



Purpose: Develop and launch an updated website that reflects the Healthcare Initiative Foundation as a leading health funder and collaborative partner in Montgomery County, Maryland.

Who We Are: Healthcare Initiative Foundation is a 53-year-old philanthropic foundation that envisions a community where all residents of Montgomery County, Maryland have access to high-quality, comprehensive health and wellness services delivered in a culturally responsive, equitable manner. Our mission is to fund organizations that provide healthcare and improve accessibility to health services for underinsured, uninsured, and low-income Montgomery County residents to advance a healthy community.

Audience: The Foundation's main audiences are nonprofit, community-based organizations in Montgomery County, Maryland that focus on providing high-quality, comprehensive healthcare services and programming to underinsured, uninsured, and low-income Montgomery County residents. Additional audiences include collaborative funding partners throughout the Washington, D.C Metro area that also fund and invest in health-focused programming in Montgomery County, such as the Montgomery County Government.

Challenge: The current website, while functional, does not provide the true essence of the Foundation's commitment towards advancing a healthy community for Montgomery County, Maryland. The images used are generic and not authentic to the investments in our community. Information is added through WordPress and lacks an up-to-date aesthetic through imagery, graphics, and storytelling. The Foundation would like to see a welcoming, easily navigated website that informs our partners of who we are as a Foundation in our community while showcasing successful projects (past and present) in an inviting and vibrant way, and educating partners about upcoming grant opportunities.

Request: Healthcare Initiative Foundation is looking for a consultant who can understand and marry our mission, vision, and goals together create a fresh website (www.hifmc.org) experience that will showcase our Foundation's commitment to creating a healthier community together. HIF shall retain full and sole ownership of all final deliverables, source files, and associated intellectual property developed as part of this project.

Deliverables: The consultant will be asked to...

- ...build a mobile-responsive website that reflects the Foundation's role in the community while highlighting past grant projects, showcasing current grant projects, and communicating grantmaking strategies;
- ...work with Board and staff to develop communication style and language for the website to easily relay the Foundation's mission, vision, grant guidelines, strategic priorities, and grantmaking calendar;
- ...develop templates and layouts (style guide) for Foundation Board and staff to use for ongoing information sharing for social media that align with the theme of the website and existing logo;
- ...interview Foundation Board, staff, and community grant partners to understand our story and relationships;
- ...organize content migration from existing website in consultation with HIF staff;
- ...provide staff training to allow ongoing management, updates, and maintenance once the website is launched;

- ...build Search Engine Optimizations into the development for future analytics of website usage and access points;
- ... develop a written photo/media consent process for all project photography, including signed release forms (with parental/guardian consent for minors) coordinated with organizations' existing protocols and apply to any photography used in the development;
- ...cultivate a website that showcases the Foundation's commitment towards funding programs in Montgomery County by coordinating with a local photographer to capture images of Montgomery County and Foundation funding partners to integrate into the website; and
- ...integrate social media onto the website for an easy, seamless mechanism to highlight up to date events, resources, and grantmaking for partners and to our third-party grantmaking software for easy access to grant partners.

Criteria for Evaluating RFP Submissions:

Applicants will...

- ...be experienced in website development and design. Additional consideration will be given to those who can blend communication development within the larger website development request;
- ...be experienced with platforms and systems that easily integrate into the website that will allow staff to make simple additions and updates to the redesigned website;
- ...have experience working with philanthropic and/or nonprofit clients. Additional consideration will be given to those who have experience working with health-focused clients;
- ...have knowledge of industry standards that allow persons with disabilities to access the website when complete; and
- ...be willing to work with the Foundation's existing IT Security team to ensure website design is safe and secure for all users and administrators.
- Additional consideration will be given to applicants who have knowledge of Montgomery County, Maryland and its community make-up.
- Short-listed candidates will be requested to do a brief presentation prior to selection.

Budget: The budget should propose costs that reflect strong overall value, balancing cost with quality, scope, and demonstrated expertise.

With budget submission, the applicant should include...

- Total project cost inclusive of all phases outlined above (the budget costs should be valid for 6 months);
- An itemized breakdown of the deliverables highlighted above and their associated costs (e.g., website design and development, content strategy, style guide development, social media, photography services [photographer, licensing fees, coordination], and platform hosting fees); and
- Hourly rate in case additional work is requested beyond original scope.
- If a vendor anticipates costs beyond the proposed total, such as ongoing hosting fees, CMS licensing, or annual maintenance after launch, these should be disclosed separately and clearly labeled as post-launch costs rather than included in the core project budget.

Timeline: Interested vendors should submit no more than a 3-page response (including project budget costs and timeline) submission to Healthcare Initiative Foundation leadership by October 15, 2026 by 5pm EST at Communication@hifmc.org. The application to the RFP should include your experience in website development and design, experience in communication development (if applicable), knowledge of Montgomery County, Md, experience working with nonprofits and/or philanthropic partners, a portfolio of your work (can be an addendum to the 3-page application/budget), at least 3 references of partners you have worked with in the last 3 years, a budget, and high level workplan with estimated timelines. HIF would like to offer the opportunity to a partner by January 15, 2027 or earlier. The goal is to have the website launch by June 1, 2027.



Healthcare Initiative Foundation Website Development RFP Template Due by October 15, 2026

Contact Information

Name	
Email	
Phone	
Relevant Social Media (Facebook, LinkedIn)	

Three References

Reference Name	Email	Phone

Application

Please provide your responses to the application's deliverables, criteria, and budget in three pages or less. The budget can be provided in addition to the 3-page criteria response. Any portfolio work you would like to share to highlight your experience can be added as an addendum to the application.

Communication Style

In the box below, please tell us a little about your communication style when working with clients in 3-5 sentences/bullets.

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Design Style

In the box below, please tell us a little about your design style or communication philosophy in 3-5 sentences/bullets.

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Questions for Us

In the box below, please let us know any initial questions you have for our team about our work, our style, or generally about our Foundation.

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