



Request for Proposal

Supporting Black-centred Fundraising at Eva's

Issue Date: January 6, 2025

Closing date: January 31, 2025

Project contact:

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Eva's Initiatives for Homeless Youth

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www.evas.ca

1. Organizational Profile

Eva's Initiatives for Homeless Youth builds futures where all youth can thrive. We set in motion the universe of potential in each of the 200 youth who come to us daily for support through shelter, transitional housing, employment, health, and well-being programs.

82% of the youth in Eva's programs are Black, as compared to only 9% of Torontonians, and their journeys require specialized approaches to systemic barriers.

Our founder, Eva Maud Smith, expressed our ethic of community care best when she said, "What hurt one of us, hurt all of us."

A proud Black legacy organization with the distinct needs of Black youth at our core, we break down the barriers of anti-Black racism, poverty, and homelessness — while helping all youth who walk through our doors.

For more information, visit evas.ca.

2. Organizational History

Our organization's innovative approach to supporting youth experiencing homelessness started with our founder, Eva Maud Smith. Her legacy remains central to our work today.

Eva's was founded in 1989 by Eva Smith under our original name, North York Emergency Home for Youth.

Eva Smith was a Jamaican Immigrant and Black community leader whose heart was drawn to our city's young people. She realized that the experience of homelessness had become a barrier for some.

A trailblazer, Eva shed light on hidden youth homelessness, showing decision-makers the scope of the problem and rallying supporters to do something about it. She demonstrated that adult shelters were missing the specialized supports youth needed to avoid chronic homelessness in the long term.

Although Eva Smith passed away in 1993, her spirit lives on. In 1994, one year after her death and five years after the organization's founding, Eva's Place, the first physical shelter for young people was established.

In 2001, the name of the organization was changed from the North York Emergency Home for Youth to Eva's Initiatives for Homeless Youth.

Today, Eva's serves hundreds of young people every year, offering a unique combination of safe shelter and housing, counselling, and life skills programs.

3. Our Mission, Vision and Values

Mission: Inspiring and valuing youth leadership, we centre the needs of Black youth at all the intersections of their identities to cultivate a community that creates anti-racist and social justice solutions to youth homelessness.

Vision: Strong and diverse Black youth live in thriving communities with a safe place to call home, with the supports, respect, equity, engagement, and community belonging they need to flourish.

Values: We are a proud Black legacy organization founded by Eva Smith. Eva's centres the intersectional needs of the youth we serve.

4. Project Scope

Objective

Eva's is seeking a consultant, collective, or agency to develop and implement strategies that advance critical fundraising initiatives. These strategies must align with our Black-centred strategic plan and our transition toward B3—becoming Black-led, Black-serving, and Black-focused.

Fundraising plays a crucial role at Eva's, contributing 30% of our \$12M annual operating budget. For more details about our financial impact and initiatives, please explore our [2023 Annual Report](#).

The overarching goal of this project is to strengthen donor engagement, attract a diverse base of new supporters that align with our mission, and empower our team with the tools and confidence to secure transformational major gifts effectively.

Scope of Work

A. Donor Consultation Strategy

- a. Design a process to engage donors on Eva's Black-centred strategic plan and Black-focused model and feedback on our fundraising approaches.
- b. Key activities include:
 - i. **Surveys:** Develop survey questions, distribute to donors, collect feedback, and analyze the data to provide actionable insights.
 - ii. **1:1 Interviews:** Conduct interviews with selected donors to capture qualitative insights and deeper perspectives.
 - iii. **Focus Groups:** Provide a comprehensive set of questions and discussion guides for internal facilitation during existing group and corporate engagement activities.
- c. Deliverables:
 - i. Survey design and distribution plan.
 - ii. Focus group question guides tailored to project objectives.
 - iii. Feedback reports with key insights and recommendations.

B. Donor Acquisition Campaign

Develop a donor acquisition strategy that aligns with Eva's budget and strategic goals. The strategy should be informed by the insights gathered from the donor consultations (e.g., messaging resonance, donor demographics, and motivations) to ensure a targeted and effective approach.

While the strategy will guide our acquisition efforts, execution of the campaign (e.g., telemarketing, digital marketing) will be managed either in-house or through separate vendors.

The strategy should include recommendations for:

- iv. Telemarketing opportunities
- v. Postal code targeting for direct mail campaigns
- vi. Digital marketing approaches (e.g., email, social media ads, and online platforms)
- d. Additional components include metrics to assess campaign performance and insights for continuous improvement.
- e. Deliverables:
 - i. A comprehensive donor acquisition strategy with budget-based recommendations
 - ii. Key performance indicators (KPIs) and measurement tools

C. Major Gift Prospect Identification and Coaching

Note: Eva's defines major gifts as donations over \$10,000.

- f. Provide coaching sessions for Eva's Senior Leadership Team, Board of Directors, and Development and Communications team to strengthen major gift fundraising skills leading up to a donor event in June 2025.
- g. Support a diversified stream of revenue and multi-year funding commitments to stabilize and sustain core operations of Eva's.
 - i. Provide support in implementing any new models or approaches to philanthropy as we embed the work.
 - ii. Creating compelling pitches and assisting with building a narrative for a new case for support.
 - iii. Help the team identify prospects to develop a major gift donor pipeline that aligns with our Black-centred approach.
- h. Deliverables:
 - i. Customized training sessions for leadership, board members, and Development and Communications team members.
 - ii. Prospect list of high-net-worth individuals, corporations, and foundations that align with our Black-centred approach to youth homelessness.
 - iii. Practical tools and resources, such as scripts, templates, and messaging guides.
 - iv. Post-training assessment and recommendations for next steps.
 - v. Provide recommendations on how to leverage the donor event in June to engage donors, showcase results, and strengthen relationships.

5. Project Timeline

The project will commence in February 2025 and conclude in June 2025. Proposals should include a detailed timeline for each deliverable.

6. Project Budget

Our budget for strategic philanthropy support is \$20,000. The budget for donor acquisition tactics in-market will be shared separately to the successful bidder.

7. Project Considerations

At Eva's, we are committed to achieving equitable outcomes through anti-oppressive, intersectional service approaches, while striving to reflect the diverse communities we serve. To support this commitment, we seek to partner with consultants, collectives, or agencies that are Black-led and/or deeply experienced in anti-racism and anti-oppression work, with a particular focus on addressing anti-Black racism.

8. Project Milestones (subject to discussion upon project kick-off)

1. **RFP Opens:** January 6, 2025
2. **Information Calls:** January 13–24, 2025
 - Tracie LeBlanc, Senior Director of Communications and Development, will be available for 30-minute information calls to answer questions. Email tleblanc@evas.ca to schedule a time.
3. **RFP Submission Deadline:** January 31, 2025
4. **Vendor Selection:** Mid-February 2025
 - The successful vendor will be notified after a thorough evaluation of proposals. The Eva's team may request shortlisted applicants to participate in a short presentation to pitch their proposal and answer questions from the team.
5. **Project Kickoff:** Mid-to-Late February 2025
6. **Donor Consultation Strategy Roll-Out:** February–April 2025
7. **Donor Acquisition Strategy Development:** March–May 2025
8. **Major Gift Prospect Identification and Coaching:** May 2025
9. **Case for Support Development:** End of May 2025
10. **Donor Cultivation Event:** By End of June 2025

9. Performance Standards and Quality Measurement

- All work completed by the bidder is subject to the review and approval of Eva's representatives. At each phase of work, Eva's representatives will review deliverables and provide feedback and approval to proceed to the next phase.

- The bidder shall undertake all required revisions, changes, and amendments to work, as directed by Eva’s representatives.
- Work performed by the bidder shall be executed in a manner that is consistent with the requirements, as defined in the contract and any resulting amendments from Eva’s.

10. Requested Proposal Elements

Note: The term “**organization**” is used throughout this document to describe individual applicants, collectives, and agencies.

The proposal shall include the following:

- **Organizational Information**
 - Provide a summary of your organization’s attributes that make you well-suited to meet our needs.
 - Include relevant experience, particularly with projects of similar scope and focus.
- **Scope-Specific Strategies**
 - Outline your proposed approach for each area of the scope of work.
- **Experience in Anti-Oppression and Anti-Black Racism Work**
 - Describe any relevant experience in anti-Black racism or anti-oppression work.
 - If your organization is Black-led, please specify that in your proposal.
 - Explain how your organization integrates anti-oppression and anti-racism principles into project planning, execution, and deliverables.
- **Project Timeline and Budget**
 - Provide a comprehensive timeline for the project, including key milestones.
 - Include a detailed budget and fee structure.
- **Collaboration and Communication Plan**
 - Describe your plan for collaboration and communication with Eva’s team throughout the project.
 - Specify proposed tools, communication frequency, and formats.
- **Data and Analytics Approach**
 - Explain your approach to collecting, analyzing, and reporting data throughout the project.
- **Examples of Past Projects**
 - Provide examples of past projects with measurable results.
- **Team Information**
 - Identify the primary contact and other team members involved, if applicable.
 - Include rates of pay or fees for each named consultant.
- **Risk Management**
 - Identify potential risks associated with the project and outline mitigation strategies.

11. Proposal Procedure

The bidder shall submit an electronic version of the proposal and all supporting documentation in Microsoft Word or PDF-compatible format to the email address listed below. Proposals are due on or before January 31, 2025, at 5 p.m.

Proposals should be sent to:

Tracie LeBlanc
Senior Director of Communications and Development
Eva's Initiatives for Homeless Youth
tleblanc@evas.ca
416-624-7548
www.evas.ca

Note: Eva's reserves the right to amend this Request for Proposal (RFP) document through written addendum, up to three (3) business days prior to closing time. Where no satisfactory proposal is received, Eva's reserves the right to cancel this RFP process, request re-bids, or negotiate a contract for the whole or any part of the provision of the required service as outlined in this RFP.

The bidder shall not modify or withdraw its proposal without Eva's consent for a period of ninety (90) days after the closing date.

12. Selection Criteria

Proposals will be evaluated based on:

- 1. Relevant Experience and Organizational Fit**
 - a. Demonstrated experience in donor engagement and equity-focused fundraising.
 - b. Relevant past projects with measurable results.
 - c. Experience in anti-Black racism or anti-oppression work. Preference will be given to Black-led organizations or those embedding anti-oppression principles into their approach.
- 2. Methodology and Approach**
 - a. Strategies for each scope area, including donor engagement, acquisition, and major gift coaching.
 - b. Innovative and cost-effective solutions aligned with Eva's budget.
 - c. Clear articulation of collaboration and communication plans with Eva's team, including proposed tools and formats.
- 3. Data and Analytics Strategy**
 - a. Approach to collecting, analyzing, and reporting data, including donor insights and campaign performance metrics.
- 4. Project Feasibility**

- a. Clear and achievable project timelines, aligned with milestones provided in the scope of work.
- b. Identification of potential risks and mitigation strategies.

5. Team Expertise and References

- a. Qualifications and expertise of named consultants, including the primary contact and other team members, if applicable.
- b. Rates of pay/fees and resource allocation.

Submitted proposals do not in any way constitute a binding agreement between Eva's and any bidder. Eva's shall not be obligated in any manner to any bidder, unless and until a written contract has been duly executed between Eva's and the successful bidder.

13. Evaluation and Award

The award shall be made to the bidder whose proposal is deemed to be in the best interests of Eva's. If short listed for an interview, the bidder may be required to make a presentation to the selection committee related to:

- The credentials and capability of the bidder, and the personnel assigned in managing this project
- How the bidder will manage and complete the work
- The bidder's vision and plan to attain the goal of this project

Upon evaluation of the Bidder's proposal, Eva's may request two references.

14. Additional Terms and Conditions

Confidentiality

Any and all information relating to Eva's, which is made known to the bidder, its agents or employees in the course of providing service to Eva's, shall remain confidential to all parties. The RFP process in its entirety shall also remain confidential to all parties. The bidder, its agents, and employees shall abide by all applicable provincial and federal laws and regulations concerning the handling and disclosure of private and confidential information.

Conflict of Interest

Proposals must identify any potential conflicts or issues of independence known to the firm that may affect the provision of services to Eva's.

Indemnification

The bidder shall hold Eva's, its Board of Directors and employees harmless. It shall indemnify any and all awards and costs related to any claim or action brought against any of them for property damage, bodily injury, death or other causes, as a result of responding to this RFP or a service provided to Eva's by the bidder. The Bidder is responsible for ensuring that it has proper and adequate insurance to cover all

services provided to Eva's and all claims or action that may be brought against Eva's, its Board of Directors and employees, as a result of a service provided to the Eva's by the bidder.

Eva's has the right to demand and inspect the bidder's contract of insurance.

Ownership

All data, documentation, information, notes, completed questionnaires, reports, analyses, intellectual property or other material produced for or in conjunction with, created as a result of, or otherwise associated with Eva's and the services to be provided under this RFP and the contract made hereafter, shall remain the property of Eva's.

Assignment

The bidder shall not assign or transfer all or any part of its rights or obligations under this agreement without the prior written consent of Eva's.

Governing Law

This Agreement shall be governed and construed in accordance with the laws of the province of Ontario.