



Request for Proposals: DPSN Fundraising Strategy

Applicants can apply for a single component of the project, or all three components (Planning, Training, Fundraising)

Timeline:

- | | |
|---------------|--|
| July 11: | Release Request for Proposals
Finalize detailed RFP and post on DPSN website |
| July 29: | Proposal deadline: proposals must be submitted via email to DPSN at chair@dpsn.ca |
| August 1 – 5 | Hiring committee select short list of applicants |
| August 8 – 12 | Interview applicants, check references |
| August 15 | Consultants selected and advised |
| September 6 | Start Date for Planning Component |
| December 5 | Fundraising, Training and Implementation Plans delivered to the Board |
| December 12 | Presentation of all three plans to Board meeting |
| Jan – March | Training delivered to volunteers, staff |
| Jan – June | Consultant and volunteers implement fundraising plan |
| June 15 | Final reports submitted to Board |
- All proposals must be received at chair@dpsn.ca no later than July 29 at 4:30 PM

BACKGROUND

Dufferin Parent Support Network is a community based not-for-profit charitable organization, founded in 1999. Our mission is to encourage, educate and support parents of school-aged children by providing opportunities to build positive parenting skills and healthy community connections. We provide a range of free workshops to anyone in a parenting role (parents, caregivers, grandparents, teachers, service providers, etc.) Since the beginning of the pandemic, all workshops are offered via Zoom. DPSN's website includes resources, links to other services and events. DPSN is available by phone to offer resources and referrals.

Insert disclaimer

DPSN is comprised of a seven-member volunteer board of directors and a part-time paid coordinator. A number of facilitators deliver workshops either on behalf of their social service providers or as contractors. DPSN's annual budget is approximately \$35,000.

OUR PHILOSOPHY

DPSN's work is based on the perspective that, through effective parenting, children and youth will develop emotional and physical well-being that will enable them to believe in themselves, better able to handle life's challenges and make healthy choices. We promote parenting skills that are based on understanding and working with children's behaviour.

PURPOSE

DPSN is seeking fundraising expertise to help build DPSN's financial sustainability. Presently, DPSN's work is supported through grants from the County of Dufferin and United Way of Guelph, Wellington, Dufferin. Both are subject to annual review.

Dufferin County is evolving into a more ethnically diverse community with a range of needs, interests and resources. DPSN recognizes the new demands and potential benefits of this diversity.

SCOPE: DPSN envisions a more diverse financial foundation, with \$30,000 to \$40,000 added to the present resources. The funds available through this grant are a maximum of \$15,000

Planning Component

- Review the fundraising environment in Dufferin and Ontario and DPSN's present capacity, past efforts and outcomes
- Identify best practices in community fundraising and fund development which could be incorporated into a three-year fundraising strategy
- Prepare a communications plan in support of on-going fund development

- Develop an actionable plan, with priorities, to assist in the diversification of DPSN’s funding base to strengthen DPSN’s long term sustainability

Training Component

- Design and deliver a multi-session training program to develop volunteers’ understanding of fundraising strategies and fund development
- Assist volunteers and staff to develop skills and confidence in fundraising activities

Fundraising Component

- Undertake the top priority activities in the initial fundraising plan
- Involve volunteers as much as feasible in the fundraising activities
- Final report should include clear next steps for the board to implement

PROPOSAL CONTENT

1. General information

- Understanding of the scope of the work proposed
- Name, address, telephone number and email address
- If a group or partnership of consultants is proposed, indicate who will be involved and the name of the “point” person

2. Work Plan

- Clarification of which component/s of the project is being applied for.
- A detailed description of the activities to be conducted
- A timeline for the activities
- Milestones and deliverables tied to those activities

3. References

Include three references of individuals who can speak to their experience with the applicant on projects with a similar scope. Include individual’s name, address, telephone number and email address.

4. Previous Work Product

Include at least two examples of projects similar or larger to the scope of this RFP. Identifying information may be redacted if necessary.

PROJECT BUDGET

- A detailed budget, with a proposed payment schedule tied to deliverables
- Overall, combined budget can not exceed \$15,000, including all costs and taxes

PROPOSAL EVALUATION

Proposals will be evaluated by a hiring committee comprised of a maximum of three board members and the DPSN Coordinator, using the following criteria:

- Consultant’s relevant experience and qualifications
- Recognition of DPSN’s geographic and operational environment
- Work plan/ scope of work
- Consistency with the proposal requirements
- Value-added or innovation

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