



January 29, 2018

Re: Request for Bids

From: Meghan Kluth, Colorado Respite Care Program Manager
Easterseals Colorado
393 S Harlan Street
Lakewood, CO 80226
(303) 233 1666 ext. 257
mkluth@eastersealscolorado.org

To Whom It May Concern:

Easterseals Colorado is requesting bids to create and develop an outreach campaign for family caregivers. This project is funded by Colorado State General Funds as part of the Respite Care Task Force project. Following please find the project parameters as well as conditions that the contractor will be expected to meet.

According to the US Census Bureau's, there were approximately 540,000 children and adults living with a disability in Colorado in 2015, 10.4% of the population. Among people 65 years and older living at home, 33.3% live with a disability. Unpaid family caregivers are the main provider of long-term care services to these individuals. A family care may be a relative, friend or neighbor who provides support for the individual facing the challenges of a disability or health care need. They provide a variety of assistance which may include medication management, homemaking, financial management and activities of daily living. Respite care, or a break from caregiving, offers family caregivers relief to help maintain their own physical and mental health. It has been shown to help bolster family stability and preserve or strengthen marriages in families who are caring for an individual with special needs. Easterseals Colorado and the Colorado Respite Coalition provide resources for family caregivers seeking respite and aim to improve access to respite statewide.

A comprehensive community respite outreach and education program is crucial for two reasons. First, family caregivers need more education regarding available respite services. Second, the Colorado community at large needs a better understanding of the nature of caregiving and respite. While an overlap between these two populations exists, any communication plan must address each populations' needs. Easterseals Colorado and the selected contractor will create a centralized, comprehensive

community outreach and education program about respite that addresses the informational needs of both caregivers and the community at large. This outreach campaign will be developed as a sustainable tool that can be used for many years across Colorado.

Project Parameters:

Easterseals Colorado is seeking bids to develop a community outreach marketing campaign to help family caregivers learn about respite resources available across the state while also educating the community at large about the nature of family caregiving and respite. The campaign will include contact information for families and community members to seek support. This project is in partnership with Easterseals Colorado, the Colorado Respite Coalition and the Colorado Department of Human Services.

- Bids should focus on proposed timeline and budget for developing the campaign concept, design and brand.
- Bids may also include proposed budgets for implementation of campaign on a statewide level. Please note that the implementation and sharing of the brand may or may not be included in the contract.
- The final budget for development and implementation will be based on availability of funds.
- The estimated timeframe for developing the campaign and initial materials is six months or less.

All bids must be received by Easterseals Colorado by 4:00 pm on February 8, 2018. Bids can be sent to mkluth@eastersealscolorado.org or mailed to 393 S Harlan Street, Suite 108 Lakewood, CO 80226.

The final bid will be selected based on quality of proposal, cost and timeline.