



## **Request for Proposals (RFP)**

### **Development of a Strategic Plan for The Hope Centre**

**Issued by: The Hope Centre**

**Issue Date: March 31, 2025**

**Proposal Submission Deadline: April 25/25**

### **Introduction**

The Hope Centre, a community-focused organization dedicated to supporting vulnerable members of the Welland community facing challenges related to poverty including mental health, food insecurity housing instability and homelessness, is seeking proposals from qualified consultants or consulting firms to facilitate the development of a strategic plan. This plan will guide the agency's operations, programs, and services over the next two to three years.

### **About The Hope Centre**

The Hope Centre is a multi service organization located in Welland Ontario providing many services for the vulnerable population of Welland, including;

- Homelessness Prevention
- Food Security (Food Bank, Daily Community Lunch)
- Housing focused emergency shelter.
- Counselling programs.

Other poverty related supports.

For more information, visit [www.thehopecentre.net](http://www.thehopecentre.net)

### **Purpose of the RFP**

The Hope Centre aims to develop a comprehensive and actionable strategic plan that:

- Establishes clear priorities aligned with the organization's mission and values.
- Identifies opportunities for growth and sustainability.
- Enhances operational efficiency and program effectiveness.
- Addresses the evolving needs of the community.

The selected consultant will collaborate with The Hope Centre's leadership, staff, board members, clients and key stakeholders to gather insights, identify challenges and develop a robust roadmap for the future.

## **Scope of Work**

The scope of work for this project includes, but is not limited to:

### **A. Assessment and Analysis:**

- Review existing organizational documents, including previous strategic plans, annual reports, and program evaluations.
- Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).
- Facilitate stakeholder engagement sessions, including interviews, focus groups, and surveys with staff, board members, clients and community partners.

### **B. Strategic Planning Process:**

- Develop and present a comprehensive framework and timeline for the strategic planning process.
- Facilitate planning sessions to identify key goals, objectives, and strategies.

### **C. Deliverables:**

- A written strategic plan document, including a mission and vision review, key strategic priorities, measurable goals, and a proposed timeline for implementation.
- Recommendations for implementation and monitoring progress.

## **Consultant Qualifications**

Qualified consultants should possess:

- Demonstrated experience in strategic planning for nonprofit organizations.
- Expertise in stakeholder engagement and facilitation.
- Knowledge of community-focused programs and services.
- Excellent communication, analysis, and writing skills.

## **Proposal Requirements**

Proposals should include the following:

### **A. Cover Letter:**

- A brief introduction to the consultant or firm, including relevant experience and expertise.

### **B. Proposed Approach and Methodology:**

- A detailed description of how the consultant will complete the scope of work, including stakeholder engagement strategies.

### **C. Timeline:**

- An estimated timeline for completing the project.

### **D. Budget:**

- A detailed budget, including fees and any additional costs.

### **E. References:**

- Contact information for at least three references from similar projects.

### **F. Sample Work:**

- Examples of previous strategic plans or relevant work completed by the consultant.

### **G. Qualifications**

- Qualifications of all consulting staff who will be assisting with the project, such as education, position within consulting firm, years & type of experience.

## **Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

- Experience and qualifications of the consultant.
- Quality and feasibility of the proposed approach.
- Alignment with The Hope Centre's mission and goals.
- Cost-effectiveness and value.
- References and past performance.

### **Submission Guidelines**

Proposals must be submitted by Friday, April 25<sup>th</sup>, 2025, 5:00 PM to:

Jon Braithwaite

CEO

The Hope Centre

[jbraithwaite@thehopecentre.net](mailto:jbraithwaite@thehopecentre.net)

Late submissions will not be considered.

### **Terms and Conditions**

- The Hope Centre reserves the right to accept or reject any or all proposals.
- All costs incurred in the preparation of the proposal are the responsibility of the consultant.
- The Hope Centre reserves the right to negotiate terms with the selected consultant.

***We look forward to receiving your proposal and working together to shape the future of The Hope Centre!***