



**Foundation for a
Healthy St. Petersburg**

REQUEST FOR PROPOSAL (RFP)

Market Research Project

Issued By: Foundation for a Healthy St. Petersburg

2333 34th Street South

St. Petersburg, FL 33711

<https://healthystpete.foundation/>

Direct Questions and Submit RFP Response to: Barbara Green

Director of Strategic Communications

727-440-7963

barbara@healthystpete.foundation

Procurement Timeline

Issue Date: April 15, 2026

Questions Due By: April 27, 2026

Proposal Due Date: May 1, 2026

Interviews with Prospective Finalists: May 1-12, 2026

Sign Contract: May 22, 2026

Introduction and Organizational Overview

The Foundation for a Healthy St. Petersburg is a private nonprofit Foundation that works to create a community in which all residents can lead healthy lives, regardless of race. Knowing that about 80% of the health outcomes we see are shaped not by medical care but by the everyday social circumstances of our lives (the conditions in which we live, work, learn, and play), that's where we target our work. We offer thought leadership, funding, partnership, and advocacy to improve the social conditions that shape our community's health.

As a significant local funder, we've awarded more than \$35M in grants since our inception roughly 10 years ago; we offer thought leadership around issues of health and equity; we strive to serve as a connector and a partner advancing collaboration across sectors; and we advocate for policies and practices that make a difference in people's lives.

To learn more, visit <https://healthystpete.foundation/>



Main Objectives

Our main objective for this market research project is to gain a clear understanding of our four communities' knowledge of and clarity around the Foundation's work and our points of impact so that we may better target our communications and engagement efforts.

We understand our four communities as:

1. **Local residents** (those experiencing disparities/inequities in our targeted south St. Petersburg zip codes of 33705, 33711, and 33712)
2. **Neighborhood-level organizations from our targeted zip codes** (churches, neighborhood associations, etc.) working to resolve disparities;
3. **Nonprofits in our targeted zip codes** working to resolve disparities and promote health equity;
4. **Those with the power to allocate resources and make decisions** that impact the South St. Petersburg community.

We understand the Foundation's **points of impact** as grantmaking, research and evaluation, advocacy, our Center for Health Equity, and partnership/connections.

In a nutshell, we're trying to gauge how well our identified audiences understand who we are and what we do – or, rather, how their understandings of who we are and what we do align with our own.

Finally, we would also like to understand what sort of messaging resonates with our four audiences when it comes to our mission/vision and work, particularly in the areas of **systems change and the social determinants of health**.

We believe that promoting **systems change** designed to improve the **social determinants of health** is critical to our mission to create a community in which all people can lead healthy lives, regardless of race. However, communicating effectively about systems change and the social determinants of health can be challenging when they're not anchored in specific issues. Thus, in addition to understanding how our mission/vision resonates, we would like to better understand **what kind of messaging might work to help promote systems change (or root cause solutions) that improves the social circumstances of people's lives (social determinants of health)**.



Secondary Objectives

We would also like to understand top-of-mind awareness of the Foundation in the broader St. Petersburg community. Basically, we want to gauge the general public's awareness of our existence and work.

Methodology

The methodology for this project is up to the research firm. That said, we would like the opportunity to review questions (for surveys, focus groups, interviews, etc.) prior to work.

Database or CRM Information Available

We have a CRM of community partners that can be leveraged to assist with this project. We can identify current partners as well as partners we'd like to work with. Our relationships are strongest within the nonprofit community; however, we also have ties to government, business, local institutions, residents, neighborhood organizations, etc.

Please note that access to our CRM database would be mediated by staff; information from our CRM/database is not to be reused or distributed beyond this project.

Geographies or Markets to Target

We have a particular geographic focus on the three zip codes that make up the South St. Petersburg Community Redevelopment Area (33705, 33711, 33712). However, we also work with partners in the broader St. Petersburg community and beyond. The broader St. Petersburg community is particularly relevant to our fourth community/audience of those with the power to allocate resources; it is also critical to our advocacy work.

Timeline for the Market Research

Research findings will be used to inform year three of our five-year strategic plan. Since that plan will be collaboratively created by staff in August, we would like to have actionable data/results by the **first week of August 2026**.

Levels of Analysis and Reporting Needed

We need a comprehensive narrative executive summary (pdf) that clearly documents and explains findings that can be used by our team and board. This summary should clearly and completely address our main objective and identify opportunities and



recommendations. This summary can include infographics and/or audience/community/partner personas if applicable/helpful.

We would also like a breakdown of detailed findings and supporting data. This latter piece would be for more limited internal use by our communications and research team members.

Prior to the final documentation, vendor should present market research to senior leadership for review and any suggested edits.

Budget Range

The budget is dependent on the scope of the project. An acceptable range could be from \$40,000 to \$90,000.

Rewards and Incentives

Recommendations as well as any necessary budget for incentives should be built into the proposal budget.

Question and Answer Deadline

Please submit questions by April 22, 2026.

Question and Answer Responses Posted by Date

Answers will be posted by April 27, 2026.

Proposal Submission Deadline

Proposals should be submitted by May 1, 2026, to Barbara Green via email at barbara@healthystpete.foundation

Vendors Chosen for Follow-up and Dates

Vendors should be available for phone interviews from their proposal submission date through May 12, 2026.

Final Decision with 1 Vendor Date

It is our intent to have a final decision on vendors no later than May 22, 2026.