

REQUEST FOR PROPOSAL

Capital Fund Development Consultant

Support/
House

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Background

Support House is a community-based mental health and substance use supportive housing provider in the Halton region delivering coordinated housing supports including harm reduction from youth to seniors including peer supports and training coordinated through the Centre for Innovation in Peer Support. Support House (formerly Oakville Reentry Homes and then Support and Housing - Halton) was formed in 1982 by a group who needed coordinated mental health and housing supports for family members.

Project Purpose and Scope

Support House is requesting proposals for a consultant to provide strategy and execution of a one-time capital fund development campaign with a FY23 target of \$200,000 (and above) over a period of 6 months.

Capital funds will support housing redevelopment projects including the \$4.65 M Maria Street, Acton 12 one-bedroom units supportive housing model (occupancy 2023) and Cornwall Road, Oakville approx. \$14 M (occupancy January 2024).

Proposal Guidelines

The Request for Proposal/Information (“RFP”) represents the requirements for an open and competitive process. Proposals will be accepted until February 28, 2022 5pm EST. Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative of the company submitting the proposal.

Engagement terms and conditions will be negotiated upon selection of the winning bidder for the RFP. All contractual terms and conditions will be subject to review by Support House and will include scope, budget, schedule and other necessary items pertaining to the project.

Project Deliverables

Consultant(s) to develop the following in consultation with Support House Fund Development Task Group and staff:

1. Consultant to lead the development of a one-time capital (\$200,000 and above) campaign strategy and tactics.
2. Consultant to lead and implement strategy and tactics to achieve campaign goal within 6 months.
 - a. Consultant to utilize online channels available (website and social media)
 - b. Consultant to utilize brand and marketing assets including Impact Videos
3. Provide a donor list for ongoing fund development and campaign wrap including learnings and recommendations for future and sustainable fund development campaigns.
 - a. Include database of contacts

Requirements:

- The consultant must develop strategy and conduct campaign in accordance with CRA regulations, accreditation standards of CCA and not violate any agreements with agencies and funders such as the United Way and Ontario Health.

Estimated Timeline

- RFP issue date: February 15, 2022
- Deadline for submissions: February 28, 2022 5pm EST
- Successful proponent notified: March 4, 2022
- Notification to other proponents: March 5, 2022
- Expected start date: March 14, 2022 (TBC)
- Target completion date: TBD

Each bidder must email electronic submission of their proposal to heathera@supporthouse.ca by the due date. If additional information or discussions are needed with any bidders during the evaluation stage, the bidder(s) will be notified.

Upon notification of successful proponent, the contract negotiation will begin immediately.

Budget

All proposals must include proposed costs to complete the required tasks detailed in the project scope and deliverables sections. Costs should be quoted in Canadian dollars on a fixed fee basis. Costs for any additional charges (eg. travel, overhead, etc) should be identified with rates provided.

Bidder Qualifications

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in the community mental health and addictions sector including similar fundraising work
- References from past clients on similar projects
- Anticipated resources that will be assigned to this project and their experience, knowledge and qualifications for this project
- Provide assurance that deliverables can be provided and by the target completion date noted above

Confidentiality

Selected bidders will keep all information provided in this RFP as confidential. Information provided to the respondents is to be used for the sole purpose of responding to this RFP.

Evaluation Criteria

- Demonstrated understanding of the project;
- Clear description of elements of work including expected outcomes;
- Identification of who will do the work and timelines;
- Relevance of completed projects and donation achievements, experience, and references;
- Ability to provide all requested services and to complete by target date
- References and client satisfaction
- Cost

Conditions

Support House will not be liable for any costs incurred by a consultant in the preparation of their response to this proposal or attending to the interview presentation if required. SH reserves the right to ask for additional information and adjustments to any proposed response.

Information and Questions

All enquiries to this RFP including requests for information, questions and clarification are to be directed to Heather Albertson at the following email address: heathera@supporthouse.ca