

Request for Proposal – Accounting and CPA Services

Missouri Association for College Admission Counselors (MOACAC)

Date of Issue: June 1st, 2025

Proposal Due Date: June 30th, 2025

Contact Person: Blake Huster - MOACAC Treasurer - Treasurer@moacac.org

The Missouri Association for College Admission Counselors (MOACAC) is a non-profit, professional organization comprised of more than 800 members representing colleges, universities, high schools, and independent educational consultants across Missouri and surrounding states.

Our mission is to support and connect professionals dedicated to guiding students through the college admission process. We achieve this by:

- Promoting ethical and equitable practices in college admission.
- Providing professional development and networking opportunities for our members.
- Advocating for student access to higher education.
- Facilitating communication and collaboration among all stakeholders involved in the college admission process.

MOACAC hosts a variety of events throughout the year, including an annual conference, regional college fairs, professional development workshops, and other networking events. Our operations are funded primarily through membership dues, event registrations, and sponsorships.

Purpose of the RFP: MOACAC is seeking proposals from qualified and experienced accounting firms to provide comprehensive accounting services. Our current contract for these services is expiring, and we are looking to establish a new partnership with a firm that can efficiently manage our financial operations, ensure compliance, and provide valuable financial insights to support our mission and strategic goals.

Scope of Services Required

MOACAC is seeking a qualified and experienced accounting firm to partner with our internal team to ensure robust, compliant, and insightful financial management. While MOACAC currently performs many core accounting functions internally, we are looking for a firm that can provide verification, support, training, and expert advisory services to our Treasurer and other relevant internal personnel. The selected firm will be responsible for providing the following services, with a strong emphasis on collaboration and capacity building for our internal team. Proposers should clearly indicate their ability to provide each service and detail their proposed approach to this collaborative model.

- I. Core Accounting & Bookkeeping Services (Support, Verification, and Advisory Focus):
 - a. Bank and Financial Account Reconciliations:
 - i. Support & Verification: Review and verify monthly reconciliations of all MOACAC bank accounts, investment accounts, and credit card accounts performed by the internal team. Provide guidance on best practices and troubleshoot discrepancies.
 - ii. Training: Offer training and ongoing support to the internal team on efficient and accurate reconciliation processes within QuickBooks Online.
 - b. General Ledger Maintenance:
 - i. Advisory & Oversight: Provide expert advice on chart of accounts structure, proper classification of transactions, and ensure the integrity of the general ledger. Review general ledger entries for accuracy and consistency.
 - ii. Training: Train the internal team on proper general ledger management and best practices.
 - c. Accounts Payable Management:
 - i. Advisory & Workflow Improvement: Advise on efficient and controlled processes for vendor invoice processing, verification, coding, and payment execution.
 - ii. Verification: Review samples or specific batches of Accounts Payable entries and payment processes to ensure accuracy and compliance with internal controls.
 - iii. Tax Compliance: Provide support and verify the proper preparation and filing of annual 1099 forms for eligible vendors.
 - d. Accounts Receivable Support:

- i. Reconciliation & Problem Solving: Assist the internal team in reconciling membership dues and event registrations from third-party platforms (e.g., Cvent, Community Brands/MemberClicks) with QuickBooks Online. Provide guidance on resolving discrepancies.
 - ii. Process Improvement: Advise on best practices for tracking and recording revenues, including deferred revenue recognition.
 - e. Revenue Recognition:
 - i. Expert Guidance: Provide specialized advice on the proper recognition and categorization of MOACAC's diverse revenue streams, including membership dues, conference registrations, sponsorship income, and other miscellaneous income, ensuring compliance with non-profit accounting standards.
 - ii. Verification: Review internal revenue recognition processes and entries.
 - f. Expense Management:
 - i. Policy & Process Review: Review MOACAC's current expense management processes, including reimbursement procedures for board members and volunteers, to ensure adherence to internal policies and compliance. Advise on improvements to internal controls.
 - ii. Verification: Periodically verify the accurate recording and adherence to policies for expense entries.
 - g. Journal Entries:
 - i. Review & Guidance: Review and advise on the preparation and posting of necessary journal entries, including accruals, deferrals, and adjustments, to ensure accuracy and proper financial reporting.
 - ii. Training: Provide training to the internal team on preparing and posting complex journal entries.
- II. Financial Reporting (Review, Analysis, and Advisory Focus):
 - a. Monthly/Quarterly Financial Statements:
 - i. Review & Finalization: Review and provide final approval/verification of monthly/quarterly financial statements (Statement of Financial Position, Statement of Activities, Statement of Cash Flows) prepared by the internal team. Ensure reports are accurate, complete, and presented clearly for the Board.
 - ii. Presentation Support: Assist the Treasurer in interpreting financial results for the Board, highlighting key trends and variances.
 - b. Custom Financial Reports:

- i. Development & Support: Assist MOACAC in developing and generating specific financial reports as requested by the Treasurer or Board (e.g., budget vs. actuals, event profitability, program-specific reports).
 - ii. System Optimization: Advise on how to best leverage QuickBooks Online's reporting capabilities.
 - c. Financial Analysis & Insights:
 - i. Proactive Analysis: Provide proactive analysis of financial performance, identifying trends, opportunities, and areas for improvement.
 - ii. Strategic Advisory: Offer insights to the Treasurer and Board to support financial decision-making aligned with MOACAC's strategic goals.
- III. Tax Preparation & Compliance (Primary Responsibility with Internal Support):
 - a. IRS Form 990 Preparation & Filing: Take primary responsibility for the complete preparation and timely electronic filing of the annual IRS Form 990 (or 990-EZ/N, as applicable) for tax-exempt organizations, utilizing MOACAC's internal financial records.
 - b. State Filings: Preparation and filing of any required state-level tax or informational returns in Missouri (e.g., charity registrations if applicable).
 - c. Unrelated Business Income Tax (UBIT): Provide expert guidance on activities potentially generating unrelated business taxable income and, if applicable, prepare and file Form 990-T.
 - d. Sales & Use Tax: Provide guidance on whether MOACAC activities trigger sales and use tax requirements and assist with preparation of returns if needed.
 - e. Ongoing Tax Compliance Advice: Provide proactive advice on non-profit tax regulations, changes in tax law, and ensure MOACAC's ongoing compliance with federal and state tax laws.
- IV. Budgeting & Financial Planning Support:
 - a. Annual Budget Development: Provide expert consultation and support in developing the annual operating budget, offering financial modeling assistance and best practices.
 - b. Financial Forecasting & Projections: Assist with financial forecasting and projections, leveraging historical data and future plans.
 - c. Cash Flow Projections: Support the internal team in developing and monitoring cash flow projections to ensure liquidity and aid in strategic planning.

V. Advisory Services & Internal Controls (Key Partnership Area):

- a. Non-Profit Best Practices: Serve as a continuous resource for consultation and advice on best practices for non-profit financial management, governance, and fund accounting.
- b. Internal Controls Review & Enhancement: Conduct regular reviews of MOACAC's existing internal control procedures. Recommend and assist in implementing improvements to strengthen controls, safeguard assets, and ensure accurate financial reporting.
- c. Policy Development: Assist in developing, refining, and documenting financial policies and procedures (e.g., expense reimbursement, cash handling, conflict of interest, record retention) to ensure clarity and compliance.
- d. Compliance Guidance: Provide expert guidance on compliance with relevant non-profit specific regulations, grant reporting requirements (if applicable in the future), and other legal and ethical considerations related to financial management.
- e. Training & Education: Offer ongoing training and educational sessions for the Treasurer, Board, and other relevant internal personnel on various financial topics, accounting principles, and software utilization.

VI. Audit/Review Support (if applicable):

- a. Preparation for Review/Audit: If MOACAC's financial activity requires an annual financial review or full audit (per bylaws or funding requirements), the firm will play a crucial role in advising on necessary preparations, assisting with the compilation of schedules and documentation, and acting as a primary liaison with independent auditors. Please note: MOACAC currently does not require an audit but may in the future if financial thresholds or specific funding mandates necessitate it. Proposers should outline their approach to this support if it becomes relevant.

VII. Technology and Systems:

- a. MOACAC primarily uses QuickBooks Online (QBO) for its accounting functions. Proposers must demonstrate strong proficiency with QuickBooks Online and describe their approach to supporting an organization that performs core functions within QBO.
- b. Experience with and understanding of data integration or reconciliation from other systems used by MOACAC, such as Cvent (event registration) and Community Brands/MemberClicks (membership management), is highly desirable.

- c. Proposers should describe their internal systems and processes for managing client data, ensuring the highest standards of security, confidentiality, and efficient accessibility for MOACAC.

Proposal Requirements

To facilitate a comprehensive and equitable evaluation, interested accounting firms are requested to submit a proposal that addresses each of the following points. Proposals should be clear, concise, and organized in the order presented below.

I. Firm Overview and Qualifications:

- a. Legal Name and Business Structure: Provide the full legal name of your firm, primary business address, and legal structure (e.g., Sole Proprietorship, Partnership, LLC, PC).
- b. Years in Business: State the number of years your firm has been in operation.
- c. Firm Size: Provide the total number of partners, CPAs, and professional staff employed by your firm.
- d. Areas of Specialization: Describe your firm's core areas of expertise, specifically highlighting any focus or specialization in non-profit accounting and compliance.
- e. Firm Philosophy and Approach: Describe your firm's philosophy regarding client service, communication, and your overall approach to partnering with non-profit organizations that maintain internal accounting functions.
- f. Licensure: Confirm that your firm and all key personnel are properly licensed to practice public accounting in the State of Missouri.

II. Experience with Non-Profit Organizations:

- a. Relevant Experience: Provide a detailed description of your firm's experience working with non-profit organizations, particularly those of a similar size, complexity, and operational model (i.e., organizations with internal accounting staff seeking advisory and oversight).
- b. Client Examples: Provide examples of non-profit clients you currently serve or have recently served, including their mission, annual revenue range, and the scope of services your firm provided to them. (You may anonymize client names for confidentiality, but clearly state the type of organization and services).
- c. Non-Profit Specific Expertise: Describe your firm's knowledge and experience with the unique accounting and tax requirements of non-profit organizations, including, but not limited to, FASB ASC 958 (Not-for-Profit Entities), Form 990 complexities, and UBIT.

III. Proposed Services and Methodology:

- a. Understanding of MOACAC's Needs: Demonstrate a clear understanding of MOACAC's collaborative model, where our internal team performs day-to-

day functions and your firm provides verification, support, training, and advisory services. Explain how your approach is tailored to this dynamic.

- b. Detailed Service Delivery Plan: For each of the service categories outlined in Section 3 (Core Accounting & Bookkeeping Support, Financial Reporting, Tax Preparation & Compliance, Budgeting & Financial Planning Support, Advisory Services & Internal Controls, Audit/Review Support, and Technology), describe your specific methodology and approach to delivering these services within the collaborative framework.
- c. Specifically address how you will provide verification, support, training, and advice for the internal team.
- d. Assigned Team:
 - i. Identify the key personnel who would be assigned to MOACAC's account, including their titles, relevant experience, and certifications (e.g., CPA).
 - ii. Describe their experience with non-profit organizations and QuickBooks Online.
 - iii. Outline the proposed reporting structure and primary points of contact for MOACAC.
- e. Communication Plan: Describe your proposed communication frequency and methods (e.g., regular meetings, email responsiveness, ad-hoc consultations) to ensure effective collaboration and timely support.
- f. Internal Controls & Quality Assurance: Describe your firm's internal quality control procedures to ensure accuracy, compliance, and excellence in the services provided.

IV. Fee Structure and Costs:

- a. Proposed Annual Fee: Provide a comprehensive proposed annual fee for all services outlined in Section 3, based on the collaborative model described.
- b. Fee Breakdown: Present a detailed breakdown of the proposed fees by service category (e.g., monthly accounting support/review, annual tax preparation, advisory retainer).
- c. Billing Methodology: Clearly state your billing methodology (e.g., fixed annual fee, hourly rates for specific services, blended rates). If hourly rates apply, provide the hourly rates for all proposed personnel.
- d. Inclusions and Exclusions: Clearly state what is included in the proposed fees and what would be considered additional services (e.g., extensive research, special projects, unforeseen tax issues) along with their associated costs or hourly rates.

- e. Payment Terms: Outline your proposed payment terms (e.g., monthly, quarterly, annual upfront).
- f. Fee Validity: State how long your proposed fees will be valid (e.g., 90 days from proposal due date).

V. Technology and Data Security:

- a. QuickBooks Online Proficiency: Detail your firm's experience and proficiency with QuickBooks Online (QBO). Explain how your team will efficiently access, review, and collaborate within MOACAC's QBO environment.
- b. Integration with Other Systems: Describe your experience or approach to working with data from third-party systems like Cvent and Community Brands/MemberClicks for reconciliation and reporting purposes.
- c. Data Security and Confidentiality: Outline your firm's policies and procedures regarding data security, privacy, and confidentiality of client information. Describe the measures you take to protect sensitive financial data.

VI. Insurance:

- a. Provide proof of professional liability insurance (Errors & Omissions) with coverage limits clearly stated.

Selection Process and Timeline

MOACAC is committed to a fair and thorough evaluation process to select the accounting firm that best aligns with our needs and collaborative approach. The anticipated timeline for the selection process is as follows:

- RFP Issue Date: June 1st, 2025
- Questions Due Date: June 7th, 2025 (All questions regarding this RFP must be submitted in writing via email to Blake Huster, Treasurer, at Treasurer@moacac.org.)
- Answers Provided (Addendum): June 10th, 2025 (Responses to all submitted questions will be compiled and distributed via email to all firms that have requested the RFP or expressed interest.)
- Proposal Submission Deadline: June 24th, 2025, 5:00 PM CDT (Proposals received after this deadline may not be considered.)
- Internal Proposal Review Period: June 25th, 2025 - July 8th, 2025
- Interviews (for Shortlisted Firms): July 14th, 2025 - July 22nd, 2025 (Firms selected for interviews will be contacted directly to schedule a virtual or in-person meeting.)
- Anticipated Award Date: July 31st, 2025
- Anticipated Contract Start Date: August 1st, 2025 (or as mutually agreed upon)

Evaluation Criteria:

Proposals will be evaluated by the MOACAC Treasurer and a designated committee based on the following criteria, though not necessarily in this order or weighting:

- Demonstrated understanding of MOACAC's specific needs and collaborative model.
- Experience and expertise with non-profit accounting, tax compliance (Form 990), and QuickBooks Online.
- Qualifications and experience of the proposed team members.
- Proposed methodology for providing support, verification, training, and advisory services.
- Clarity and competitiveness of the fee structure and overall value.
- Communication plan and responsiveness.
- Professionalism and completeness of the proposal.
- Cultural fit and ability to partner effectively with MOACAC's internal team.

MOACAC reserves the right to request additional information or clarification from any firm during the evaluation process.

Terms and Conditions

By submitting a proposal, each firm acknowledges and agrees to the following terms and conditions:

- **Right to Reject Proposals:** MOACAC reserves the right to reject any and all proposals received in response to this RFP, to waive any informalities or irregularities in proposals received, and to cancel this RFP at any time without penalty.
- **No Obligation:** The issuance of this RFP does not commit MOACAC to award a contract or to pay any costs incurred in the preparation and submission of a proposal.
- **Confidentiality:** All information submitted in response to this RFP will be treated as confidential by MOACAC. However, MOACAC cannot guarantee absolute confidentiality of proposals, as they may be subject to public disclosure under certain circumstances or legal requirements.
- **Proposal Validity:** All proposals submitted in response to this RFP must remain valid and open for acceptance for a period of at least 90 days from the Proposal Due Date (June 24th, 2025).
- **Governing Law:** Any contract resulting from this RFP will be governed by and construed in accordance with the laws of the State of Missouri.
- **Accuracy of Information:** By submitting a proposal, the firm certifies that all information provided is accurate and complete to the best of their knowledge. Any misrepresentation or false statement may result in disqualification.
- **Cost of Proposal Preparation:** All costs incurred by the firm in the preparation and submission of the proposal, including any interviews or presentations, are the sole responsibility of the firm and will not be reimbursed by MOACAC.
- **Intellectual Property:** All materials submitted in response to this RFP become the property of MOACAC upon submission.

Submission Instructions

- Format: Proposals must be submitted electronically in PDF format.
- Submission Method: Proposals should be submitted via email to the contact person listed on the cover page.
- Email Address: Treasurer@moacac.org
- Subject Line: The email subject line MUST include "RFP - Accounting Services - [Your Firm's Name]"
- Deadline: We request that proposals be submitted as soon as possible but please refer to the timeline outlined in the earlier section for specific deadlines.
- Questions: All questions regarding this RFP must be submitted in writing to Blake Huster, MOACAC Treasurer, at Treasurer@moacac.org by the Questions Due Date specified in Section 5 (June 7th, 2025). Please do not contact MOACAC board members or staff directly regarding this RFP outside of this formal Q&A process.