§1 AMENDMENT TO RFP NO. EFFECTIVE DATE
001 to SL2654312 July 1, 2020

ISSUED BY:
NeighborWorks® America
999 North Capitol Street, N.E., Suite 900
Washington, D.C. 20002
Phone: 202-760-4000

CONTRACTOR INFORMATION:
NAME
N/A
ADDRESS
N/A  N/A  N/A
CITY  STATE  ZIP
PHONE  N/A  EMAIL

§1 THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

Amendment #001 July 1, 2020

AMENDMENT OF REQUEST FOR PROPOSAL DATED

☐ The above numbered Request for Proposal is amended as set forth in the description of Amendment listed below.

☐ The hour and date specified for receipt of Offers ☐ is extended, ☐ is not extended.

Offers must acknowledge receipt of this amendment prior to the hour and date specified in the Request for Proposal by acknowledging receipt of this amendment on each copy of the proposal submitted. FAILURE OF YOUR ACKNOWLEDGEMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF PROPOSAL PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by email or letter, provided each email or letter make reference to the Request for Proposal No. and this amendment, and is received prior to the closing date and time specified.

§2

DATED IMPORTANT: Contractor ☐ is not, ☐ is required to return ______________ copies to Procurement Division.

This Amendment 001 is submitted in addition to the NeighborWorks America's Solicitation RFP SL2654312 LIFT NHPL Program Marketing Toolkit. The intent of this Amendment is to respond to the questions that NeighborWorks America has received so far.

Except as provided herein, all terms and conditions of the document referenced above remain unchanged and in full force and effect.
<table>
<thead>
<tr>
<th>No.</th>
<th>Questions</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>What is your annual budget for marketing toolkit development and support?</td>
<td>This information is not currently available.</td>
</tr>
<tr>
<td>2</td>
<td>Can you share current marketing collateral, please?</td>
<td>Attached</td>
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<tr>
<td>3</td>
<td>When thinking about your current marketing collateral and future collateral what is working well and what do you want to see improved?</td>
<td>Current collateral and methods are effective; we would like to expand on that with a wider variety of materials that help us reach communities of color more effectively.</td>
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<tr>
<td>4</td>
<td>Would we be responsible for actual production development of any of the assets, such as radio PSAs and OOH?</td>
<td>We may require production development services or for the selected agency to be able to obtain them for the purposes of this project. Please quote accordingly.</td>
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<td>5</td>
<td>Do you work with an agency today? If so, why are you seeking a new agency and what are you looking for in the partnership?</td>
<td>We do not currently work with an agency. As stated in the Purpose section of our solicitation, our project emphasizes supporting minority homeownership and wealth building in communities of color. An ideal partnership would help us move our project forward in that space.</td>
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<td>6</td>
<td>Is all of the marketing done through partners in the community or does NW do any brand marketing to drive awareness?</td>
<td>The marketing is done through the local organizations. NW promotes our local network organizations in social media, speaking engagements, press releases, videos and other tactics.</td>
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<td>7</td>
<td>What does success look like at the end of the first year?</td>
<td>Local network organizations see an increase in numbers of people contacting them for homebuyer education and other services to help them achieve homeownership. Local communities of color are aware of or better informed about our program.</td>
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<td>8</td>
<td>How is this work funded?</td>
<td>Privately funded.</td>
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<td>9</td>
<td>We presume that Solicitation SL2654312 is seeking graphic design services?</td>
<td>Yes.</td>
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<td>10</td>
<td>Does it also request writing? editing? translation services?</td>
<td>Yes.</td>
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<td>11</td>
<td>Are you seeking recommendations (i.e. how often to post on social media)?</td>
<td>If the vendor has any recommendations, they can be included as part of the vendor’s proposal. Recommendations are not required for consideration.</td>
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<tr>
<td></td>
<td>Question</td>
<td>Answer</td>
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<tr>
<td>12</td>
<td>You request a fixed price, but without knowing the specific quantities on the various deliverables, it is impossible to tell (i.e. how many unique email templates, flyers, billboards, etc?). Can you provide more details or does the hourly fee suffice at this point?</td>
<td>Hourly fee will suffice.</td>
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<td>13</td>
<td>section L.4 Technical Proposal item #4 &quot;The Bidder shall provide three (3) current corporate references for which your firm has performed similar work in the last two (2) years.&quot; In addition to working with NeighborWorks over many years, we have extensive experience with this type of project, but have not produced campaigns within the last 2 years. Would that preclude our proposal from being competitively reviewed?</td>
<td>No, it would not preclude your proposal from being competitively reviewed.</td>
</tr>
</tbody>
</table>
NeighborhoodLIFT® is a national down payment assistance program that could make homeownership a reality for you.

NeighborhoodLIFT program details*

- Your income must be less than or equal to the maximum income limits defined by the program for your area to qualify.
- For military service members, veterans, law enforcement officers, pre-K-12th grade teachers, firefighters and emergency medical technicians, the program provides $17,500.
- The home you purchase must be your primary residence and located in Allegheny County.
- You don’t have to repay the grant if you own and live in the home for five years.¹
- You need to be approved for a first mortgage by an approved lender.²
- If you own your current home, it must be sold before closing.
- You must complete eight hours of homebuyer education through an approved agency before your closing.

Visit www.neighborworkswpa.org/lift to learn more

- General information on the program
- Program requirements, including required documents
- Information regarding how to obtain homebuyer education
- Income limits for the program
- First Responder, Military and Teacher benefit information
- Appointments to determine eligibility

*You must meet all program requirements.

Contact us at (412) 281-1138 or lift@neighborworkswpa.org for more information or to apply for the NeighborhoodLIFT program.

1. The pro-rated balance must be repaid if you transfer the title, refinance, sell the property or the property is foreclosed on prior to the end of the five-year period. If you are active military and provide Official Permanent Change of Station transfer orders prior to the end of the five-year period, the balance will be fully forgiven.
2. The first mortgage can be financed by any Neighborhood LIFT program-approved lender.