



2023 BRANDING SCOPE OF WORK

QARI/Wutabon

May 2023

Following QARI/Wutabon's 2022 strategic plan, the organization is restructuring to support the geographic expansion and diversification of our service areas. In March 2023, QARI's Board of Directors formed a sub-committee to oversee the planning and development of a new parent nonprofit entity to house QARI, Wutabon, and additional future subsidiaries. This platform will provide centralized administrative services to each of the subsidiary agencies, enabling broader growth and impact across the region.

We are seeking a branding consultant to engage with the Board of Directors, Executive Team, and key stakeholders to clarify our mission, vision, and brand identity for the newly formed parent organization. QARI/Wutabon is seeking a concrete and innovative plan that considers our organizations' shared histories, brings a broad and entrepreneurial vision, and helps to harmonize our identity as both a local community-based organization in Quincy and a growing regional organization that thinks outside the box to support immigrant communities.

1. History

In 1998, prompted by the United Way of Massachusetts Bay seeking to invest in communities of color to develop new service agencies, and with the support of the City of Quincy, Sheri Adlin, Rosemary Walhberg and Beth Ann Strollo (former and current executive directors of Quincy Community Action Programs), Peter Jae (Chinese school teacher and activist), Betty Yau (Yau's Marketing and activist), Mary Sweeney (Vice President of Strategic Services at Quincy Medical Center), and Tackey Chan (Current State Representative and Former Quincy Asian American Association President) agreed to form the Quincy Asian Collaborative (QAC).

This led to over 30 meetings held over 3 years with Asian and non-Asian community members, South Shore human service agencies and city government. The QAC discovered that Quincy's Asian residents were not maximizing utilization of existing services and that there were service needs not being fulfilled. The QAC concluded that a new not for profit needed to be formed to provide services not currently being provided ("fill gaps") and to provide information and referrals for Asian residents to local services.

On November 20th, 2001, Quincy Asian Resources, Inc. (QARI, pronounced as 'quarry') was incorporated. QARI is a collaborative effort of community leaders, South Shore service agencies and city and state government, with a strong base of community partnerships and culturally sensitive services to support the immigrant community.

Since then QARI has developed a broad array of services to serve this population: we provide multilingual information and referrals, adult education, workforce enterprise initiatives, youth programs, and organize city-wide cultural events to benefit Quincy and its diverse newcomer population. In January 2023, QARI became licensed in Massachusetts to offer outpatient clinical mental health services to our immigrant clients in Quincy and across the state. We are currently working on expanding our services with licensure in New York and Rhode Island.

In September 2021, Wutabon, Inc. was established as a subsidiary of QARI focused on workforce development for immigrants. Since launching, QARI/Wutabon has partnered with Amazon, Beth Israel Deaconess-Plymouth, Claremont Corp. (Hilton and Marriott Hotels), Boston College, and Kam Man Foods. Our model aims to provide direct employment pathways for immigrants while bringing ESOL (English for Speakers of Other Languages), citizenship, and other wraparound social services onsite to the workplace.

New Parent Nonprofit Entity Mission Statement (DRAFT):

The mission is to empower nonprofits, social innovators, immigrants, and minorities to maximize their success.

QARI Mission Statement:

QARI's mission is to foster and improve the social, cultural, economic and civic lives of immigrants and their families in order to benefit Quincy and its neighboring communities. Through collaborations and partnerships, we provide culturally competent services, such as workforce development, adult education programs, youth development, and cultural events as well as information and referrals to public or other community organizations.

Wutabon Mission Statement:

Wutabon is QARI's signature workforce development program. Its mission is to provide direct employment pathways and onsite employee assistance services to organizations that wish to expand their impact on the immigrant community.

2. Organizational Overview & Scope of Work

Since 2017, QARI has undergone significant staff changes and organizational growth. QARI's workforce programs – now through Wutabon which provides direct employment pathways for immigrants and onsite integrated social services at the workplace – were launched in 2018, which led to new community and corporate partnerships across Massachusetts and the establishment of teams in New York City and Providence, RI.

Since the onset of the pandemic in 2020, QARI's programs have adapted to meet the changing needs of our communities. This includes partnering with New York City to deliver 6 million culturally sensitive meals through the GetFoodNYC Emergency Food Access Program; launching with Amazon in Providence, RI as the first non-profit Delivery Service Partner (DSP) in the nation; expanding to offer new food

security and environmental outreach programs in New York City and Massachusetts; and in January 2023, becoming fully licensed to offer mental health outpatient services in Massachusetts.

QARI is governed by a 14-member Board of Directors, led by a 4-member Executive Committee who work closely with the President/CEO and Executive Team. QARI and Wutabon currently employ 90+ full-time staff along with 19 part-time staff, including Adult Education instructors. QARI additionally has three Advisory Committees - Healthcare, Workforce & Education, and Youth Advisory - to advise the Board and staff on each program area.

Based on recommendations in our 2022 strategic plan, QARI is undergoing a restructuring process to support the geographic expansion and diversification of our service areas. In March 2023, QARI's Board of Directors formed a sub-committee to oversee the planning and development of a new parent nonprofit entity to house QARI, Wutabon, and additional future subsidiaries. We are currently in discussion with a Massachusetts-based community organization to join this platform, which will provide centralized administrative services to each of the subsidiary agencies.

As QARI/Wutabon is restructured, we are seeking a branding consultant to engage with the Board of Directors, Executive Team, and key stakeholders to clarify our mission, vision, and brand identity for the new parent organization. QARI/Wutabon is seeking a concrete and innovative plan that considers our organizations' shared histories, brings a broad and entrepreneurial vision, and helps to harmonize our identity as both a local community-based organization in Quincy and a growing regional organization that thinks outside the box to support immigrant communities.

We expect the Consultant to oversee the following:

- Audience research (surveys, interview, focus groups, social media analytics) and analysis with stakeholders including Board of Directors, executive team, staff, community partners, and/or program participants
- Brand review and audit
- Proposed name and branding strategy
- Brand style guide, including color palette/schemes, fonts, logo design in different formats for multiple channels, and other miscellaneous design elements
- Brand identity templates and marketing collateral, including guidelines for subsidiaries to maintain consistency with the parent agency brand

Proposals should include:

- Demonstrated understanding of the work to be performed, estimated hours, timeline, milestones (weekly and/or monthly), and other pertinent information.
- A creative and outside-the-box approach to branding aligned with QARI/Wutabon's vision for growth and sustainability.
- Organization description, size, and structure.
- Qualifications of all staff to be assigned to the project; specify the project manager to be the point person for the duration of the project.

- Resumes of staff to be assigned to the project; education, position in firm, years and type of experience, continuing professional education, etc. will be considered.

3. Timeline

QARI/Wutabon’s projected timeline for brand development is:

May 31, 2023	Proposals received and reviewed
June 15, 2023	Consultant selected and contract finalized
July 15, 2023	Complete market research, interviews, surveys, focus groups
August 31, 2023	Present possible name and brand options to the Planning Committee; finalize New Parent Organization legal structure

4. Contact Information

Please contact Emily Canner, Chief Operating Officer, with any questions and to submit proposals: emilycanner@quincyasianresources.org or 410-952-0209.