



REQUEST FOR PROPOSAL (RFP) for Recruiting and Hiring Support Services

Release Date: May 6, 2024
Proposal Due Date: May 16, 2024
Selection Date: May 23, 2024 or earlier
Contract Period: May 28 – August 31, 2024

I. Overview of Request for Proposals

[Appalachian Community Capital](#) (ACC), a Community Development Financial Institution (CDFI) serving members across the 13-state footprint of Appalachia, seeks contractual support for specified Recruiting and Hiring Support Services for a new wholly-owned subsidiary, the [Green Bank for Rural America](#).

To accelerate economic restructuring and diversification in underserved rural communities, ACC has established the Green Bank for America, a place-based effort that will be a hub for investment and technical assistance to community lenders, local leaders, and workforce development partners across the United States. The U.S. EPA has selected ACC to receive a \$500 million Greenhouse Gas Reduction Fund award to launch the Green Bank for Rural America, which will be used to leverage private capital to finance \$2.25 billion in 2,750 clean energy projects, create 18,000 quality jobs in rural communities, and reduce carbon emissions by 12M tons annually.

The contractor selected to provide Recruiting and Hiring Support Services will report to the President and CEO of ACC, or their designate. The requested Scope of Services includes:

- Finalization of Job Description for CEO of the Green Bank for Rural America (note, ACC has prepared a full job description)
- Posting of Hiring Solicitation for CEO position
- Resume screening
- Initial interviews
- Background checks for top candidates
- Scheduling of interviews between top candidates and Green for Rural America leadership
- Post-hiring onboarding
- and other support proposed by the contractor.

Proposals to provide these services will be evaluated on contractors' qualifications, expertise, track record, proposed Scope of Work, budget/timeline, References and understanding of the target communities.

Scope of Work Considerations

As ACC has identified several qualified potential candidates, we anticipate that the Hiring Solicitation will be open for a period of ~ 2 weeks, and an offer will be extended to a candidate within 4 weeks of posting the Hiring Solicitation.

ACC is leading the hiring of the entire senior management team for the Green Bank for Rural America. Once the CEO position is filled, outreach will begin for a CFO, Chief Investment Officer, Chief Compliance Officer and other leadership positions. The selected contractor may be requested to provide support for these hirings, with a proposal, Scope of Work and budget to be revised accordingly.

II. About Appalachian Community Capital and the Green Bank for Rural America

Appalachian Community Capital (ACC) is a Community Development Financial Institution (CDFI) serving member CDFIs across the 13-state footprint of Appalachia. ACC was founded in 2013 with a mission to increase small business lending across undeserved and underinvested communities in the region. By providing capital, capacity building, and innovative programming to its members, ACC catalyzes entrepreneurship, opportunity, and inclusive growth in diverse and distressed communities, and now has 35 members which manage over \$4 billion in total assets. ACC is led by its President and CEO and a Board of Directors comprised of both ACC members and national leaders in development finance. Investors and supporters of ACC include: the Appalachian Regional Commission, U.S. Treasury CDFI Fund, the Ford Foundation, USDA, Goldman Sachs, Bank of America, Truist, US Bank, Wells Fargo, JP Morgan Chase, MasterCard, the Benedum Foundation and others.

ACC was recently selected to receive a \$500 million U.S. EPA [Greenhouse Gas Reduction Fund - Clean Communities Investment Accelerator](#) (GGRF – CCIA) award to catalyze green energy investments in low-income rural communities impacted by declines in the fossil fuel industry. This place-based start-up effort will be a hub for investment and technical assistance to community lenders, local leaders, and workforce development partners in coal, energy, underserved rural, and Tribal communities across the United States. The Green Bank for Rural America is a wholly owned, nationally-operating, non-profit subsidiary of ACC, and is overseen by the ACC Board through a Board-appointed Steering Committee, chaired by the ACC President and CEO.

ACC anticipates the \$500 million EPA GGRF - CCIA award will be used to leverage private capital to finance \$2.25 billion in 2,750 clean energy projects, create 18,000 quality jobs in rural communities, reduce energy generation from carbon-based sources by 1.4M MWh annually, and reduce carbon emissions by 12M tons annually.

III. About the Appalachian Region and Target Rural Communities

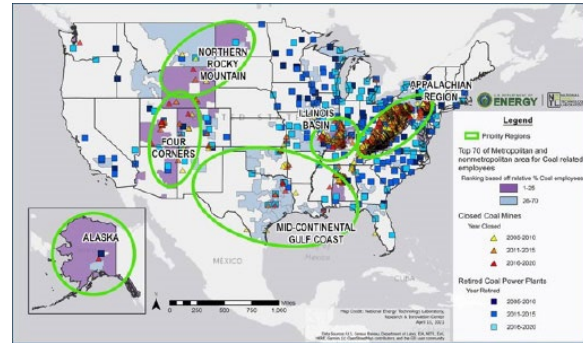
Energy communities have powered the economic growth of our nation – from coal, to oil, to natural gas – yet the decline of legacy energy industries has resulted in some of the most economically distressed regions of the country. This economic hardship and lack of opportunity will be exacerbated by future coal and power plant closures.

The Green Bank for Rural America has structured a robust national program that prioritizes 582 counties in Appalachia, energy and underserved rural, and Native communities – 30% of all US persistent poverty counties – with financing and technical assistance activities being available in all eligible underserved rural communities nationally.

The Green Bank for Rural America will target the 13-state region of Appalachia, Coal and Power Plant Communities nationally, and other underserved rural areas such as Persistent Poverty Counties, NMTC Low Income Communities, federal Opportunity Zones and other areas.



Appalachia –
Appalachian Regional Commission



Coal Communities and Power Plant Closures –
White House Interagency Working Group

IV. Project Timeline

It is anticipated that the contractor will be selected in May 2024, the Hiring Solicitation will be posted soon thereafter, the Hiring Solicitation will remain open for ~2 weeks, final candidates will be selected for interview by ACC within 1 - 2 weeks of closure of the Hiring Solicitation, interviews will be conducted soon thereafter, and an offer will be extended to the selected candidate in June 2024.

Project activities may be extended beyond the contract end date to include support for the hiring of additional leadership positions for the Green Bank for Rural America, as noted above.

V. Instructions to Submit a Proposal

Contractors seeking to provide the requested services should submit the items listed below.

- Scope of Work describing proposed activities to be undertaken, with identified staffing (lead and support) for each work element.
- Budget that defines deliverables and proposed payment schedule, including indirect costs. A 'Not to Exceed' cost for the full engagement must be provided. Payment Schedule to be based on deliverables / outcome milestones.
- Timeline for Scope of Work, with deliverable milestones.
- Biography/resume for staff noted in proposal.
- Client References including name, title, organization, contact information, and a brief description of the relevant work performed.

Please submit responses via email in one pdf attachment by Proposal Due Date to Ray Daffner, Startup Team Lead, Green Bank for Rural America, Appalachian Community Capital - rdaffner@acc1.org.

VI. Proposal Evaluation

ACC will select contractors through a competitive process based on the following criteria:

- Qualifications, expertise, track record, and staff bios – including experience in / working with rural communities.
- Scope of Work and Timeline
- Budget
- References