



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 community's most pressing needs.

AGENCY SELECTION: The 2020 *Get Comfortable* Atlanta Request For Proposals (RFP) will be published on **November 1, 2019** with a **November 20** deadline. 2020 partner agencies will be selected and notified by **December 13**. The Atlanta 2020 program launch will take place on **February 9, 2020**, conclude its season of emphasis on **April 15**, and officially wrap on **November 11, 2020**.

Through the guidance of the *Get Comfortable* Advisory Council[†], **3-5** nonprofit agencies will be selected upon the strength of their RFP in conjunction with local needs-assessment data and community priorities. These 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, assemble, and distribute kit projects (e.g., hygiene kits, support packages) in order to both engage customers in this work and to aid specific agency programming.
- CCBC's donation will also include in-kind promotional expenses and related events.
- **Note:** 100% of all [business partner contributions](#) go directly to the 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 December 2020, **the amounts to be determined at that time** using the guidance of the *Get Comfortable* Advisory Council.

Get Comfortable funds are designed to expand or increase the capacity of an agency's current programming—**not to fund new programs**, which may depend upon continued *Get Comfortable* funding to continue operation in subsequent years. Capital expenditures, however, are an acceptable use of funds. Organizations should formulate their proposals with the anticipation that *Get Comfortable* disbursements will fall within a range of \$20,000 - \$50,000.

[†]The *Get Comfortable* Atlanta Advisory Council is comprised of representatives from local government, United Way of Greater Atlanta, the Community Foundation of Greater Atlanta, and Emory University.

EVALUATION CRITERIA: All proposals will be evaluated by CCBC’s selection team, in conjunction with the Advisory Council, 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. Program support is committed to serve clients residing in DeKalb County.
4. Organizations must have accurate information in Atlanta’s United Way [2-1-1 Resource Database](#). To update agency info, [click here](#) and follow the prompts.
5. Willingness and/or track record of collaboration with other agencies to increase the efficiency of any *Get Comfortable* funds received.

TENTATIVE PROGRAM CALENDAR:

November 1, 2019	2020 <i>Get Comfortable</i> RFP released
November 20, 2019	RFP submission deadline
December 3, 2019	Advisory Council meets
December 13, 2019	Agencies selected and notified
February 9, 2020	<i>Get Comfortable</i> 2020 launch event
April 15, 2020	Season of emphasis concludes
November 11, 2020	<i>Get Comfortable</i> program wrap