

Request for Proposal (RFP) to Operate a Daycare Center for The Excel Center

Section 1: Introduction

1.1 Purpose: Goodwill Industries of the Valleys (GIV) seeks proposals from qualified childcare providers to operate an on-site, licensed drop-in childcare center at The Excel Center Melrose Plaza, 2502 Melrose Ave NW, Roanoke, Virginia. This center will provide childcare services to students attending The Excel Center, aligning with Virginia’s childcare licensing requirements.

1.2 Background: The Excel Center provides adults with the opportunity to earn a high school diploma and access post-secondary education and workforce training. The availability of reliable, high-quality childcare services is critical to the success of the students enrolled. The childcare center is able to accommodate up to 57 children at a time, with a breakdown by age group(s) as follows:

Age of Child	Number of Children
Infants (6 wks - 12 months)	Up to 8
Toddlers – School Age (1 year – 5+ years)	Up to 49
*Note: August 2025 – July 2026 will likely be operated at a lower estimated capacity.	

Section 2: Scope of Services

2.1 Licensing and Compliance: The selected provider must operate the center in compliance with Virginia Department of Education childcare licensing standards, including:

- Minimum indoor space of 35 square feet per child (at least 1,225 square feet for 35 children).
- Outdoor space access.
- Two toilets and two sinks within the facility.
- Staff-to-child ratios as required by Virginia Standards for Licensed Child Day Centers.

2.2 Services Provided The provider must:

- Offer drop-in childcare services aligned with The Excel Center’s school calendar beginning in August 2025.
- Provide care for children aged 6 weeks to 12 years, as detailed above.

- Ensure the safety, health, and well-being of children at all times.
- Employ qualified childcare staff meeting Virginia’s educational and training requirements.

2.3 Facility Requirements The childcare center will:

- Be located within The Excel Center.
- Include age-appropriate furniture, equipment, and learning materials.
- Meet accessibility standards and accommodate diverse needs.

2.4 Staffing The provider must:

- Employ staff who meet the qualifications outlined in Virginia’s childcare licensing standards as expected in: [2024 Code of Virginia](#) (hyperlink).
- Maintain appropriate staff-to-child ratios for each age group.
- Provide ongoing professional development and training for childcare staff.

2.5 Variances Where applicable, the provider may assist GIV in seeking allowable variances to licensing standards as per Virginia Administrative Code 8VAC20-820-10.

Section 3: Proposal Requirements

3.1 Provider Qualifications

- Demonstrated experience operating licensed childcare centers.
- Knowledge of Virginia childcare licensing standards.
- Experience providing drop-in childcare services preferred.
- Experience in providing structured curriculum to prepare children for school regimens.
- Evidence of insurance coverage for childcare services.

3.2 Proposal Content Proposals must include:

1. Cover Letter

- Statement of interest.
- Overview of the provider’s qualifications.

2. Organizational Background

- History, mission, and services offered.
- Relevant experience and success stories.

3. Operational Plan

- Approach to licensing compliance.
- Staffing plan, including recruitment, qualifications, and training.
- Daily schedule, curriculum, and programming for children.

4. Budget Proposal

- Detailed budget, including staffing, equipment, supplies, and administrative costs for the following time frame(s):
 1. August 25th, 2025 – December 31st, 2025.
 2. January 1st, 2026 – December 31st, 2026.
 3. Full year costs anticipated on an annual basis.
- Proposed fee structure for services.

5. References

- Three references from organizations or individuals familiar with the provider's childcare services.

Section 4: Evaluation Criteria

Proposals will be evaluated based on:

- **Experience and Qualifications (30%):** Demonstrated ability to operate licensed childcare facilities.
- **Operational Plan (25%):** Feasibility and alignment with The Excel Center's needs.
- **Budget Proposal (20%):** Cost-effectiveness and financial sustainability.
- **Staffing Plan (15%):** Adequacy of staff qualifications and ratios.
- **References (10%):** Positive feedback from previous clients.

Section 5: Submission Instructions

5.1 Timeline

- RFP Issued: April 1st, 2025
- Questions Due: April 22nd, 2025
- Proposal Submission Deadline: April 30th, 2025 at 3:00 p.m.
- Provider Selection: May 2025

5.2 Submission Format Proposals must be submitted electronically in PDF format to excelcenter@goodwillvalleys.com. Late submissions will not be accepted.

5.3 Contact Information For questions or clarifications, please contact: Bruce Major, Excel Center Director, 540. 566.5716 or bmajor@goodwillvalleys.com or Kelley Weems, Director of Community Impact, 540.420.4949 or kweems@goodwillvalleys.com.

Section 6: General Terms and Conditions

- GIV reserves the right to accept or reject any or all proposals.
- This RFP does not obligate GIV to award a contract or pay costs incurred in preparing a proposal.
- The selected provider will enter into a formal agreement outlining terms and conditions.

We look forward to receiving your proposals and partnering to support the caregivers and families of The Excel Center.