



2019 *Get Comfortable* Brief

MISSION: Creature Comforts Brewing Co. (CCBC) created the *Get Comfortable* Campaign and Fund in 2014 in order to unify the Athens business community to resource the social services agencies who address our community's most pressing needs.

METHODOLOGY: Through Creature Comforts' community impact website, GetCurious.com, the 2019 *Get Comfortable* Request For Proposals (RFP) will be published in **October 2018**. 2019 partner agencies will be selected and notified by **December 2018**. The 2019 program launch will take place this year on **February 6**, conclude its season of emphasis on **April 17**, and officially wrap on **November 13, 2019**.

Through the counsel of the *Get Comfortable* Advisory Committee[†], 6 nonprofit agencies will be selected upon the strength of their RFP, in conjunction with needs-assessment data indicating the community's most pressing needs. These 6 agencies selected will thus constitute the 2019 *Get Comfortable* agency partners.

PROGRAM UPDATES: This will be the first year the *Get Comfortable* beer brand—traditionally an *India Pale Ale* by style—will move toward an annual collaboration beer project. In short, the beer style, recipe, collaborating brewery, and narrative will be unique each year moving forward.

We believe this collaborative element will keep the program vibrant year after year, not to mention provide an opportunity for our team to learn from other craft breweries doing innovative and important work in their home communities.

The second revision to the 2019 *Get Comfortable* program has to do with how the funds will be distributed. Based upon best practices and evolving local need, and in the interest of full transparency, we have refined and strengthened the *Get Comfortable* disbursement process as follows:

- In addition to direct agency contributions, a percentage of CCBC's *Get Comfortable* donations will go to fund future citywide needs-assessment data collection and analysis, thereby benefiting the entire local nonprofit community through more centralized, accessible information.
- CCBC will utilize a portion of its fundraising to purchase and assemble onsite kit projects (e.g., hygiene kits, support packages) in order to aid specific agency programming.
- CCBC's donation will also include *Get Comfortable*'s marketing and promotional expenses.
- 100% of all business partner contributions will still go directly to the 6 nonprofit partners.

[†]The *Get Comfortable* Advisory Committee is comprised of leading members from: ACC Government, Envision Athens, United Way of NEGA, Athens Area Community Foundation, the University of Georgia, Athens Wellbeing Project, and (the former) Community Connection.

2019 RFP: CCBC is accepting evidence-based proposals from agencies working to address the most pressing community-identified needs. All proposals shall be for a one-year bidding cycle. Funds will be disbursed in November 2019, the amounts to be determined using the guidance of the *Get Comfortable* Advisory Committee.

Get Comfortable funds are designed to expand or increase the capacity of an agency's current programming—not necessarily to fund novel programming, which might depend upon continued *Get Comfortable* funding to continue operation in subsequent years.

Organizations should formulate their proposals with the anticipation that *Get Comfortable* disbursements will fall within a range of \$20,000 - \$50,000.

EVALUATION CRITERIA: All proposals will be evaluated by CCBC's selection team, in conjunction with the Advisory Committee, according to the following guidelines:

1. How well the proposal aligns within *Get Comfortable's* stated mission.
2. Agency displays sound financial stewardship.
3. Justification for use of funds to serve clients in Athens-Clarke County.
4. Organizations must have programmatic information updated in United Way's 2-1-1 Resource Database. To update agency information, please contact UW's 2-1-1 Director, Mark Madison, at mmadison@unitedwaynega.org.
5. An organization's willingness and/or track record of collaboration with other nonprofits to improve the efficiency of the *Get Comfortable* funds.

TENTATIVE PROGRAM CALENDAR:

October 1, 2018	2019 <i>Get Comfortable</i> RFP released
October 15, 2018	Nonprofit proposal submission deadline
October 29, 2018	Advisory Committee meets
December 21, 2018	Agencies notified
January 28, 2019	Press Release
February 6, 2019	<i>Get Comfortable</i> launch event @ brewery
April 17, 2019	Season of emphasis concludes
November 13, 2019	<i>Get Comfortable</i> program concludes