



**National Credit Union Foundation  
Bite of Reality App Customization**

**Request for Proposal**

July 2018

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## I. SUBJECT MATTER OF THIS REQUEST FOR PROPOSAL

A reality fair is an interactive hands-on experience that teaches teens how to make financial decisions in a simulated environment. Students are given a fictional occupation, salary, spouse and family, student loan debt, credit card debt, and medical insurance payments. The teens then walk around to various table-top stations to “purchase” housing, transportation, food, clothing, household necessities, day care, and other needs. The simulation also includes a credit union to help with their financial needs. The fair is a unique opportunity for each student to experience some of the financial challenges he or she will face when starting life on their own.

Today’s student is very tech-savvy. The RMJ Foundation developed a Bite of Reality App to modernize reality fairs and add technology to the in-person reality fair experience, allowing students to use their mobile phone or tablet during the fair in place of pen and paper. Using media that is second nature to them allows students to fully immerse into the reality fair experience. The Bite of Reality App replaces student materials - notebooks, calculators, pencils, checkbooks, and worksheets – while still requiring the students to engage with the volunteers and navigate the hard sales environment that is integral to the reality fair experience. Benefits of utilizing the app include gained efficiencies and savings on the purchase, storage, and shipping of student materials. Credit unions that have used the app have seen increased engagement by students. The simplified process also allows students to complete the fair in less time with fewer volunteers.

Support from the National Credit Union Foundation has allowed the app to be customized and used by others across the credit union movement. The National Credit Union Foundation is providing grant funds for credit union related reality fair practitioners across the country to customize the Bite of Reality App for delivery of financial reality fairs to help more youth become financially capable. The cost of basic customization/branding of the existing app is \$5,000. Charges for any additional customization requested would be based on the scope of customization. The Foundation is funding up to \$5,000 per organization to cover the cost of basic customization of the app.

The intent of this RFP is to have more credit unions, credit union leagues, and state foundations utilize the Bite of Reality App to bring additional scale and reach to the reality fair experience.

## 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. The Foundation does this through:

- Strengthening Financial Well Being – Through impactful programs, grants, and resources, the Foundation educates and inspires credit union employees to do more to improve the financial lives of their members.
- Leveraging the Credit Union Difference – Through Credit Union Development Education and other programs, the Foundation helps credit union volunteers and professionals understand

how to “keep purpose constant” in our movement by providing training in credit union philosophy and cooperative principles.

- Uniting resources to help credit union members and staff when disaster strikes- Through CUAid.coop, the Foundation raises disaster relief donations to support credit union employees, volunteers and members who suffer unrecoverable losses.

The Foundation is a 501(c)(3) tax-exempt charitable organization and is closely aligned with the Credit Union National Association (CUNA). It is widely recognized as the national charitable arm of the America’s credit union movement.

### III. EXPECTATIONS OF APPLICANT

#### Eligibility Requirements

Eligible applicants include credit unions, state credit union associations, and state credit union foundations.

#### 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 **August 31, 2018**.

#### 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](mailto: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](mailto: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?

### Reality Fair Experience

- 1) Why is your organization interested in the Bite of Reality App?
- 2) How many years have you been offering reality fairs?
- 3) How many students have you reached per year of hosting reality fairs? Please provide a history of impact.
- 4) How many fairs do you anticipate offering and how many students do you anticipate reaching in 2019 through the Bite of Reality App?
- 5) How will your participation in the Bite of Reality App help meet the needs of your state, community and/or target population?