

HOPE RESTORED

CANADA

Fund Development Strategy – Request for Proposals

Hope Restored provides support to people who have been sexually exploited and trafficked. Based in Saskatoon, SK, we offer a safe place for participants who are seeking support while exiting situations of exploitation and trafficking. Alongside seeking to disrupt the stigma and barriers that exist within social systems, Hope Restored brings connection and options for support.

Timeline:

June 15th – release request for proposals

July 10th – proposals due

July 30th – consultant selected and advised

October 15th – mid-term report due

December 15th – final report due, fund development strategy completed

Purpose:

For long-term sustainability, a focused fund development strategy is critical for Hope Restored. As a growing, yet start-up agency, the board and staff collectively need to strengthen the organization's fund development strategy, systems, and processes to ensure a strong future in the competitive non-profit world.

Scope of work:

Hope Restored will work with consultants to build a fundraising and sustainability plan to meet the following objectives:

- Conduct a practical assessment and analysis of the agency's current fundraising program, capacity and outcomes
- Identify best practices in community fundraising which should be incorporated into a three-year fundraising strategy
- Develop an actionable and strategic three-year fundraising plan, that will assist in the diversification of the agency's funding base to ensure long term sustainability of the agency's programs

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Consultant Profile & Qualifications:

To accomplish the scope requested, the profile of the successful consultancy firm will include:

- Demonstrated understanding of Hope Restored's mission and values
- Demonstrated knowledge and experience with the external fundraising environment in which Hope Restored operates
- In-depth experience advising the design and implementation of comprehensive fundraising campaigns
- Excellent project management skills
- Demonstrated ability to use data to assess the effectiveness of various fundraising strategies and inform fundraising strategy
- Experience with a variety of non-profit revenue streams: individual gifts, online fundraising, events, legacy giving, sponsorships, direct mail, and institutional grants from foundations and government
- Demonstrated understanding of organizational development, ability to evaluate existing organizational fundraising structure effectiveness, and advise on fundraising strategy and processes

Project Outline and Deliverables:

Development of a three-year fundraising strategy including, but not limited to:

1. Donor stewardship strategy and donor experience
2. Complete CBO and government grant and proposal process: Submission to renewal
3. Corporate donor strategy
4. Third-party fundraising events
5. Provincial and national gap funding analysis (for donors and grants)
6. Government relations
 - a. federal and provincial government strategy
 - i. advice on navigating government granting processes and lobbying
7. Budget for first year expenses
8. Volunteer and staff roles related to fund development
9. Major gift framework and agency process
10. Goals by revenue stream (% of budget for donations, grants, corporate, government to ensure healthy revenue diversity)

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Proposal Content:

Prospective bidders are invited to submit a concise proposal to address the following: General Information

The consultant understands the scope of work and agency needs. If a consultant group or partnership of consultants is proposed, the proposal should indicate who will serve as the lead consultant for the purposes of this RFP and the engagement process.

Work Plan

The proposal should contain a detailed description of the activities to be conducted by the consultant to complete the requested scope of work, including:

- the specific activities to be conducted,
- a timeline for the activities,
- milestones and deliverables tied to those activities,
- a detailed budget for each phase, along with a proposed payment schedule tied to project milestones and/or deliverables.

Budget

Overall budget should not exceed \$30,000 inclusive of all costs and taxes.

There is no reimbursement for costs associated with preparing or submission of proposals in response to this RFP or costs associated with possible award negotiation.

Proposal Evaluation

Proposals submitted in response to this RFP will be evaluated by Hope Restored's fund development committee according to the following criteria:

- Consultant/Firm relevant experience and qualifications
- Compliance with proposal requirements
- Work plan/Scope of work
- Cost/Benefit to Hope Restored

Proponents may be contacted following the submission deadline for an interview or to answer clarifying questions regarding proposal content if necessary.

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Application Review Criteria

The proposals will be reviewed and evaluated based on the following criteria:

Qualifications (25 points)	<ul style="list-style-type: none">• The consultant has the qualifications needed to successfully complete the scope of work• The consultant has prior experience working on similar projects• The consultant has extensive working knowledge of the local and provincial charitable sector in Saskatchewan
Scope of Proposal (25 points)	<ul style="list-style-type: none">• The proposal demonstrates an understanding of the project objectives and desired results• The proposal illustrates an approach to the scope of work that will lead to the successful development of an actionable fundraising plan• The proposal illustrates the consultant's ability to successfully execute the proposed approach
Work Plan (30 points)	<ul style="list-style-type: none">• The proposal adequately details project activities and milestones or deliverables associated with each phase of the scope of work• The proposal includes a detailed timeline for each stage• The work can be completed within the project timeline
Budget (20 points)	<ul style="list-style-type: none">• The proposal includes a detailed budget for each stage of the scope of work• Proposed costs are reasonable• Proposed schedule of payments corresponds appropriately with tasks, milestones, or deliverables

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Submission Deadline:

The deadline for proposal submissions is **July 10th, 2023 at 5:00 PM** (Saskatchewan Time). Any proposals received after this date and time will not be considered.

Please direct any questions to our Executive Director Joeline Magill at Joeline@hoperestoredcanada.org or Michelle Busa, Fund Development Chair, Board of Directors at michellebusa@sasktel.net.

We look forward to your submission.