



# 2020 *Get Comfortable* Brief

**MISSION:** Creature Comforts Brewing Co. (CCBC) created the *Get Comfortable* Campaign and Fund in 2015 as a means to align the local business community to resource the agencies meeting our city's most pressing needs.

**AGENCY SELECTION:** Through Creature Comforts' community impact website, GetCurious.com, the 2020 *Get Comfortable* Request For Proposals (RFP) will be published on **October 1, 2019** with an **October 15** deadline. 2020 partner agencies will be selected and notified on **November 14**. The 2020 program launch will take place on **February 5, 2020**, conclude its season of emphasis on **April 15**, and officially wrap on **November 11, 2020**.

Through the counsel of the *Get Comfortable* Advisory Committee<sup>†</sup>, **8** nonprofit agencies will be selected upon the strength of their RFP in conjunction with local needs-assessment data and community priorities. These 8 agencies selected will thus constitute the 2020 *Get Comfortable* [agency partners](#).

**PROGRAM PARTICULARS:** Based upon best practices and evolving local need, and in the interest of full transparency, CCBC's fundraising will be distributed as follows:

- In addition to direct agency contributions, a percentage of CCBC's *Get Comfortable* donations will fund future 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 kit projects onsite (e.g., hygiene kits, support packages) in order to both engage customers and to aid specific agency programming.
- CCBC's donation will include in-kind promotional expenses and related events.
- 100% of all [business partner contributions](#) go directly to the 8 nonprofit partners.

**2020 RFP:** CCBC accepts 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 2020, **the amounts to be determined at that time** 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 to fund new programs, 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.

<sup>†</sup>The *Get Comfortable* Advisory Committee is comprised of representatives from the Athens Wellbeing Project, ACC Government, Envision Athens, United Way of NEGA, Athens Area Community Foundation, and the University of Georgia.

**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 a track record of sound financial stewardship.
3. Programs are committed to serve clients residing in Athens-Clarke County.
4. Organizations must have accurate information in United Way’s 2-1-1 Resource Database. To update agency info, contact UW’s Director of Community Impact, [Mark Madison](mailto:mmadison@unitedwaynega.org), at [mmadison@unitedwaynega.org](mailto:mmadison@unitedwaynega.org).
5. Willingness and/or track record of collaboration with other nonprofits to increase the efficiency of any *Get Comfortable* funds received.

**TENTATIVE PROGRAM CALENDAR:**

October 1, 2019	2020 <i>Get Comfortable</i> RFP released
October 15, 2019	RFP submission deadline
October 29, 2019	Advisory Committee meets
November 14, 2019	Agencies selected and notified
November 14, 2019	GC 2020 Press Release
February 5, 2020	<i>Get Comfortable</i> 2020 launch event
April 15, 2020	Season of emphasis concludes
November 11, 2020	<i>Get Comfortable</i> program wrap