



## National Disability Finance Coalition – Market Analysis Request for Proposals

### Scope of Work

**Background:** The mission of [National Disability Finance Coalition](#) (NDFC) is to bridge the CDFI and Disability Communities. In this RFP, we seek a consultant to conduct a market analysis to gain insights into both Communities. NDFC was initially formed in 2015 at the 25<sup>th</sup> Anniversary of the passage of the Americans with Disabilities Act, and formally incorporated in 2017. As the following table illustrates, People with Disabilities (PWD) are both a large and underserved community that NDFC believes every CDFI could be serving, if they aren't already.

<ul style="list-style-type: none"> <li>• <b>Prevalence:</b> 61 million Americans live with disability, representing 26% of the adult population (Centers for Disease Control: <a href="#">Disability Overview</a>)</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Higher poverty rates:</b> 25.4% of adults with disabilities live in poverty versus 11.8% of adults without a disability. (<a href="#">DisabilityCompendium.org Annual Report 2023</a>)</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Higher living expenses:</b> PWD pay an additional \$17,690 per year to achieve the same standard of living as those who don't have a disability (<a href="#">National Disability Institute, 2020</a>)</li> </ul>
<ul style="list-style-type: none"> <li>• <b>More likely to be unbanked:</b> For working-age households with a disability, the unbanked rate in 2021 was 14.8 percent, much higher than the unbanked rate among working-age households without a disability (3.7 percent). (<a href="#">FDIC Household Survey, 2021</a>)</li> </ul>

The Coalition offers peer learning for existing and emerging CDFIs which includes in-person and virtual training sessions. The Coalition also conducts policy advocacy which has resulted in the CDFI Fund establishing the Disability Finance Financial Assistance supplemental award and the designation of People with Disabilities as an Other Target Population. Membership in the Coalition is achieved by completing a simple on-line form. There are currently no dues reflecting our desire to be fully accessible and inclusive. NDFC is led by a Board with CDFI and Disability Community Representatives, an Executive Director, Operations Manager, and Government Affairs consultant. Funding comes from Board members, members, foundations, and banks.

#### Goals:

- Identify and characterize the types of organizations offering financial products to or benefiting PWD
- Gain a clearer picture of how these organizations perceive serving PWD within their mission
- Identify and understand disability service organizations that support housing, assistive technology, small business and accessible facilities, and how they do and could partner with CDFIs
- Compile relevant data on the size and characteristics of PWD and their unmet needs for financial products

#### Activities

- Understand the market segments of mission-driven lenders (CDFIs and AFPs) and how they perceive serving PWD
  - Refine market segments for:
    - CDFIs with established programs serving PWD (e.g. DF-FA awardees)
    - Alternative Financing Programs (AFPs)
    - Broad network of CDFIs
  - Develop lists of representative organizations in each segment
  - Conduct qualitative research for each, including surveys and informant interviews

- Qualitative research should include approximately 10 informant interviews and surveys as appropriate
  - Summarize findings, looking for patterns and insightful responses
- Understand the ecosystem of Disability Services Organizations that are current/potential partners for CDFIs
  - Within the discussion of market segments outlined above, include examples of how DSOs work with CDFIs or could work with them.
  - Differentiate by:
    - Housing
    - Assistive Technology
    - Small Business
    - Facilities and Real Estate
  - Conduct 6-8 interviews with NDFC Board members and suggested DSO representatives to provide insight into the characteristics of each type of financing ecosystem
  - Summarize findings, looking for patterns and insightful responses
- Quantitative research
  - Identify sources of existing research and data on PWD, such as disability compendium, CDC, FHLB Consumer Survey, and National Disability Institute
  - Summarize key data that informs the market analysis goals

**Selection Criteria:**

- Experience conducting Market Analyses that provide meaningful findings that the organization can incorporate into strategic plans, business frameworks, and/or funding requests (40%)
- Familiarity with the Disability Finance ecosystem, disability data, CDFIs or other organizations with some experience working with People with Disabilities (30%)
- Ability to work within the time frame outlined (10%)
- Cost, value for services proposed (20%)

**Outline for RFP:**

- Outline of work plan to meet the RFP objectives
- Staff expected to work on the Market Analysis and their relevant skills
- Examples of relevant similar work
- Familiarity with Disability Finance
- Budget

**Time frame:**

- Issue RFP: March 21, 2024
- Questions Due: April 15, 2024
- Expressions of Interest: May 1, 2024
- Proposals Due: May 31, 2024
- Anticipated Selection: June 21-30, 2024
- Period of Performance: August-October 2024 (Estimated)