

## **Request for Qualifications (RFQ)**

Financial Coach – Financial Opportunity Center (FOC)

Goodwill of North Georgia

**Issue Date:** Thursday, March 26, 2026

**Submission Deadline:** Thursday, April 9, 2026 at 6:00 PM

**Submit responses using the Financial Coach RFQ Form:** <https://forms.office.com/r/VV63e4fEFg>

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### **Organization Overview**

Goodwill of North Georgia's Financial Opportunity Center (FOC) provides integrated services to help individuals improve their financial stability through employment advancement, financial coaching, and access to resources. We are seeking qualified financial coaches to provide financial coaching and literacy services to participants enrolled in the Financial Opportunity Center program. Participants served through the Financial Opportunity Center are primarily individuals working toward employment advancement and long-term financial stability.

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### **Scope of Services**

Selected financial coaches may be asked to provide the following services:

- One-on-one financial coaching for program participants
- Financial assessments and financial goal setting
- Coaching related to budgeting, credit improvement, debt management, and savings
- Financial literacy workshops for program participants
- Tracking participant progress and entering/reporting outcomes in required systems (e.g., Salesforce FFT)
- Collaboration with Goodwill staff to support participant success

Coaching services may be delivered virtually or in person depending on program needs. Services will primarily support participants across Goodwill of North Georgia's service area, including both virtual and in-person delivery as needed.

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### **Contract Details**

- Contractor position (independent contractor)
- Contractors must propose an hourly rate as part of their submission. Final rates will be determined through the RFQ evaluation and selection process.
- Estimated contract period: May 1, 2026 – January 31, 2027
- Work will support participants enrolled in Goodwill's Financial Opportunity Center program

All services are contingent upon execution of a formal agreement with Goodwill of North Georgia. The number of coaching hours will vary based on program needs. Contractors should expect part-time engagement. Submission of a response does not guarantee selection or a minimum number of hours.

Contractors will invoice for approved, eligible services in accordance with contract terms.

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### **Minimum Qualifications**

#### **Required**

- Experience providing financial coaching or financial counseling
- Experience facilitating financial education workshops
- Ability to support individuals working toward financial stability

- Selected contractors may be required to complete background screening in accordance with Goodwill policies.

**Preferred**

- One or more relevant certifications, such as:
    - HUD Housing Counseling Certification
    - Accredited Financial Counselor (AFC)
    - Certified Financial Education Instructor (CFEI)
  - Experience working with nonprofit programs or workforce development organizations
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**Submission Requirements**

**Interested candidates must submit:**

- Resume
  - Financial Coach RFQ Submission Form
    - Summary of financial coaching experience
    - Certifications (if applicable)
    - Proposed hourly rate
    - Professional references
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**Selection Process**

**Submissions will be evaluated based on:**

- Relevant experience
- Certifications and qualifications
- Workshop facilitation experience
- Proposed hourly rate
- Alignment with program goals

Goodwill reserves the right to select one or multiple contractors based on program needs. Goodwill of North Georgia reserves the right to reject any or all submissions.

Goodwill will evaluate submissions in a fair and consistent manner in alignment with grant and procurement requirements. Selected candidates will serve as independent contractors and not employees of Goodwill of North Georgia.

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**Contact**

**Questions regarding this RFQ must be submitted by Monday, April 6, 2026. Please contact:**

Alicia Berry  
Assistant Career Services Manager  
Goodwill of North Georgia  
Email: [aberry@ging.org](mailto:aberry@ging.org)

Goodwill of North Georgia is an equal opportunity organization and encourages submissions from all qualified individuals.