirements, CACTX provides support, monitoring, training, and passthrough funding to all Texas CACs and their multidisciplinary team (MDT) partners, which includes 1,400 CAC staff members and official partnerships with over 1,000 law enforcement agencies, 230 prosecutors' offices, every division of the Department of Family and Protective Services (DFPS), all children's hospitals, and countless medical and mental health professionals.

This public-private partnership also extends to funding. CACTX contracts with the Health and Human Services Commission (HHSC) and the Office of the Governor (OOG) to administer over 75 million dollars to CACs. This investment goes towards providing comprehensive services to almost 65,000 child victims of abuse and crime annually. As the one non-profit to serve as the first stop for victimized children, CACs provide a safe and child-friendly environment offering six core services to achieve healing and justice: joint investigation coordination, forensic interviews, comprehensive case management, trauma-focused therapy, medical evaluations, and multidisciplinary case review. The CAC network works tirelessly to not only serve child victims, but also to keep local MDTs connected and cohesive to preserve the significant gains in partner collaboration that CACs have made over the last decade.

As CACTX continues to scale our footprint to support high quality services to all children requiring our care and strengthen the skills, functioning, and leadership of all Texas CACs and thousands of multidisciplinary partners, we also recognize the opportunities upstream and are leading effective strategies that specifically target the prevention of sexual abuse. CACTX is a thought leader, subject matter expert, innovator, advocate, and convener related to child abuse cases, particularly those involving child sexual abuse. Building on CACTX's history of being the leader in responding to child sexual abuse once it has already occurred, CACTX has expanded its vision to include preventing child sexual abuse in Texas. We envision a future in which individuals, families, and communities across Texas have a universal understanding of the dynamics of child sexual abuse and a shared sense of responsibility to take meaningful action to prevent it. CACTX seeks to create lasting social change in Texas, but we cannot do it alone. It will take a collaboration of existing and new partners, supporters, and believers to build a brighter tomorrow, free of child sexual abuse, for future generations.



## **Project Scope**

CACTX seeks to expand its impact and build upon a 30-year history of success by engaging in work to prevent child sexual abuse before it occurs. There is a recognized gap in the availability and integration of strategies that specifically target the primary prevention of child sexual abuse. This expansion of work requires an independent assessment and strategic planning services to effectively enter and scale within the prevention space. CACTX anticipates this new area of work will require new audiences, partners, revenue streams, and capabilities. The assessment and planning needed includes two areas of focus:

- 1) While there are many strategies aimed to prevent child sexual abuse, CACTX will target strategies with high impact and probability of successful implementation. CACTX is working to finalize the definition/prototype of the product that will best meet these goals and seeks consultation to for this and to build a product development roadmap.
- 2) CACTX anticipates that this initial product is the first of many and seeks consultation on building a corporate strategy that effectively and sustainably integrates this new, collective area of work into the CACTX ecosystem and operating capabilities (CACTX current staff size: 46; Budget: Corporate 11.9M, Subcontracted Services to CACs 75M)

### **Phase 1: Assessment and Strategy Development**

- **Market Assessment**
  - Finalize product definition/prototype and determine the market size, segmentation, geography, and needs for prevention services through 2030.
  - Analyze the competitive landscape and areas for differentiation in the prevention services market.
- **Strategic Planning**
  - Assess and articulate the alignment of child sexual abuse prevention initiatives with the existing mission, vision, and values of the organization as well as in-house capabilities.
  - Create a comprehensive strategy for entering the prevention segment, including goals, objectives, and timelines.
  - Develop value propositions tailored to prevention services.

### **Phase 2: Partnerships and Resource Identification**

- **Resource Mobilization**
  - Identify the resources needed for the new product and new area of business, including financial, human, and technological resources.
  - Align on capital allocation towards prevention initiatives.
  - Develop a detailed budget and resource allocation plan to support the prevention initiatives.
  - Create a plan to monetize existing capabilities and build continuous innovation capabilities.
- **Partnerships and Stakeholder Collaborations**



- o Identify potential local, regional, and national partners that will complement and amplify the continuum of prevention work.

### **Phase 3: Implementation Planning**

- **Implementation and Monitoring**

- o Create product development roadmap.
- o Develop a plan for integrating prevention services into the organization's existing operations and workflows.
- o Implement monitoring and evaluation tools to measure the impact of prevention programs.

Note, unless the bullet points above are specific to product development, most will contemplate both areas of focus articulated above.

### **Eligibility of Applicants**

This RFP is open to all strategic consulting agencies (e.g., small businesses, minority-owned firms, and women-owned business enterprises) that possess a proven track record and expertise in strategy development, market assessment, implementation planning, product development, resource and partnership development and corporate strategy. By submitting a response to this solicitation, the applicant certifies that it and its principals are not suspended or debarred from doing business with the state of Texas or the federal government as listed on the State of Texas Debarred Vendor List maintained by the Texas Comptroller of Public Accounts and the System for Award Management (SAM) maintained by the General Services Administration.

### **Submission Guidelines**

Proposals must be submitted by 5:00pm CST on March 26, 2025. Proposals should be submitted in PDF format to Ellen Morrissey, Chief Prevention Officer at [emorrissey@cactx.org](mailto:emorrissey@cactx.org).

### **Required Components of Proposal**

Competitive Proposals will address the following:

- The agency's relevant areas of expertise (e.g. strategy development, market assessment, implementation planning, product development, resource and partnership development and corporate strategy);
- The agency's prior and current experience working with clients similar to CACTX (i.e. nonprofit organizations; statewide membership organizations; and/or organizations involved with criminal justice, child welfare, and public health issues);
- A detailed scope of work including associated deliverables and timelines;
- Agency's team structure and capabilities;
- Agency's process for working with clients;



- Whether any services would be subcontracted (versus provided in-house) and if so, a description of the proposed relationship between the agency, the subcontractor, and CACTX;
- Agency fees, payment structure, and a line-item budget broken down into monthly costs for the remainder of FY25 (through August 2025);
- Whether any members of your existing client base would present a potential conflict of interest related to the work proposed by CACTX;
- Your agency's capabilities to meet all compliance and other requirements in working with an organization that receives public funding (e.g., technical requirements, performance dates/schedules);
- At least three references that can speak to the agency's experience, expertise, and reputation;
- Whether the agency is a small business and/or a minority-owned or woman-owned business;
- The agency's connection to Texas, if applicable.

In addition, proposals must include the following information related to organizational structure and financial stability:

- Legal name and address for the legal entity that will sign the contract;
- Headquarters location and presence of regional officers;
- Link to company's website;
- If the primary contact for this RFP is not the person listed in the above question, please provide the name, job title, phone number, and email address of the primary contact;
- How many years has the responding entity providing the service been in business?
- How many years has the responding entity been providing the services requested for this project?
- If available, provide respondent's Dun and Bradstreet number;
- Please include the previous three years of audited financial statements, including Balance Sheet, Income Statement, and Statement of Cash Flows

Please note that Vendor bears the responsibility to cover cost pursuant to preparing the Proposal. It is your responsibility to obtain, at your sole expense, all information necessary for the preparation of a Proposal. CACTX is not liable for any costs incurred by any vendor in the preparation, presentation or any other aspect of the proposal received by reason of this RFP.



### **Contract Period**

The initial contract is anticipated to begin in mid-April 2025 and all deliverables must be complete prior to August 31, 2025.

### **Timeline**

Issue Date	February 24, 2025
Informational Session	March 11, 2025; 12:00 PM CST
Proposals Due	March 26, 2025
Review & Negotiations	Estimated: March 31-April 7
Award Announced	April 14, 2025
Contract Finalized	Estimated: late April 2025
Contract Period Ends	August 31, 2025

**To RSVP for the informational session**, please email any questions [emorrissey@cactx.org](mailto:emorrissey@cactx.org) March 7, 2025. Attendance is optional for the informational session.

### **Application Review Process**

CACTX seeks to contract with one agency. During the review process, applicants may be contacted to discuss the project in more detail, provide additional information, discuss potential revisions to the proposal, and/or discuss revisions to the budget for the project.

Requests will be reviewed on a competitive basis. The following equally weighted criteria will be considered by a panel of reviewers on a five point scale, with “1” being the lowest score and “5” being the highest score for each criterion:

- The agency’s prior and/or current experience working with clients similar to CACTX (i.e., nonprofit organizations; statewide membership associations; and/or organizations involved with criminal justice, child welfare, and public health issues);
- The agency’s relevant areas of expertise (e.g., market assessment, strategic planning, product development, resource and partnership development, corporate strategy implementation planning);
- The agency’s ability to demonstrate through the proposal a solid understanding of CACTX’s needs and goals;
- The agency’s ability to meet the full scope of CACTX’s requirements, deliverables, and timelines for the project; and
- The agency’s costs and value to CACTX.



Children's Advocacy Centers™ of Texas  
Protecting childhood for all Texas children.

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**CACTX Contact**

Questions regarding this RFP or the proposal submission guidelines may be directed to:

Ellen Morrissey, Chief Prevention Officer, [emorrissey@cactx.org](mailto:emorrissey@cactx.org)