Project Overview

The Children’s Trust (“The Trust”) seeks a representative to assist in the implementation of the Miami-Dade County Soccer Initiative. This initiative seeks to use soccer to make a positive impact on the lives of children. The goal is to increase opportunities for youth in underserved and under resourced communities to participate in soccer, and to sustain these efforts. By providing better access to the sport, soccer has the potential to inspire, empower and educate youth and communities and help ignite social change related to soccer. The successful vendor will help The Trust expand and enhance the overall capacity of its efforts to expand soccer programming to under-resourced and underserved communities in Miami-Dade County.

Scope of Work

Serve as a liaison between The Trust and the soccer community and assist in direct interactions between the soccer community to ascertain, report on and develop a plan of action as it relates to matters of importance to the soccer community.

Facilitate and conduct meetings with individuals, community organizations, professional groups, neighborhood groups, houses of worship, corporations, and other groups to promote and gather information and understanding of the service gaps and needs in the soccer community, meet the needs of under resourced and underserved communities and how to develop an effective communication plan to inform and educate these communities about the Miami-Dade County Soccer Initiative.

Assist with identifying locations for soccer mini pitches in underutilized and non-traditional spaces, based upon requirements.

Meet with leaders in the soccer community, as assigned by The Trust to understand their issues and needs. Provide recommendations and action plan steps that support the goal of exposing youth in underserved and under resourced communities to the game of soccer.

Mobilize the soccer community by hosting focus groups, listening sessions and surveys, as appropriate, in response to this scope of services.

Build relationships on behalf of The Trust including representation of The Trust on coalitions, and collaborations, as determined by The Trust.

Increase community awareness and engagement of the soccer community related to the Miami-Dade County Soccer Initiative.

Generate contacts by targeting and developing relationships primarily with youth soccer organizations, businesses, universities, church groups, youth groups, after school programs, alumni organizations, fan groups, and other community groups.
Deliverables

The liaison represents The Children’s Trust mission and vision and serves as a connector and convener to expand and augment ongoing work to the Miami-Dade County Soccer Initiative.

At a minimum, quarterly reporting on relevant findings to the Trust related to efforts to engage on community information, demographic characteristics, growth patterns, projected municipal and community plans, and other information affecting children and families by participation in meetings or by correspondence.

Reports on outcomes, results, and actions from task forces, focus groups, surveys, and listening sessions involving county, state, private and community and faith-based organizations in responding to potential mini-pitch sites for Miami Dade County Soccer Initiative.

Plans and coordinates meetings as needed to further the goals of the Miami-Dade County Soccer Initiative outcomes.

Ability to share marketing materials and collateral information as needed for the Miami-Dade County Soccer Initiative.

Available to meet with The Trust staff in person, virtually or by phone, as needed.

Develop a strategic action plan based on planning and dialogue with the soccer community on key issues related to accessing low, no cost community-based soccer programming.

Expectations:
Coordinate work product and deliverables around established community engagement on the Miami Dade County Soccer Initiative.

Participate in meetings as needed related to deliverables.
Provide ongoing and as needed oral and written reports of activities, outcomes, and other deliverables.

Demonstrated proficiency in engaging the soccer community at all levels, including informal, loosely organized soccer leagues and well-established pay-to-play leagues.

All relationship-building and project development shall be under the purview and direction of The Children’s Trust, with frequent ongoing approvals by The Trust, as necessary.

Monthly submission of detailed invoices, outlining activities and deliverables and alignment to billing of hours.

Term of Engagement:
The term of service for this initiative is for one fiscal year commencing September 1st, 2023, through August 31st, 2024.

Selected vendor must be available to represent The Trust during weekends and/or
evening hours upon request.

To be considered, proposals for these services must include, but should not be limited to, the following elements:
A written summary report of activities and outcomes/accomplishments related to contacts and engagement in the soccer community and outlining relevant professional qualifications.

Quote or cost for services with hourly rate breakdown. (The maximum hourly rate is $40.00 per hour.)

At least three professional references with contact information related to similar work done in the last three years.

Disclosure: Nothing in this opportunity announcement shall in any way be utilized to request documentation relating to or authorizing consideration of a consultant’s social, political, or ideological interests when determining if the proposer is a responsible vendor or give a preference to a proposer based on the proposer's social, political, or ideological interests.

Please forward all proposals and supplemental materials no later than Friday, August 18, 2023 at 12:00 PM to Amanda Gorski, Associate Direct Public Policy at <amanda@thechildrenstrust.org>.