

**REQUEST FOR PROPOSAL  
RFP2024-04  
Fundraising Strategy**

**April 1, 2024**

**Objective**

The Newmarket African Caribbean Canadian Association (NACCA) is seeking an experienced professional consultant to develop a comprehensive fundraising strategy and roadmap to help increase revenue and awareness of NACCA's programs and services.

**Background**

The Newmarket African Caribbean Canadian Association (NACCA) was established in 2018, officially becoming a registered nonprofit on July 29, 2019, and later a registered charity on February 22, 2022. This B3 organization is dedicated to engaging the African Canadian communities and its allies through program delivery, education, and partnerships, with the goal of fostering an empowered and unified Black community in Newmarket.

The organization's rapid growth and community impact now call for a more focused management approach. NACCA is recognized as a prominent B3 charity in York Region.

In June 2022, the organization introduced a five-year strategic plan with a focus on enhancing revenue and capacity. Board input has identified the following priorities:

- Mental Health
- Food Security
- Kuumba Camp (summer camp)
- Scholarship Awards
- Black Youth Leadership
- Financial Literacy

The aim of this initiative is to create a fundraising strategy to better support program delivery, outreach, operational requirements, and future expansion. Collaboration with both the Board and staff is essential for this project.

**Scope of Work**

The consult will be responsible for the following:

1. Conducting thorough research on fundraising best practices and strategies tailored to the nonprofit sector, particularly within the African Caribbean Canadian community

2. Analyzing NACCA's current fundraising efforts, strengths, weaknesses, opportunities, and threats
3. Facilitating focus groups to gather insights and feedback from stakeholders, including members, donors, and community partners
4. Developing a comprehensive fundraising strategy that includes short-term and long-term goals, actionable tactics, budget allocation, and timeline
5. Providing recommendations for improving NACCA's fundraising capacity, including donor engagement, stewardship, and cultivation
6. Delivering a final report outlining the proposed fundraising strategy, along with supporting materials and resources

Budget estimate \$4, 000 CAD - \$7, 500 CAD

## **Proposal Content Requirements (maximum, 10 pages)**

Interested consultants are invited to submit proposals that include the following:

1. A cover letter providing a brief description of the firm or individual, name, address of consultant, telephone number, and email of principal contact person
2. Executive summary of the highlights of the proposal conveying the consultant's understanding of the purpose and expected outcomes of the project, as well as the approach that would be employed to meet the requirements of the proposal
3. A list of key personnel who would be involved in the process and their expertise/experience. If you plan to contract with a third-party vendor to conduct the community research component, please identify what firm you plan to use
4. A summary of the consulting firm's qualifications and relevant experience. The successful firm and their subcontractors will have demonstrated expertise in nonprofit operations that is Black-focused and Black-serving, as well as development, growth or resource mobilization experience
5. A work plan that includes a description of the methodology, tasks, timeline, milestones and estimated total amount of time that would be spent on the project. Responses that fail to include a timeline will not be considered
6. Exclusions or exceptions. Note any part of the proposal that is beyond the expertise of the consultant (with any recommendations as to how this may be addressed)
7. A schedule of costs that includes consulting, supplies, number of onsite visits and cost per trip, and other costs associated with the planning process. Costs for data gathering and analysis (community research component) and/or community survey must be listed separately
8. References and contact information for three organizations for which the facilitator has provided strategic fundraising plan services. One of the three references must be a B3 (Black led, Black focused, Black serving) nonprofit or charity

## **RFP Standards and Selection Criteria**

1. The responding consultants bear sole risk and responsibility for costs incurred in the preparation of the proposal
2. No NACCA board member shall have a financial interest in this proposal
3. NACCA reserves the right to ask for clarification in the proposal if the need arises, and to select a planning consultant based directly on the proposal or to negotiate further with one or more respondents
4. NACCA reserves the right to reject any or all responses to this RFP

Selection of a proposal will be based on (but not solely limited to) the criteria provided and any other relevant information provided by the bidder at the time of the submission as well as any additional information provided during any subsequent correspondence with the bidder. The proposal will be evaluated by NACCA and will include the following criteria (70% is the pass):

1. **Qualification and Experience** (30%)
  - Demonstrated knowledge, skills, and experience in conducting fundraising projects for Black-led community organizations
2. **Proposed Project Approach** (30%)
  - Methodology and timeline for carrying out tasks in the scope of work
3. **Pricing** (20%)
  - Ability to meet deadlines and operate within budget
  - Cost to complete the process
4. **References** (10%)
  - Positive experience and success in strategic fundraising and planning; satisfactory performance record
5. **Interview** (10%)
  - Responses will be assessed by the Evaluation Committee, who will present their recommendation to the Board. Interviews may also be scheduled as part of the process

### RFP and Planning Process Timeline

1. Proposals must be received via email before 4:00 PM EST, Tuesday, April 16, 2024.
2. All questions must be received no later than 4:00 PM EST, Wednesday, April 12, 2024.
3. The Board or a Committee of the Board may schedule a virtual meeting with finalists prior to making their final decision.
4. Consulting firm selected and confirmed by Friday, May 3, 2024.
5. A draft report/plan and executive summary are to be submitted to the NACCA Board two weeks in advance of the final deliverable due date.
6. Final deliverable to be presented at a NACCA Board Meeting on June 20, 2024.

**Further Instructions for submission are Included in the Proposal Submission Instructions Document**