



The Aloha Foundation

Request For Proposal
Preferred Apparel and Outfitter
Vendor(s)

Date Released: November 4, 2019

Table of Contents

Table of Contents	1
I. General Information	3
Background	3
Current Camp Apparel and Supplies	3
Employee Apparel/Uniform	4
Kitchen Staff	4
Buildings and Grounds Staff	4
Summer Resident Camp Uniforms and Supplies	4
Aloha Camp Apparel	4
Lanakila Camp Apparel	4
Hive Camp Apparel	4
Rental store	5
Residential camping gear and supplies	5
Horizons Day Camp	5
Hulbert Outdoor Center	5
Ohana Family Camp	6
Additional products	6
II. Request	6
Scope and Selection Criteria	6
Partnership	7
Adherence to The Aloha Foundation Style Guide	7
Product quality	7
Customization	8
Orders and Competitive pricing	8
Financial Incentives	8
Client/Customer Service and Availability	8
Account Management	9
Online Store	9
Packing & Delivery	10
Rental Services	10
Data and Reporting	10
Physical and Data Security	10
Background Checks	10
Duration of Offer	10
Evaluation Criteria	10
III. Style Guide	11
IV. Selection and Implementation Timeline	11

V. RFP Response Instructions and Requirements	11
Restrictions	12
Cost of Proposal	12
Use of our logo	12
Material Ownership of responses and submissions	12
Obligations	12
Commitment	12
Conflict of interest	13
VI. Vendor Qualifications and References	13
Information and Qualifications	13
References	13
Appendix A - Respondent's Reference List	14

I. General Information

Background

The Aloha Foundation (“The Foundation”) is a Vermont-based nonprofit that provides summer camps, family camps, and education programs emphasizing simplicity, the outdoors, and living in community.

- **Vision:** The Aloha Foundation will be a preeminent camp and an innovative educational institution. Our social and educational programs, environmental stewardship, and thought leadership will benefit children, families, communities, and leaders.
- **Mission:** To inspire people of all ages to learn, explore, grow, and become their best selves.
- **Values:** Balancing respect for tradition with desire for innovation, The Aloha Foundation values simplicity, inclusivity, integrity, safety, and connection to nature. Our programs foster self-awareness, teamwork, respect, and fun.

Our six main programs are Aloha Camp (girls 12-17), Aloha Hive Camp (girls 7-12), Camp Lanakila (boys 8-14), Hulbert Outdoor Center (leadership and outdoor education), Horizons Day Camp (co-ed pre-k through 7th grade), and Ohana Family Camp. A total of 10,000 participants visit our camps annually and we enjoy an active alumni constituency of approximately 4,000 households. The Foundation employs 475 seasonal staff and 43 year-round staff.

Our story began with the founding of Aloha Camp in 1905. Aloha Camp was founded in 1905 and over time, we added Hive (1915), Lanakila (1922), Hulbert (1978), Horizons (1997), and Ohana (2008). As programs were added, new logos were created, and our brand emerged somewhat organically. It was time to step back, evaluate our visual identity as a whole, and create a strategy that would eliminate inconsistencies and support a strong and successful future. We believe the simplicity of our new logo—firmly rooted in our beautiful Vermont setting—conveys our core connection to the outdoors, unifies and strengthens us as one organization, and allows flexibility for the promising future that lies ahead.

In September 2019, we launched our new family of coordinated logos for the Aloha Foundation and each of our six programs. In addition to the logo, each program will also have its own “spirit graphic” that complements their logo—Hive (bee), Lanakila (dragon), Aloha (campfire), Hulbert (compass), Horizons (sun), and Ohana (cabin). Spirit graphics will be used in conjunction with the logos on items like t-shirt sleeves, hats, and water bottles.

The Foundation seeks full-service camp apparel and outfitters who can best fulfill the needs of our diverse customer base and align with our mission. The Foundation will entertain proposals from vendors as a sole source provider or as a best-in-breed service to meet certain parts of this RFP. Creative proposals, such as a vendor collaborative to propose a one-stop shopping experience through 2 or more vendors, are also welcome. Vermont-based businesses and businesses supporting sustainable and ethical sourcing/practices are encouraged to respond.

Current Camp Apparel and Supplies

Aloha Green is an evergreen shade, similar to Dartmouth College green. Our current apparel is traditional and suited to withstand the rigors of outdoor life. Relationships with vendors have evolved over time to meet the specific needs of each camp. Each of our camps require different

products. Partnerships with vendors have also been established based on the type of client the camp may serve. All apparel and supply vendors provide a personal touch whether it be the opportunity to shop items in a bricks and mortar style setting, design services, free overnight delivery of samples, availability on camp opening day, or the hassle-free ability to fulfill a camp participant's critical last-minute order or exchange.

Depending upon the item, silk screening or embroidery may be used for our logo.

Employee Apparel/Uniform

Employee apparel is purchased through a variety of vendors. Apparel must be able to withstand weather, wear, and washings. The Foundation purchases apparel for employees as part of a uniform or to celebrate special occasions. Hats, jackets, vests, ponchos, and polos are typical gifts to employees and/or trustees. Product offerings may include brand names such as Northface™, Patagonia™, etc. or a high-quality brand substitution.

Kitchen Staff

Baseball hats and T-shirts are worn when camp is in session to identify that they are employed by the Foundation. New shirts are ordered each year due to the nature of the job.

Buildings and Grounds Staff

Sweatshirts, hoodies, t-shirts or polo shirts are worn when camp is in session to identify that they are employed by the Foundation. New shirts are ordered each year due to the nature of the job.

Summer Resident Camp Uniforms and Supplies

Logo camp uniform items are purchased from our camp outfitter vendor by campers and counselors. Non-logo items may be purchased from other sources. Fabric patterns used in our summer residential camp uniforms currently include stripes and plaids. Name tags may be purchased for families to attach to their clothing

The hilly nature of the Aloha property makes it imperative that everyone wear proper footwear. For health and safety reasons, close toed shoes/sneakers with backs are worn at all times with socks, even on water trips for our children's camps. For tennis, smooth-soled sneakers are desirable. Flip-flops or sandals may be worn only in bunk units or swim areas.

Aloha Camp Apparel

Aloha campers wear Aloha-Green shorts & Aloha logo shirts or plain white shirts. On Sundays, and some special occasions, campers wear white shorts. A Blackwatch plaid flannel long sleeve shirt is offered to campers and counselors through our current vendor. Aloha camp packing lists are located here: [Aloha camper packing list](#) and [Aloha counselor packing list](#)

Lanakila Camp Apparel

Lanakila campers wear grey shorts & Lanakila shirts. Lanakila camp packing lists are located here: [Lanakila camper packing list](#) and [Lanakila counselor packing list](#)

Hive Camp Apparel

Hivers wear Aloha-Green shorts & Hive logo shirts or plain white shirts. Our current vendor offers a Blackwatch flannel long sleeve shirt is offered to counselors only. A smaller print Blackwatch plaid tie and sleeveless pullover polycotton shirt is offered to campers and counselors. Long and short sleeve knit shirts in a thin-striped green and white with green banded collar is offered to both campers and counselors. Hive camp packing lists are located here: [Hive camper packing list](#) and [Hive counselor packing list](#)

Rental store

The Foundation offers a rental store of gently used or unused items donated by camp families directly to The Foundation. Rentals are managed by the Foundation and stored on-site. Campers sign up when they register for a rental package. A rental package is meant to supplement a uniform purchase. The package includes four pairs of shorts, four T-shirts, a sweatshirt or fleece, and a polo shirt. The cost is \$25. This is all managed by The Foundation as no other alternative exists.

In addition, campers may exchange last year's uniforms for different sizes for free on Opening Day from our rental clothing supply, however supply is limited.

Residential camping gear and supplies

Summer residential campers are provided options to purchase camp trunks. The recommended size is 32" x 18" x 13.5". A trunk vendor offers a \$10 discount on select trunks items to Aloha Foundation campers who launch to their site from our web page. Campers will also receive discounts on other items offered through this vendor such as bedding, fans, camp chairs, toiletry bags, laundry bags, etc.

International campers may sign up to rent a trunk from The Foundation's inventory of donated trunks. The trunk rental includes a bedding package consisting of sheets, blankets, a pillow, and towels.

Horizons Day Camp

Horizons has no camper uniform requirement; however, yellow t-shirts with the camp logo are offered for purchase for those who wish to demonstrate Horizon camp pride. Staff are required to wear Horizons t-shirts in blue or white. Shirts are provided in long and short sleeves. Counselors may choose either unisex or female sizing. For chillier days, counselors may opt to purchase a sweater at their own expense. Additional layering options would be well-received by our staff as a future offering.

Hulbert Outdoor Center

Outerwear for our Hulbert Outdoor Center staff is selected for comfort, safety, and moderate protection against the elements. Braving the elements and terrain when performing outdoor teaching in the Winter months requires a quality brand. Higher quality brand-name apparel is supplied to returning staff in an effort to reduce turnover, demonstrate staff appreciation, and align with client expectations of our relationship with the outdoors. T-shirts or polo shirts are worn when camp is in session to identify that they are employed by the Foundation. New apparel is ordered each year due to the nature of the job. Extra items are offered to participants at the end of the season.

Ohana Family Camp

Staff are required to wear Ohana t-shirts and sweatshirts. Participants may purchase apparel with the Ohana camp logo. Orders are placed in December to a local area vendor for April delivery in anticipation of the Memorial Day weekend which begins the camping season. Sundry items with the camp logo (pens, flashlights, etc.) are provided in cabins. Not only are these items useful during a customer's stay, they promote the camp and its mission when customers take them home.

Additional products

We do not currently offer a formal online store for alumni or friends of The Foundation to purchase products with our logo.

Our Advancement Department orders various items throughout the year to coincide with alumni events and campaigns. Items purchased are wooden employee name tags, event name tags, mugs, stickers, magnets, etc.

Both Ohana Family Camp and the Hulbert Outdoor Center offer facility rentals and wedding camps. Products offered to our guests depend upon customer needs, budget, and theme.

II. Request

The Foundation launched our new brand identity in September 2019. The Foundation will entertain proposals from vendors to provide any or all camp products and services highlighted in this RFP to its customers. Vendors may respond as a full-service sole source provider or as a preferred vendor of certain categories of products. A Joint proposal submitted by two or more vendors is also welcome.

A total of 700 participants are required to wear camp uniforms annually. Roughly 475 seasonal staff are also required to wear camp uniforms. The Foundation employs 43 year-round staff of which a third wear staff apparel and the remaining purchase Aloha Foundation apparel to demonstrate camp pride. We enjoy an active alumni constituency of approximately 4,000 households. We estimate that pent up demand from alumni could result in one quarter of the households placing orders.

Selected vendors must be ready to accept online orders for apparel and supplies from parents and counselors for the Summer season by February 1, 2020.

Scope and Selection Criteria

Vendors should identify if they are responding as a sole provider or a preferred vendor for a specific product or product line. The response must include a list of products that the vendor will offer. Responses relevant to the selection criteria must be included. The selection criteria are **not** listed in priority order. Vendors may organize and respond to the criteria in a way that demonstrates their services, products, etc. best.

Samples are not required; however, if the vendor wishes to include samples to augment their response, they may do so at their cost.

Partnership

Our ideal vendor(s) will be active partners to The Foundation. They will advise and guide to help modernize our product offerings while being sensitive to our quality expectations and traditions. Our vendor will their finger on the pulse on the industry and external factors that may affect our designs, selections, and pricing. They will proactively inform us of future trends, share key insights, and enhance their services to meet our customer's changing needs.

Please be sure to highlight your business philosophy, your current clients, how data is used to meet the needs of clients and their customers, and any partnerships you have entered into with other vendors or suppliers that may be relevant.

The need for camping apparel and supplies is not limited to traditional summer camp uniforms or apparel. Our advancement department orders various items throughout the year to coincide with campaigns or events. The Foundation also offers facility rentals and wedding camps. Items offered to companies and guests depend upon their event theme and budget. Servicing all our participants and customers in an online or personal fashion is needed in the future. Creative ideas that strengthen our relationships with donors, trustees, alumni, and prospects are most welcome.

Adherence to The Aloha Foundation Style Guide

Vendors must maintain the integrity of our brand and logo by following The Foundation style guide version #2 dated August 2019 or later (see *Section VII. Style Guide* for details). We anticipate that feedback and suggestions from vendors and customers will continue to inform and update our style guidelines. Placement of our logo and spirit graphics as well as color offerings in our apparel and products may change or be refined over time. Therefore, if the vendor foresees a reason to deviate from the style guide based on industry knowledge or client experience, including innovative use of our logo/graphic on certain items, please explain.

Product quality

Apparel and supplies should be of a quality that meet or exceed employee and participant expectations. Fabrics should be comfortable, breathable and able to withstand repeated washings and wear. Please provide information regarding the quality of products offered - fabric, variety, printing, silk screening, embroidery, etc. Colors should not run or shrink when washed. T-shirt fabric should be soft, breathable, and in most cases contain no less than 60% cotton.

Describe product offerings including brand names such as Northface™, Patagonia™, etc. or a high-quality brand substitution. Provide information on why a lesser-known brand may be preferred for a line of products or apparel. Respondents proposing to use an alternate that is equal to or superior to in every respect to that required by the Specifications and marked as the brand equal. We recommend using "brand X equal" to denote this where "x" equals the brand name. The proposed substitute will be considered if the specified product has value or cost savings without sacrificing quality.

Customization

Currently, both our Hive and Aloha camps offer Blackwatch plaid apparel. Hive also offers green and white striped shirts. The Foundation is interested in considering current and new patterns in the Aloha color scheme as a modern play on tradition as well as to distinguish Hive campers from their senior sisters at Aloha. Cost effective solutions to enable economically challenged campers afford these special items supports our mission.

It is important that campers have a sense of belonging when they attend camp at The Aloha Foundation. Camp apparel and supplies must be affordable, easily available, but also instill a sense of pride and inclusion. Through our programs and the rich friendships that are made, current campers and alumna may wish to proudly display their connection to The Aloha Foundation. Items that fulfill this mission are of special interest as we move forward with our new logo. We encourage vendors to propose the use of our logo colors in new and exciting ways to reinforce the connection to our camps and our environment.

Orders and Competitive pricing

Describe or provide information regarding costs and competitive pricing. Vendors may submit pricing proposals that incorporate a flat fee cost, a minimum mark-up, or price list per product. Please provide information if the vendor charges for the following:

- Costs for creation of custom designs by vendor or hourly rate
- Costs for embroidery or screen set-up fees
- Costs per size or location of logo
- Costs per size or location of spirit graphic
- Minimum or maximum order requirements (bulk pricing or order limits)
- Additional cost relevant to items (whether or not specifically stated in this request)
- Product or customer support costs
- Charge to store / warehouse inventory and why inventory would be required

Include in your response information regarding minimum and maximum orders, order limits, volume discounts, and required lead time for orders or special orders.

Financial Incentives

Describe financial incentives available to the Aloha Foundation. Be sure to explain how the revenue or incentives can be employed to meet our goals as a non-profit. Financial models around licensing fees or royalties on camp merchandise and options for collecting or reinvesting incentives are of great interest.

Vendors may make contributions (monetary or in kind) as part of their mission. Please mention any programs or contributions you offer clients to advance your or their mission.

Client/Customer Service and Availability

Describe the services offered to The Aloha Foundation and to our participants. Does the vendor, its website, and online store offer year-round service and availability? Describe any services not already mentioned, such as free name-taping (tag) services, free or enhanced

shipping services, roadshows or appointments, returns, sizing assistance, hassle-free ability to fulfill a camp participant's critical last-minute order or exchange, etc.

Include information on your return policy and policies on unfulfilled orders and late shipments to clients/customers.

We have received feedback that enhanced apparel name tape (tag) services that ease the burden on busy parents is expected. Ideas that meet this expectation is of great interest to The Foundation.

Account Management

Vendor(s) will provide competent and experienced staff. A client liaison or manager will be dedicated to The Foundation account to develop and maintain a positive, productive relationship and to meet all agreed upon timelines. Vendor personnel shall be available to attend planning meetings, budget reconciliation meetings, and other meetings as reasonably requested during the term of the contract at no additional cost.

Online Store

Vendors must agree to set up a link on its Web page for the purpose of viewing and ordering all items available to Aloha Foundation customers. Describe the customer service features available online such as phone chat, FAQs, order tracking/shipping, etc.

Please describe how the online experience is safe, intuitive, efficient and satisfying for one or more of the following groups of customers:

- Participants – campers, schools and schoolchildren, parents
- Guests (weddings or events)
- Seasonal staff
- Employees
- Alumni
- Friends of the Foundation
- Trustees

Families shopping for multiple sibling campers and/or counselors at our summer residential camps should be able to complete and purchase their order in the easiest and simplest manner possible. Camp packing lists must be available to view and easily order from the store. Describe what makes the packing list interactive for parents of summer residential campers and how it may differ from your competitors.

Ultimately, The Foundation will offer an online store so that all camps will be able to sell their products. This can be accomplished through one vendor or linking from our webpage to separate vendors best positioned to service groups of participants.

The Foundation is not an apparel company and prefers to transition from an inventory-based model requiring storage and sales or rental of leftover stock to one that is managed and maintained by those who are experts in this area.

Be sure to explain how discount codes may be used online by our customers.

Packing & Delivery

Packing and delivery of items are the responsibility of the contracted vendor. Please describe your delivery services and costs for domestic and international shipping to participants. If you have not included refund or return policies elsewhere, please be sure to include them in your response.

Rental Services

The Foundation offers a rental store of gently used or unused items donated by camp families. Rentals are managed by the Foundation and stored on-site. This is not ideal. Vendors who can offer rental services through a buy-back program or other creative solution is needed. The Foundation does not wish to be in the apparel purchase or rental business.

Summer resident campers sign up at the time of registration for a rental package. A rental package is meant to supplement a uniform purchase. The package includes four pairs of shorts, four T-shirts, a sweatshirt or fleece, and a polo shirt. The cost is \$25. It is possible to exchange last year's uniforms for different sizes for free on Opening Day from our rental clothing supply, however our supply is limited.

Data and Reporting

Describe what, when, and how clients receive data and reports from your company. Be sure to include how other camps and clients use this information to assist in planning.

Physical and Data Security

Describe how you safeguard customer data (demographic, financial, etc.) and protect data from third-party use. Campers and their families are customers of The Foundation and any communication for marketing purposes is strictly prohibited by our vendors.

Background Checks

Because we are dealing with youth, all vendor employees that may come in contact with a camper are required to pass a background check. Include the name of your background check company used to screen employees.

Duration of Offer

Proposals must state prices and terms as stated must be valid for at least one year.

Evaluation Criteria

- Overall proposal suitability: proposal must address the needs highlighted herein and be presented in a clear and organized manner
- Organizational Experience: Respondents will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Respondents will be evaluated on examples of their work pertaining to web site design and hosting as well as client testimonials and references

- Value and cost: Respondents will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project

Samples, pictures, graphic art, or artist renderings are not required. However we encourage vendors to consider images or samples that best demonstrate quality, color, creativity, innovation and craftsmanship of your products.

III. Style Guide

Vendors will follow The Aloha Foundation Style Guide version #2 dated August 2019 linked here: [Aloha Foundation Style Guide version 2](#)

We anticipate that feedback and suggestions from vendors and customers will continue to inform and update our style guidelines. Vendor partners will be provided with a new version if/when an updated version is released.

IV. Selection and Implementation Timeline

November 4, 2019	Release the RFP. Send invitations to vendors of choice based on research or past order fulfillment. Note: An invitation does not imply an advantage to, or preference of, any one vendor.
November 5, 2019 through November 11, 2019	Email requests for responses to questions or a conference call will be accepted. Email requests to: kchoquette@alohafoundation.org
November 20, 2019	RFP responses due by 3pm
December 6, 2019	Anticipated vendor selection date
December 9, 2019	Anticipated vendor notification
February 1, 2020	Anticipated date for Vendor(s) go-live. Vendor(s) will be ready to accept online orders for summer camp apparel and gear

V. RFP Response Instructions and Requirements

The Aloha Foundation asks interested parties to submit their completed proposal in full (sole source) or in part (specific product/service) in either hardcopy or electronic file. The electronic file must be in a Microsoft Office program or a PDF file and is to be emailed to: kchoquette@alohafoundation.org Hard copy proposals must be received via hand delivery or

mail delivery carrier by 4:00 pm Eastern Time on November 20, 2019. Mail and/or deliveries are to be addressed to:

ATTN: Kristina Choquette
The Aloha Foundation
2968 Lake Morey Road
Fairlee, VT 05045

Restrictions

From the issue date of the RFP, until a proposer(s) is(are) selected and selection(s) is(are) announced, proposers are not allowed to communicate with foundation staff except: Kristina Choquette or her designee, at the following email address: kchoquette@alohafoundation.org

By submission of a proposal, the proposer certifies that no official or employee of The Foundation has or will benefit financially or materially from this contract. The contract may be terminated by The Foundation if it is determined that gratuities of any kind were either offered to, or received by, any official or employee of The Foundation from the potential Proposer, his agent, or employees.

The Foundation shall reserve the right to reject a proposal for violation of this provision.

Cost of Proposal

Aloha not held liable for any costs associated with the RFP process and submissions.

Use of our logo

The right to use the Aloha Foundation logo is non-exclusive, non-assignable and non-transferable. All use by Vendor is solely for the use of this RFP and the benefit of The Foundation. Vendor shall not sell or donate surplus or rejected apparel items.

Material Ownership of responses and submissions

The Foundation owns the responses and any materials, including samples, submitted as a result of this RFP.

Obligations

This RFP is not to be construed as an obligation to award a contract and The Foundation retains the right to reject any submission that does not adhere to the specifications or RFP submission requirements.

Commitment

The Foundation reserves the right to withdraw this RFP at any time and for any reason.

Conflict of interest

If there are any conflicts of interest, including performance of work for a family member or trustee of The Foundation, or if there are any potential barriers to complete the performance of this project, the firm must disclose these issues.

VI. Vendor Qualifications and References

Information and Qualifications

The vendor shall prove that they have experience in performing, have successfully performed and are still actively engaged in performing services similar in kind and scope as described in this RFP; and b) they are financially and otherwise able to perform the Services as specified for the period of the resulting contract. Respondent's must include:

- Location of the main office (and local office, if applicable)
- Business hours
- Length of time in business
- Number of organizations you currently service to provide camp uniforms, school uniforms, and/or employee apparel
- Total number of current clients serviced

References

Each Respondent shall submit names and telephone numbers for a minimum of three (3) references from previous and current customers to whom the Respondent has satisfactorily delivered products and services similar in complexity, scope and time constraints as listed in this RFP, and for clients similar to The Foundation. Respondent information should be submitted in a format similar to Appendix A - Respondent's Reference List

Appendix A - Respondent's Reference List

Please list the name, address, phone number and job description for three (3) clients for whom you have satisfactorily delivered Apparel and Services similar in complexity, scope and time constraints as the Foundation's needs as listed in the Specifications, for clients similar to The Foundation.

1. _____
Name of Client & Contact Person

City/State

Phone Number

E-Mail

Description of Services performed:

2. _____
Name of Client & Contact Person

City/State

Phone Number

E-Mail

Description of Services performed:

3. _____
Name of Client & Contact Person

City/State

Phone Number

E-Mail

Description of Services performed:

