



**HOGAN'S
ALLEY
SOCIETY**

Request for Proposals

Fundraising Strategy

Proposal Deadline: February 9th, 2024

Date: January 16th, 2024

Contact:

Djaka Blais

Executive Director

Hogan's Alley Society

djaka@hogansalleysociety.org

1-888-846-4267 x700

Request for Proposals (RFP): Fundraising Consultant

Hogan's Alley Society (HAS) is on the search for a values-driven Fundraising Consultant with a vision. We invite you to join us in elevating our fundraising capabilities and crafting a strategic plan rooted in the Black African Diaspora context. This pivotal role is not just about routine consultancy; it's an opportunity to be a Philanthropy Transformation Architect.

As the ideal candidate, you are results-driven, with keen business acumen and a passion for innovative solutions. Your approach is process-driven, and your strategic thinking is set to collaborate with HAS in building a sustainable framework. Your goal is to create and guide the implementation of a robust fundraising strategic plan, ensuring diversified revenue sources for both short-term impact and long-term resilience.

Envision yourself in a distinctive consultancy role – not just as a conventional Fundraising Consultant but as a visionary shaping the future of fundraising dynamics. This is also an opportunity to set standards uniquely tailored for philanthropy, community giving, capital & major project fundraising within a Black-led, Black-serving, Black-focused context. Your efforts won't just amplify our impact; they will also serve as a beacon in the broader social impact sector, catalyzing further advancements toward a more equitable funding landscape in service of racial and economic justice.

DEADLINE

Proposals must be received no later than February 9th, 2024 at 4:30 p.m. to Djaka Blais, Executive Director, at djaka@hogansalleysociety.org. Please quote "RFP Fundraising Strategy" in the subject line.

ORGANIZATIONAL BACKGROUND

The Hogan's Alley Society (HAS) advocates for Black Vancouverites who have endured the legacies of urban renewal and their erasure from the official historical narrative. Our mission is to advance the social, political, economic, and cultural well-being of people of African descent (Black people) through the delivery of inclusive housing, built spaces, and culturally informed programming and operations.

We are doing this through three strategic pillars: culturally informed housing, nonprofit housing development, and community engagement.

One key solution we have been working on is the creation of Afrocentric, affordable, and culturally sensitive housing. We have been building our capacity as a culturally informed and centred housing provider through partnerships, research and service delivery. By integrating the cultural heritage and unique needs of the Black community, this approach ensures that the housing is more than just shelter; it becomes a place of belonging, healing, and empowerment.

This is complemented by our Community Care program which offers cultural support and programming and basic needs support for Black/African diaspora community members. We connect residents with Elders, teachers, and knowledge-keepers, in addition to land-based teachings. We also offer intervention

and advocacy for the Metro Vancouver Black/African diaspora with emergency housing needs to set up housing and avert eviction for folks that experience homelessness and housing uncertainty.

Our second strategic area is developing built spaces for Black communities. In September 2022, HAS signed an Memorandum of Understanding with the City of Vancouver to lay out the terms for a long term lease agreement for the 898 Main Street block, also known as the Hogan's Alley Block, which will deliver a cultural center, affordable housing, small business space, and childcare facilities.

These developments will be grounded in a Community Land Trust, which will protect affordability in the long term and mitigate against the displacement of Black communities.

Finally, the Society's third strategic focus is on community building through community engagement and collaboration, research, and public education.

HAS is engaging in research driven community development and advocacy for policy change focused on issues of importance to Black communities in collaboration with various partners. Our current key research initiative is the Hogan's Alley Housing Solutions Lab, funded by CMHC, which is providing a deeper understanding of the challenges faced by Black communities in Metro Vancouver around accessing equitable housing and to create safe, affordable, accessible, and suitable housing solutions for Black Canadians.

Recognizing the importance of collective efforts, we dedicate resources to convene and support Black communities, fostering relationships with Indigenous communities, neighbors, allies, and various stakeholders. As we work on the Hogan's Alley block development, our goal is to attract more members of the Black and African diaspora communities, organizations, and businesses, reviving Hogan's Alley as a hub for the Black community.

Hogan's Alley Society acknowledges that we work and organize on the ancestral and unceded lands of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səɫ ʔilwətaʔt (Tsleil-Waututh) First Nations. We offer our commitment to working in good relations with First Nations, Metis, and Inuit peoples and to working in solidarity to address the long-lasting impacts that colonialism, genocide, and systemic racism have had on Indigenous peoples.

For more information, please visit www.hogansalleysociety.org.

PURPOSE

HAS seeks to engage an experienced fundraising consultant or consulting firm to provide analysis, strategy, direction, design and implementation of a comprehensive fundraising plan that will diversify its sources of funding and build sustainability for HAS's future.

HAS's objective in developing a Sustainability Plan is to allow the organization to have greater balance within its sources of revenue, making it more resilient and to prepare for significant projects underway.

A consultant will lead this activity and work closely with the Executive Director and Manager, Partnerships and Community Engagement to ensure that the capacity remains in-house.

SCOPE

HAS will work with consultants to build a fundraising & sustainability plan and help build organizational fund development capacity including:

Activity 1: Development of Sustainability Plan

- Development of an actionable and strategic multi-year fundraising plan, which will assist in the diversification of the Society's funding base to ensure the long term sustainability of the Society's programs. A plan to diversify revenue sources, both digitally and through more traditional major donor and corporate and foundation strategic partnerships, including suggestions of potential prospects. The plan should include strategy recommendations in the following areas:
 - Major Gifts and Individual Giving
 - Corporate Partnerships
 - Foundation Grants
 - Community Fundraising
 - Events
 - Donor relations and stewardship
 - Staffing, systems (database) and infrastructure
 - Board (or leadership volunteer) role and engagement
 - Monthly donors
- Conduct a practical assessment of the Society's current fundraising capacity and outcomes
- Develop a Stewardship and recognition framework
- Development of the HAS Case for Support
- Advise on gift acceptance and risk acceptance policies and gift agreement templates, which align with HAS's values
- Be creative and reflective of HAS's mission, vision, and values

Activity 2: Capacity Building

- Encourage in-house knowledge and skills-building by ensuring a collaborative approach to the planning and implementation of the Sustainability Plan
- Identify specific activities and outputs for coaching during implementation phase

Activity 3: Implementation of Sustainability Plan

- Up to 8 coaching days (48 billable hours) over two years as HAS staff implement the Sustainability Plan

Timeline: Flexible

CONSULTANT PROFILE & QUALIFICATIONS:

HAS is committed to providing excellence in service through everything they do. HAS believes there is positive value in requiring and supporting African Descent initiatives by our suppliers. The Society aims

to ensure that not only they, but their partners, affiliates and suppliers serve as a positive force in our communities. The application of the relevant tender evaluation criteria is important not just in terms of best value but fitness for purpose and the appropriateness of goods and services.

HAS considers it necessary for their partners and suppliers of goods, works and services to have a strong commitment to supporting their African Descent initiatives principles. It is important for them to demonstrate that steps have been taken to ensure quality and to provide people of African descent opportunities within their organization.

As a purchaser of goods and services HAS will prioritize purchasing goods and services from those organizations and groups that share the Society's commitment to supporting African Descent initiatives.

Applicants should demonstrate that they meet the following required qualifications:

- Post-secondary studies in communications, fundraising, or marketing or clearly demonstrated equivalent experience
- Significant experience in fundraising with broad knowledge of current trends and strategies
- Demonstrated ability to implement a similar sustainability/fundraising plan
- Demonstrated experience securing major gifts and corporate partnerships

To accomplish the scope requested, the following is the preferred profile of the successful consultant/consultancy firm:

1. Deep understanding and affirmation of the Hogan's Alley Society's mission and values.
2. Have a well-developed understanding of anti-Black racism, a commitment to anti-oppression work, and intersectionality.
3. Demonstrated knowledge and experience with the external fundraising environment in which HAS operates.
4. In-depth experience advising the design and implementation of comprehensive fundraising campaigns, including capital campaigns.
5. Excellent project management skills, as demonstrated through successful management of personnel, schedule, and budget to complete deliverables on past consulting projects.
6. Experience with a variety of the following types of non-profit revenue streams such as: individual gifts, on-line fundraising, events, tribute giving, sponsorships, direct mail, and institutional grants from foundations and government. Experience raising unrestricted funding.
7. Demonstrated understanding of organizational development, ability to evaluate existing organizational fundraising structure effectiveness, and to advise on innovative change.
8. Previous experience executing fundraising campaign(s) for non-profit organizations, including non-qualified donees.
9. Demonstrated ability to use data to assess the effectiveness of various fundraising strategies and inform fundraising strategy.

PROJECT BUDGET

The fee-for-service budget for this scope of work is twenty-five thousand dollars (\$25,000). Quotes submitted must be inclusive of all costs, including taxes, expenses and fees.

RFP SUBMISSION PROCESS

Submissions should be emailed to djaka@hogansalleysociety.org , no later than **February 9th, 2024**. Submissions should be no longer than 10 pages total and should include the following components:

- Description of how the applicant will approach and accomplish the work (see SCOPE), with particular attention paid to how the applicant will adapt their work to the needs of under-resourced organizations.
- Overview of the applicant's qualifications and experience (see CONSULTANT PROFILE & QUALIFICATIONS)
- Budget aligned with the scope of work. Please note that the budget for this work is up to \$25,000 excluding the coaching days. In addition, please provide your daily/hourly fee for coaching days.
- References: contact information for three previous clients

Questions about the RFP can be directed to djaka@hogansalleysociety.org.

Consultants may be asked to participate in an interview to further gauge their fit and ability to work on this project.

Consultant selection will be based on the consultant's written proposal, interview(s) and the results of the reference checks.