



REQUEST FOR PROPOSAL FOR HOME EQUALS CAMPAIGN MIDTERM EVALUATION

INQUIRIES AND PROPOSALS SHOULD BE DIRECTED TO:

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I. GENERAL INFORMATION

This is a request for proposals (RFP) to Habitat for Humanity International, Inc. The term “Contractor” means the entity that is chosen to provide the services described in the RFP.

A. Corporate Overview

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity International, or HFHI, is a non-governmental housing organization operating in more than 70 countries around the world. Since 1976, we have worked together with families, local communities, regional and national governments, and the private sector so that more people are able to live in healthy, safe homes. Complementing our construction work and direct interventions, Habitat’s advocacy efforts focus on policy reform to remove systemic barriers preventing low-income and historically underserved families from accessing adequate, affordable housing. To learn more, visit [habitat.org](https://www.habitat.org).

B. Background

Habitat for Humanity is one of the few housing-focused, international non-governmental organizations recognized globally for our effective approach and positive impact in addressing the housing needs of low-income individuals and families. However, the need for adequate housing is far too great to meet through building alone. That’s why, in addition to lifting our hammers, Habitat expands its impact by engaging in advocacy at all levels of government to promote sustainable, inclusive policy solutions that create stability and security for millions more people than we could by building one house at a time.

Launched in May 2023, Habitat for Humanity’s five-year global advocacy campaign, [Home Equals](#), aims to improve access to adequate housing in informal settlements for 15 million people through policy and systems change worldwide. Partnering with informal settlement residents, community leaders and allies to influence local and national governments, Home Equals works to achieve this goal by promoting policies in four focus areas: empowered participation, basic services, climate resilience, and secure tenure.

Building on the demonstrated successes of Habitat’s previous global advocacy campaign, Solid Ground (2016-2020), and our U.S. advocacy campaign, Cost of Home (2019-2024), Home Equals works to bolster and align the advocacy efforts of our diverse global network and catalyze new engagement to improve living conditions in informal settlements around the world. Home Equals operates as a collection of campaigns at the local and national levels, implemented and adapted to different contexts through our country offices.

In the first two years of the campaign, 45 Habitat national organizations have expressed their support by signing up to participate in Home Equals. To date, our collective campaigning efforts have contributed to 53 policy or system changes, improved access to adequate housing for nearly 6.6 million people, and \$1.23 billion in government funds allocated to support vulnerable populations in slums and other informal settlements.

C. Instructions on Proposal Submission

1. **Inquiries.** Inquiries concerning this RFP should be emailed to:

Natalie Hart

International Advocacy Senior Specialist

nhart@habitat.org

2. **Submission of Proposals.** All proposals and relevant examples of past work shall be submitted by electronic mail in PDF format to the e-mail address above by May 14, 2025.
3. **Conflicts of Interest.** Contractors are expected to self-identify any real or perceived conflict of interest that may exist if Contractor is selected. HFHI requests that Contractor clearly identify the conflict and propose a mitigation strategy as part of the proposal response and attach an explanation to the checklist/certification.
4. **Conditions of Proposal.** All costs incurred in the preparation of a proposal in response to this RFP will be the responsibility of the Contractor and will not be reimbursed by HFHI.
5. **Confidential HFHI Information.** All information about HFHI provided during the RFP process shall be considered confidential and cannot be released without the express permission of HFHI. HFHI may include separate nondisclosure documents in a technical proposal at a later date.
6. **Right to Reject.** HFHI reserves the right to reject any or all proposals received in response to this RFP, to engage in additional discussions with one or more Contractors, and to issue amendments to the RFP based on initial submissions.
7. **Notification of Award.** It is expected that a final decision and selection will be made within two weeks of the closing date for the receipt of proposals. Contractors who have demonstrated their capacity to meet our needs will be contacted via email to be notified of their selection to move forward in the RFP process. Contractors who have not been selected will not be contacted.
8. **Contract for Services.** It is HFHI's intent to enter into a written agreement with the successful Contractor. The terms and conditions of such an agreement are subject to negotiation. Responses should be submitted based on the assumption of a one-year term.
9. **Availability.** Work is expected to begin immediately after negotiations are completed with the successful Contractor. Contractors are encouraged to confirm immediate availability of existing resources in their proposal.

II. STATEMENT OF WORK

A. Purpose

We are embarking on a midterm review of the Home Equals campaign to ensure we strategically leverage the second half of Home Equals—not only to advance our campaign goals, but also to sustain momentum and build capacity for stronger advocacy efforts across the network, ensuring longer-term advocacy integration beyond the close of the campaign. Throughout our two multi-year global advocacy campaigns, we have seen appetite and momentum to engage in advocacy increase across our international network. Our current model utilizes global advocacy campaigns to grow our networks' advocacy capacity and build a collective voice. While the progress achieved through Home Equals is significant, the campaign will end in June 2028, and we want to have recommendations about whether and how to sustain our advocacy work without reliance on a future global advocacy campaign to this scale.

B. Scope

This RFP is intended to solicit proposals from qualified Contractors to conduct a midterm review of the Home Equals campaign, which includes analyzing its effectiveness in fostering advocacy capacity across the organization and developing recommendations on how to

optimize the second half of the campaign for longer-term advocacy sustainability. The midterm review scope should:

1. Assess campaign effectiveness, including:
 - Evaluate the campaign's progress towards its objectives, providing insights to guide ongoing efforts.
 - Assess the campaign's ability to increase the advocacy capacity of national organizations as well as HFHI's influence in global efforts.
2. Assess what is needed for the organization to sustain advocacy without the current global advocacy campaign model, including:
 - Identify internal challenges and bottlenecks (structure, ways of working, resource allocation, etc.) for advocacy implementation across our network.
 - Assess ability to continue advocacy without a global campaign and the network's readiness and willingness to implement advocacy through non-campaign-based approaches.
3. Gather input from campaign stakeholders—HFHI staff, Habitat's global network of national organizations, and the International Advocacy Subcommittee—to inform the midterm review analysis and recommendations.
4. Provide a series of actionable recommendations that can be utilized to strengthen the implementation of the second half of the campaign and support the transition beyond the campaign.

The primary audience for the midterm review will be Habitat for Humanity International staff and our global network. Subsequently, the report may be shared with campaign endorsers, peer organizations, and other stakeholders.

Not in scope: Campaign policy impact, campaign model including structure and approach, campaign goal, future global advocacy campaign developments, campaign issue and policy subthemes, theory of change or selection of existing objectives.

C. Areas of Focus for Recommendations

With such a large, complex campaign and limited resources, it will not be possible to evaluate the whole of the campaign. It will be necessary to focus on areas of inquiry as determined in conjunction with the Contractor and designated Home Equals staff. Recommendations should consider the new ambitious organizational strategic plan and its specific advocacy goals and contribute towards building long-term advocacy sustainability. These recommendations should be directed at all levels of the organization, including senior leadership, HQ, Area Offices and national organizations, and should:

1. Provide a foundational framework for advocacy operations, at all levels.
2. Address internal challenges and bottlenecks to effective advocacy implementation.
3. Determine what is needed to achieve the organization's policy and advocacy goals.
4. Identify priorities or areas of focus for the second half of the campaign to enhance impact and advance organization policy and advocacy goals.

5. Develop models of future advocacy implementation beyond campaign-based approaches and how to make the transition across the full network.

D. Methodology and Process

The exact methodology for carrying out this evaluation is to be determined based on the Contractor's recommendation and final decision of designated Home Equals staff. We expect the process to include analysis of Habitat for Humanity International staff and Habitat's global network. Additionally, we expect all data collection, research, and analysis to be conducted remotely. The review should also take into consideration learnings from past Habitat advocacy campaigns and advocacy efforts by our peers.

Designated Home Equals staff will work with the Contractor to finalize key questions to be answered through midterm assessment; identify literature review desk research, key data, and key stakeholders to interview and/or survey; and develop questionnaire and/or survey instrument questions (as appropriate).

The Contractor will present an inception report with preliminary findings as well as draft reports to designated Home Equals staff to ensure that the final study fully meets Habitat's needs, and so that any methodological adjustments that may be warranted are identified early in the data collection process.

The final deliverables will be completed after the draft findings have been reviewed and commented on, responding to any remaining questions or data analysis needs identified, and that can be accommodated within the established timeframe and budget.

Regular and as needed project management meetings with designated Home Equals staff will be held.

E. Deliverables and Budget

We are open to amended deliverables, but we would expect the following at a minimum:

1. Preliminary findings report.
2. Final midterm evaluation report, which includes key findings and recommendations, as well as an executive summary.
3. Presentation for both preliminary and final report findings, which can be shared in a more digestible manner with various stakeholders.

Additional deliverables could be added as identified and agreed upon jointly during the process. We additionally entertain recommendations on project schedule and budget from Contractors. We would propose preliminary findings be presented no later than October 17, 2025, and final deliverables to be presented no later than December 5, 2025.

Additional funds for travel, hotel or per diem expenses will not be available as part of the assignment, unless arranged with designated Home Equals staff.

HFHI will look favorably upon proposals by Contractors addressing all of the above areas. We encourage Contractors to provide additional information about other services which may be offered or provided based on any particular area of expertise.

III. PROPOSAL CONTENTS.

A. Experience and Qualifications. The Contractor should describe its experience and qualifications including:

1. History of organization including length of time in business, key personnel, key projects, awards and industry recognition.
2. Detailed description of experience providing the services outlined in Section II of this RFP, including examples of past client work that relate to this project.
3. Client reference information for at least two clients, preferably from clients that are comparable in size and complexity to HFHI, who are available to discuss Contractor's work and approach with HFHI personnel. Additionally, please include any past work history with Habitat for Humanity, if applicable.
4. Unique differentiators, strengths, approach to client services, or other special characteristics of Contractor.
5. Identify any subcontractors or partners whose services will be needed for this project.

B. Organization, Size, Structure, and Areas of Expertise. Contractor should describe its organization, size, structure, areas of expertise, standard operating procedures, and office location(s) which should include the following:

1. An overview of Contractor's corporate structure, e.g., corporation, limited liability corporation, state of incorporation and history of any mergers or purchases of other companies within the past two (2) years. If Contractor is involved in any discussions or fact finding regarding a merger, acquisition or takeover please describe.
2. An overview of the demographics of Contractor including an organization chart and identification of the total number of employees by location and function. Please also clearly distinguish and identify personnel or services which are provided by subcontractors, vendors or consultants.
3. Description of the proposed team that will be assigned to HFHI project, including the team's leadership, qualifications and experience. Please provide CVs, if available.
4. A workflow demonstrating the quality control and quality assurance process that is utilized by Contractor to ensure the highest levels of product quality and accuracy of Contractor invoices. Please also include proposed project reporting methods and metrics utilized to ensure timely client review, client engagement and satisfaction.

C. Price/Fee Structure. HFHI seeks to enter a time-bound contract for services outlined in the statement of work for an estimated to-be-determined number of hours of varying service per month. All contractors must include a breakdown of costs related to their services, including the hourly billing rates of each staff member who is reasonably expected to provide services to the HFHI account, fixed pricing and deliverables, travel expenses, etc., and clearly identify any discounts offered from Contractor's standard rates. HFHI limits the amount of prepayment for any services to 20 percent of the total contract valued unless discrete documented start-up costs are identified and agreed upon.

Contractors are encouraged to suggest alternative fee structures or work structures that may offer better value, predictability, and/or project communication. In addition, the Contractor should include other applicable billable fees and any standard overhead rates that will be applied to third party services. HFHI may negotiate with the Contractor on the structure of compensation.

- D. Project Plan and Timeline.** All proposals must include a detailed project schedule and work breakdown structure that outlines timelines, key milestones, project phases, and deliverables. This should provide a clear roadmap for project execution, specifying deadlines for each phase, dependencies between tasks, and any critical checkpoints.

This schedule is based on our current timeline but is subject to change. Contractors should review the timeline and confirm that they will be capable of meeting the deadlines below.

Project Milestones	Deadline
RFP Delivered to Contractors	April 15, 2025
RFP Close Date	May 14, 2025
Conduct Contractor Evaluations	May 19-June 6, 2025
Award Contract to Contractor	June 9, 2025
Preliminary Findings	October 17, 2025
Final Report Delivered	December 5, 2025

IV. PROPOSAL EVALUATION

- A. Evaluation Procedure and Criteria.** All proposals will be evaluated systematically, based on the following key criteria. The purpose of this section is to identify Contractors with the interest, capabilities, and financial stability to supply Consulting Services, as defined in the Scope of Services.

Following is a prioritized list of our key evaluation criteria:

1. Quality of the methodological proposal: aspects that will help us to assess their suitability for that which is proposed in the RFP, quality of the proposal, feasibility, etc.
2. Experience conducting evaluations of global and national social and political change processes, particularly advocacy and campaigning.
3. Experience working on, managing or evaluating nonprofit-led advocacy campaigns, with a particular focus on social justice issues.
4. Suitability of the financial proposal: for the activities laid out in the methodology, within the financial possibilities of the project, etc.
5. Excellent analysis, writing and synthesis skills.
6. Understanding of the global political landscape in international development, particularly global institutions and policymaking bodies such as the G7 (Group of 7).
7. Experience communicating with diverse populations, proven understanding of and incorporation of inclusivity and equity when carrying out consultancy – through workstyle, process and final deliverables.

8. Models Habitat's core values: courage, humility, and accountability.
9. Fluency in English required; Spanish proficiency desirable.

B. Short-list Selection. Contractors who have demonstrated their capacity to meet our needs will be contacted via email to be notified of their selection to move forward in the RFP process. Contractors who have not been selected will not be contacted.

V. OTHER PROVISIONS

- A. Evaluation Procedure and Criteria - Waiver Authority.** HFHI reserves the right, in its sole discretion, to waive minor irregularities in submittal requirements, to request modification of the response, to accept or reject any or all responses received, and/or to cancel all or part of this RFP at any time prior to awards.
- B. Disclaimer.** This RFP does not commit HFHI to award any funds, pay any costs incurred in preparing a response, or procure or contract for services or supplies. HFHI reserves the right to accept or reject any or all responses received, to meet with and negotiate with all qualified Respondents, cancel or modify the RFP in part or in its entirety at any time, or change the response guidelines, when it is in its best interest.
- C. Obligations.** HFHI is not obligated to take any course of action as the result of this RFP. Issuance of this RFP does not constitute a commitment to award any contract.
- D. Ownership of Information.** Information submitted in response to this RFP will become the property of HFHI. All responses will be kept private from other third parties.
- E. Reconsideration.** HFHI reserves the right to reconsider any proposals at any phase of this procurement process.
- F. Email Failure.** HFHI will not be held responsible for the failure of any email delivery service to deliver a proposal response.
- G. Contractor's Responsibilities.** It is solely the Contractor's responsibility to: (1) ascertain that it has all required and necessary information, documents and addenda, prior to submitting a response; and (2) ensure that the response is delivered to the correct email address on or prior to the date and time listed. Late responses, regardless of delivery means, will not be accepted. Submittals received by hand delivery, telephone or facsimile will not be accepted.
- H. Cancellation and/or Amendment.** HFHI reserves the right to reject all submittals or any portions thereof. HFHI reserves the right to cancel, issue amendments or modify this RFP to correct any errors or to clarify requirements.

Request for Proposal Checklist, Privacy Questionnaire and Contractor Certification

You must attach a detailed disclosure for “yes” answers to the questions below

	YES	NO
Conflicts of Interest. Have you self-identified any real or perceived conflict of interest that may exist if Contractor is selected? If yes, please clearly identify the conflict and propose a mitigation strategy as part of your disclosure. Refer to Section 4 of Habitat’s Code of Ethics for discussion of Conflicts of Interest.		
Felonies. In the past ten years, has Contractor or any of Contractor’s officers or principals: (1) been convicted of or pled guilty or nolo contendere (“no contest”) in a domestic, foreign, or military court to any felony? (2) been charged with any felony? You may limit your response charges that are currently pending.		
Misdemeanors. In the past ten years, has Contractor or any of Contractor’s officers or principals: (1) been convicted of or pled guilty or nolo contendere (“no contest”) in a domestic, foreign, or military court to a misdemeanor involving any fraud, false statements, or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, extortion, or a conspiracy to commit any of these offenses? (2) been charged with a misdemeanor listed above?		
Regulatory Actions. Has any federal, state, local or foreign regulatory agency ever: (1) found Contractor or any of Contractor’s officers or principals to have made a false statement or omission, or been dishonest, unfair, or unethical? (2) found Contractor or any of Contractor’s officers or principals to have been involved in a violation of regulations or statutes? (Include without limiting any suspensions or debarments, anti-money laundering actions, or actions involving bribery or corruption) (3) found Contractor or any of Contractor’s officers or principals to have been a cause related to business being denied, suspended, revoked, or restricted? (Include any suspensions or debarments) (4) entered an order against Contractor or any of Contractor’s officers or principals? (5) imposed a civil money or criminal penalty on Contractor or any of Contractor’s officers or principals, or ordered Contractor or any of Contractor’s officers or principals to cease and desist from any activity?		
Civil Litigation. Has Contractor or any of Contractor’s officers or principals had a civil judgment rendered against them or is presently civilly charged for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a federal, state, or local government transaction or public contract; violation of federal or state antitrust statutes; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property?		
Litigation and Regulatory Proceedings. Is Contractor or any of Contractor’s officers or principals subject to any pending or threatened litigation or regulatory proceeding that		

could materially impact the Contractor's ongoing operations or ability to deliver services and any current or prior proceedings regarding suspension or debarment from doing business with the US Government or any other government? If yes, provide detail and status of the litigation or proceeding.		
<p>Insurance. Does Contractor maintain in full force and effect the following insurance coverage:</p> <p>(1) a standard policy covering Contractor's obligations for Workers' Compensation Insurance and Employer's Liability Insurance sufficient to comply with all applicable statutory, regulatory, and other legal requirements?</p> <p>(2) Commercial General Liability, a/k/a business liability (covering 3rd party injury, property damage and other losses) and/or Excess Umbrella Liability Insurance covering Contractor's performance for the services contemplated in the RFP?</p> <p>(3) Cybersecurity Insurance?</p> <p>If yes, please provide a detailed description of each of the coverages.</p>		
<p>Financial Statements/Annual Report. Contractor must provide a complete set of audited financial statements for the past three years. All financial statements should be prepared according to generally accepted accounting principles.</p> <p>Contractor should note that HFHI reserves the right to purchase credit reports and additional financial information as it deems necessary.</p> <p>Please provide a copy of your most recent corporate annual report.</p> <p>If the Contractor is not a public company, it must provide financial statements that can be used during the evaluation to determine its financial viability.</p>		
Qualified or Adverse Opinion. During the past 10 years, has the Contractor received a qualified or adverse opinion from any financial audit?		
SOC Reports. Does Contractor have a SOC 1, 2, 3 or SOC for Cybersecurity? If so, please attach the most recent report.		
Control. Does any person or entity not named in your proposal response control, directly or indirectly, your management or policies?		
Small Business/Minority Business. Are you a certified small business in the following categories: disadvantaged business enterprise, minority-owned business, woman-owned business, a business that a service-disabled veteran owns or an emerging small business? HFHI also encourages joint ventures or subcontracting with certified small business enterprises. If yes, please provide detail description of your certification.		
Product or Service Warranties. Does Contractor provide any warranties for products or services? If so, please describe.		
<p>SLAs and Disaster Recovery Plans. Does Contractor have standard SLAs and Disaster Recovery Plans?</p> <p>If so, Contractor should provide details of its service-level agreements (SLAs), including system availability, system response times, and support ticket resolution times. It should also provide a documented copy of its disaster recovery plan, including target periods for recovery point objective (RPO) and recovery time objective (RTO).</p>		



Privacy Questionnaire-

Provide responses in a separate document if personally identifiable information (PII) will be processed or transmitted as part of the services. Please number responses to correspond with the questions below.

- 1) Please describe the types and categories of personal information you collect from or about individuals (employees, consumers, business contacts, etc.) whether directly from individuals or from third parties, (e.g., contact information, health or medical information, credit card or other financial information, etc.). *In particular, please specifically identify if you collect sensitive personal information (e.g., Social Security numbers; health and medical information; geo-location information; driver's license numbers; credit card, debit card and other financial account numbers; information online from children under the age of 13) or Personal Health Information as defined by HIPAA.* ("Personal information" means any information relating to an identified or identifiable, person or that can be used to identify a person.)
- 2) Describe where you store personal information (e.g., local server, third party cloud storage vendors; also, geographical locations / countries).
- 3) Do you have one or more privacy policies or privacy notices (collectively referred to as "privacy policies") relating to information from consumers and employees, including consumer and employee facing privacy policies, and internal privacy policies intended for employee compliance? Please provide copies.
- 4) Do consumers and employees consent to your privacy policies and/or collection of personal information? If so, how?
- 5) Have you used a third party to audit your privacy and/or information security practices? If so, by who and how often? Please provide copies of all written privacy or information security audits and assessments for the last [six (6)] years.
- 6) Are any aspects of your business or operations inconsistent with your privacy policies? If so, please describe.
- 7) If you share personal information with third party vendors, suppliers, contractors or agents, please describe the circumstances and categories of personal information shared. Please provide copies of the relevant agreements, including all provisions that limit the use of the personal information for other purposes (such as provisions dealing with confidentiality, user data use, and audit rights).
- 8) Do you have written information security policies? If so, please provide copies of all relevant documentation.
- 9) Do you have written disaster recovery and/or business continuity policies? If so, please provide copies of all relevant documentation.
- 10) How do you limit access to personal information by unauthorized parties?
- 11) How do you limit employees or other staff access to personal information? How do you change access levels?
- 12) Do you have separate limits for access to sensitive personal information and sensitive business information (e.g., company financial information, business plans, trade secrets, etc.)?
- 13) Have you received any complaints or claims from customers or employees, third parties, regulators, the government, or other organizations related to your privacy practices within the past 6 years? If so, please describe from whom, when and the details of the complaint or claim. Please provide all documentation relating to

all such complaints or claims; notifications to affected individuals, law enforcement, governmental agencies, credit reporting agencies and other third parties; and any resolutions thereof.

14) Have you notified any individual of a privacy or security breach relating to their personal information within the past 6 years? If so, please provide all relevant documentation.

15) Have you been involved in any litigation, arbitration, regulatory investigation, regulatory enforcement action or other legal proceeding relating to your privacy or security practices within the past 6 years? If so, please provide all relevant documentation.

16) Do you share personal information with third parties for the third parties' direct marketing purposes (i.e., to market their products or services, not yours)? If so, please describe to whom.

17) Do you engage in online behavioral advertising, internet-based advertising or targeted advertising (tracking – directly or through advertising networks – online activity over multiple websites for the purpose of delivering interest-based advertising)? If so, please describe.

18) Do you have an opt-out database (a “do not call” list) for telephone, email and text message contacts?

19) Can your users or customers opt in or opt out of various uses of their information (including receiving marketing materials)? At what point? Do you use an “opt-in” or “opt-out” approach? Please provide a screen shot or description of the process.

20) Do you engage in telemarketing or send text messages for marketing purposes? If so, please provide documentation relating to compliance with the Telephone Consumer Protection Act.

21) Do you collect personal information from consumers who purchase products or services by credit card (e.g., address, zip code, telephone number, etc.)? If so, please describe the information collected.

22) Do you truncate credit card and debit card numbers (no more than the last 5 digits) and the card's expiration date on all credit card and debit card receipts that you give your customers?

23) Are you a member of any privacy, security or marketing self-regulatory programs or organization dealing with the privacy or security of personal information?

24) Do you have one or more employees responsible for data privacy and/or security? If so, please provide the name(s) of the employee(s).

25) Do you have a privacy or security incident or breach response process or policy? If so, please provide copies of all relevant documentation.

26) Do you have internal privacy awareness training? If so, please describe it (when provided and to whom) and provide copies of all relevant documentation.

CONTRACTOR'S CERTIFICATION

By responding to the RFP, Contractor certifies to the best knowledge of the person signing the RFP that all Contractor information, including without limitation any information relating to goods or services, that you seek to offer through the RFP, and any of your actions involving the goods or the services:

- Will be accurate and complete and will not be fraudulent, fictitious, counterfeit, defamatory, libelous, threatening, harassing, misappropriated, stolen or otherwise unlawful or illicit.
- Shall not infringe the intellectual property rights or other proprietary rights of any third party, including without limitation copyrights, patents, trademarks, trade secrets or rights of publicity or privacy.
- Shall not violate any law, statute, ordinance, or regulation ("Law"), including without limitation those Laws governing construction, consumer protection, transportation of hazardous materials, drugs, health, privacy, data security, or false advertising.
- Shall not involve the purchase or sale, or offer for the purchase or sale, of any prohibited items, including those prohibited by laws, regulations or HFHI written directives.
- Shall not link directly or indirectly to or include descriptions of goods or services that: (a) are identical to goods or services that you are offering but are priced lower than the amount specified in the RFP; or (b) are intended to create a market for such goods or services; or (c) you do not have a right to offer for sale.
- Shall ensure that its personnel, agents, contractors and subcontractors conform to the highest standards of moral and ethical conduct including, but not limited to, the expectations established in the [Habitat Code of Conduct - Ethics Covenant](#) and further attests that it has read and will comply with its provisions.
- Shall comply at all times with all federal, state, foreign and local laws, applicable to performance of the services, including, without limitation, maintaining appropriate permits and licenses and privacy laws that relate to privacy and protection and security of personal information.
- Shall comply and will be bound by all applicable federal and local laws, rules, regulations, orders, instructions and other directives governing equal employment opportunity.

Acknowledgement: Equal Opportunity. HFHI is an affirmative action/equal opportunity employer. Contractor acknowledges that HFHI does not discriminate in its hiring, programs and activities and assures HFHI that it complies with all Federal laws as applicable, including but not limited to Title IV of the Civil Rights Act of 1964, as amended, and the Age Discrimination in Employment Act of 1975, as amended. Contractor acknowledges that HFHI expects its Contractors to demonstrate a high-level commitment to diversity in Contractor's business practices and in particular, the services provided, including the use of subcontractors.

Name of Contractor _____

Signature of Executive Officer or Principal _____

Printed or Typed Name _____

Date _____