



Request for Proposal: Market Research

About Us:

Prosperity Denver Fund offers financial reimbursement to qualifying organizations that provide scholarships, support services, and training programs to Denver high school graduates as they build their futures. The organization launched in 2018 when Denver voters passed a ballot initiative to dedicate a 0.08% sales tax (less than one cent on \$10) to this purpose.

Prosperity Denver Fund exists to reimburse qualifying organizations serving Denver students ages 13 – 30, helping these organizations expand their reach and impact on the Denver community and economy. We also educate Denver's students and families about scholarship and training opportunities, and work to build the capacity of the post-secondary ecosystem in Denver. In our brief history, we're thrilled to have funded futures for thousands of Denver students, through millions of dollars in reimbursements to Metro Denver nonprofits.

Scope of Work

Prosperity Denver Fund seeks a research firm to conduct polling and market research. Our goals are to develop understanding of:

- Denver residents' value for investment in post-secondary pathways for Denver students and the connection of these pathways to economic growth
- What motivates Denver residents to think positively about efforts to support youth in their post-secondary journeys
- Denver residents' understanding of the challenges facing youth in finding family-sustaining careers and building lives in our community
- Denver residents' awareness of Prosperity Denver Fund and its work

Budget: The budget for this project is up to \$40,000.

Timeline: The project should be completed by July 31, 2025.

Qualifications Required:

- Consultant must have deep experience with polling and/or research reaching Denver residents from a wide range of backgrounds
- Consultant must have knowledge of and experience in research within the fields of education, higher education, and workforce development
- Consultant must bring expertise with various tools related to polling and market research and make recommendations for the most effective use of these tools within the budget allotted

Proposal: Interested parties should submit a proposal with the following components:

- Description of the approach and recommended methodology to be used to achieve the elements described in the Scope of Work
- Description of the consultant/consulting firm background and qualifications
- Examples of similar research conducted including findings, if possible
- Timeline for implementation
- Background of the key staff to be involved in this project

To respond: Interested parties should submit the proposal described above to:

Rebecca Arno, CEO
Prosperity Denver Fund
rarno@prosperitydenverfund.org

Deadline: 5 pm May 2, 2025

We welcome proposals from businesses owned by women, people of color, people from the LGBTQ+ community, members of the disability community, and indigenous people.