



Request for Proposal

Subject Matter Experts (SMEs) in Climate Implementation Projects

ABOUT THE CENTER BY LENDISTRY

The Center by Lendistry (TCBL) is a nonprofit organization that supports diverse small businesses through education, technical assistance, and access to competitive financing. Our mission is to close the racial wealth gap by anchoring small businesses and the communities where they do business. TCbL is the non-profit educational and technical assistance strategic partner to Lendistry, a minority-led, technology enabled Community Development Financial Institution (CDFI) that provides loans and other financial products to underserved small business owners.

Women- and diverse-owned businesses have disproportionately faced obstacles to success. TCbL is committed to removing those barriers and transforming communities most impacted by historical disinvestment by putting small businesses first. Our initiatives aim to advance equitable economic development strategies to drive small business growth, job creation, and generational wealth-building in underserved communities across the country.

Over its history, TCbL has assisted over 11,000 small businesses including 6,300 women-owned, 8,200 diverse-owned, and 350 veteran-owned businesses nation-wide.

PROJECT OVERVIEW

The Center by Lendistry is seeking proposals from qualified Subject Matter Experts (SMEs) to support the **Main Street Goes Green Accelerator**. This initiative empowers socially and economically disadvantaged (SEDI) small businesses to adopt sustainable practices, build resilience, and leverage federal climate resilience investments. Through targeted education, one-on-one technical assistance, and access to green financing, the program helps businesses reduce costs and unlock new revenue opportunities.

The selected SMEs will deliver training sessions, provide personalized technical assistance, and contribute to the development of sustainability-focused resources that align with the program's objectives.

PROJECT OBJECTIVES

1. **Expert-Led Training:** Deliver six (6) online training sessions on sustainability, business resilience, green financing, and green marketing best practices.
2. **Technical Assistance:** Provide one-on-one support to businesses, helping them create Business Resilience Plans, apply for green financing, and implement sustainability strategies.



3. **Resource Development:** Assist in refining the **Main Street Goes Green Toolkit**, ensuring it includes actionable guidance on energy efficiency, sustainability certifications, and access to green funding.
4. **Networking and Capital Access Support:** Participate in in-person networking events and capital access workshops, connecting businesses with green lenders and other key stakeholders.

SCOPE OF WORK

The selected SMEs will be responsible for:

1. Training and Education

- Conduct six (6) cohort-based online training sessions.
- Present on topics including sustainability planning and strategies, green financing, and marketing strategies.
- Develop engaging and informative training materials.

2. One-on-One Technical Assistance (TA)

- Provide personalized guidance to small businesses in sustainability planning.
- Support businesses in developing sustainability planning, execution and green financing applications.
- Assist with sustainability certifications and developing green marketing strategies.

PROPOSAL REQUIREMENTS

Proposals must include:

1. **Company/Consultant Profile:** Description of your background, expertise, and experience in sustainability, small business support, and technical assistance.
2. **Project Approach:** A detailed overview of your approach in covering how training sessions, TA, and resource development will be delivered effectively.
3. **Relevant Experience:** Examples of past work in sustainability consulting, small business technical assistance, or related fields.
4. **Team Experience:** Resumes or bios of key personnel involved in the project.
5. **Timeline:** Proposed timeline for engagement and completion of key deliverables.
6. **Budget:** A detailed breakdown of costs, including fees for training, TA, and participation in community events.



7. **References:** Contact information for at least two previous clients who have received similar services. (Optional)

EVALUATION CRITERIA

Proposals will be evaluated based on:

- **Expertise and Experience:** Proven track record in sustainability consulting, small business technical assistance, and training delivery.
- **Project Approach:** Clarity, effectiveness, and feasibility of the proposed methodology.
- **Past Performance:** Quality of previous work and relevance to this project.
- **Team Qualifications:** Experience and expertise of proposed personnel.
- **Cost-Effectiveness:** Competitive pricing and overall value for services.
- **Client References:** Positive feedback from previous clients, particularly those working in sustainability and economic development.

Please submit your proposal electronically in PDF format to shafeeq.shamsid-deen@thecenterbylendistry.org by 04/01/25.

We look forward to receiving your proposal and working together to create a valuable resource that empowers local governments, non-profits, and small businesses to embrace sustainable practices.

This RFP can be found on The Center by Lendistry's website at:

[Resources | The Center by Lendistry](#)