

Request for Proposal (RFP)

FUNDRAISING CONSULTANT RFP DESCRIPTION

Fair Haven Community Health Clinic, Inc. (FHCHC), a Federally Qualified Health Center serves 30,000 unique individuals with 110,000 visits annually for medical, dental, behavioral health and school based health services. FHCHC currently has over 250 staff with 14 locations in the greater New Haven region.

The FHCHC Board of Directors has completed a strategic planning process that recommends the development of a new clinical facility to serve the Fair Haven community. The very preliminary facility planning work thus far indicates a \$30M project including the construction of a 33,500 SF new clinical building, renovations to existing building and additional parking. The Health Center is working closely with community leaders and elected officials to guide this process. Philanthropy will be critical to the success of this project as will be support from State, City and New Market Tax Credit funding sources. FHCHC hopes to break ground on this project in Calendar Year 2023.

FHCHC is seeking assistance in the evaluation and enhancement of its fundraising processes, including current annual giving programs, creating a case for support for the new capital project, and conducting a feasibility study to assess donor interest in all or part of this ambitious project. The campaign work will occur in three phases. This RFP is focused on Phase 1 and Phase 2 with the option to add Phase 3 at a later time.

Phase 1 – Assess current FHCHC fundraising / development capabilities and annual giving programs. Recommend resources, programs and processes to enhance annual giving.

Phase 2 – Complete feasibility study, development of case statement, assessment of the philanthropic community’s interest to support a capital campaign, determine how much capital can be raised within what time period and develop a capital campaign plan.

Phase 3 – Should the Board decides to pursue a capital campaign, provide ongoing campaign management and counsel to achieve the expected outcomes.

Proposals from women and minority owned businesses are encouraged.

Timeline For RPP	
October 15, 2021	Release of RFP Documents
October 21, 2021	Deadline for Request for additional information. Submit questions via email to Mr. Nestor Quinones: n.quinones@fhchc.org
October 26, 2021	Responses to Request for Information issued.
November 1, 2021	Proposals due by 4:00PM Eastern Time via email submission only. Attention: Nestor Quinones, Procurement Specialist. Email Nestor Quinones: n.quinones@fhchc.org
December 31, 2021	Anticipated Award of Contract

Scope of Work:

Phase 1 – Assess current internal fundraising capabilities and annual giving programs.

1. Conduct confidential interviews with leadership, directors and staff.
2. Evaluate internal development resources available to support fundraising activities.
3. Review development personnel job descriptions, recommend revisions as appropriate.
4. Provide best practice programs and structures to enhance annual giving including staffing, resources and Board structure.
5. Present findings to Fair Haven leadership and Board of Directors.

Phase 2 – Capital campaign feasibility study

1. Assess the readiness to conduct a major campaign.
2. Develop case statement and story.
3. Conduct feasibility study to include confidential interviews with potential prospects.
4. Recommend campaign fundraising goal.
5. Gain specific feedback on the elements of the campaign.
6. Recommended structure, timing and positioning for the campaign.
7. Expand prospect list for capital campaign donors and volunteer leadership.
8. Determine realistic campaign goals.
9. Identify campaign leadership, staffing and committee structure.
10. Develop a campaign plan including specific goals for dollars raised, milestones, solicitation strategies, campaign calendar, campaign budget and public relations strategy.
11. Provide raw data from individual interviews, and summarized data with measurements and results in both numeric and narrative form
12. Present recommendations to leadership and Board of Directors.

Phase 3 – Execute/Manage the Campaign

1. Provide consultation /coaching to leadership and staff during capital campaign.
2. Facilitate campaign steering committee and leadership communications and meetings.
4. Assist in the development of campaign materials.
5. Manage campaign prospect identification and evaluation.
6. Oversee prospect calls and follow-ups assisted by leadership and staff.
7. Promote donor stewardship and cultivation.
8. Identify potential campaign events.
9. Develop donor tracking and donor recognition.
10. Work with FHCHC on the management of public information and public relations plan.

Proposal Requirements:

1. Contact Information

- Consulting firm name and primary staff contact name/title.
- All contact information, including email, address and telephone.

2. Firm Capabilities

- Structure, areas of expertise, time in business, number of employees, and other data that helps to characterize the firm.
- Services provided by your firm relative to consulting studies and campaign management.
- Other resources firm has available (either through other staff or affiliations with others).
- Expertise of firm with similar project scope including fundraising experience in Connecticut and with Federally Qualified Health Centers.
- For projects the firm has conducted both the feasibility study and managed the capital campaign, what is your track record for hitting the target you established.
- Provide at least three (3) client references from similar project scope & organizations.

3. Consulting Studies (Phase I and Phase II)

- Describe your feasibility study process, including your plan for determining the information requested in this proposal, number of interviews conducted and methodology.
- Include the duties you perform and those you expect to be done by FHCHC staff or Board.
- Timeline for the studies.
- Staffing: Individual or team assigned to the studies. Provide the names and backgrounds. Identify the project lead or manager who will have day-to-day responsibility, as well as, overall responsibility for the project.
- Expectations of Health Center staff, CEO, and Board members to assist with the studies.
- Information and recommendations that will be included in the Feasibility Study report.

4. Capital Campaign Support (Phase III)

- Describe your capital campaign process, staffing and resource needs.
- Include the duties the firm performs and those to be done by FHCHC staff or Board.
- Individual or team assigned to this project and how this is determined.

5. Fees

- Total estimated fee for completion of the project (are fees billed on an Hourly, Daily or Project basis).
- Estimated travel and other expenses for pre- and post-study work.
- Include a separate fee schedule for Phase I, Phase II and Phase III deliverables.
- A list of anticipated reimbursable expenses and the rate charged for each. Provide amounts not to exceed for out-of-pocket expenses.
- Any other fees or charges.

RFP General Terms

1. Proposals must be valid for ninety (90) days.
2. The Firm is responsible for conducting necessary research and becoming familiar with the organization as necessary to provide an accurate bid.
3. The selected firm will be required to enter into a contract with Fair Haven Community Health Clinic, Inc. Additional contract conditions may be required, depending upon the nature and extent of the services to be provided. Fair Haven Community Health Clinic, Inc. reserves the right to negotiate a change or modification to any of the proposed contractual conditions.
4. Acceptance of Proposal: Fair Haven Community Health Clinic, Inc. reserves the right to reject any and all proposals and to waive informalities, if, at its discretion, the interests of Fair Haven Community Health Clinic, Inc. will be best served thereby.
5. Fair Haven Community Health Clinic, Inc. reserves the right to accept other than the lowest cost proposal, and to negotiate the specified dollar amount, or any portion of that amount. Fair Haven Community Health Clinic, Inc. reserves the right to negotiate contract changes following the award.
6. If there is any conflict between these documents and the proposal, these documents shall control.
7. Fair Haven Community Health Clinic, Inc. reserves the right to cancel this RFP in writing or postpone the date and time for submitting proposals at any time prior to the proposal due date.
8. No proposer shall have a right to make a claim against Fair Haven Community Health Clinic, Inc. in the event FHCHC accepts a proposal or does not accept any proposals.
9. Nondiscrimination: Vendor will not discriminate against any employee or applicant for employment because of race, color, creed, religion, ancestry, sex, national origin, sexual preference, disability, age, marital status, or status with regard to public assistance or as a veteran.
10. Debarment and Suspension: The Contractor warrants and represents that neither it, nor its principals, employees or agents who would perform services under this RFP are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation by any Federal or State department or agency.

FHCHC CONTACTS: For more information, please contact.

Nestor Quinones, Procurement Specialist, n.quinones@fhchc.org or call 203-777-7411 ext. 5255

S. Dominic Seraphin, VP Business Development, s.seraphin@fhchc.org or call 203-285-1130

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