



Fresh Start: Request for Proposals (RFP)

02.15.2020

Monica Zinke, Executive Director

Fresh Start Home

6433 Havelock Avenue

Lincoln, NE 68507

ISSUED

Tuesday, February 18, 2020

DUE DATE

Friday, March 13, 2020

SUMMARY

Fresh Start seeks a consultant for the purpose of designing, launching, and managing a successful capital campaign, commencing on May 1, 2020, and completed on or before April 30, 2021.

BACKGROUND OF THE ORGANIZATION

Fresh Start was founded in 1991 by a group of individuals who wanted to make Lincoln an even better place to live and help those struggling in our community. Fresh Start maintains a transitional shelter in Havelock that can serve up to 24 women at a time. In the 25 years since its inception, Fresh Start has provided services to more than 1,700 women. The Fresh Start mission is *"To empower women experiencing homelessness to change their lives by recognizing and using their strengths to overcome barriers to self-sufficiency."* The Fresh Start vision is *"Fresh Start is a proactive agency focused on eradicating homelessness for women through quality services and expanded partnerships."* For more information, visit the website at www.freshstarhome.org. Tours of the facility are available upon request.

CORE OBJECTIVES

The goal of the capital campaign is to improve fiscal stability and program sustainability. To do this, the Board of Directors and staff identified two key needs in 2019:

- A. "Burn the Mortgage" campaign to eliminate the debt for the building (approx. \$300,000).
- B. Address outstanding building improvements and needed renovations to enhance the space for staff and residents (approx. \$275,000). These building improvements and renovations include, but are not limited to, completion of an unfinished loft area, security system, driveway repair, and functional interior design.

The Fresh Start Board, Executive Director and staff expect to actively collaborate with the selected firm or individual to ensure that the deliverables meet Fresh Start's expectations and the needs of the community it serves. We are accepting proposals that address just the "Burn the Mortgage" campaign (objective A) or a combination of objective A and the building improvements (objective B).

SCOPE OF SERVICES

For this project, the contracted Scope of Service shall include:

- developing a capital campaign to support Fresh Start's community fundraising goal;
- consulting with Fresh Start's Sustainability Task Force (a small group comprised of Board members and community representatives) and providing regular updates on progress;
- implementing and managing the proposed capital campaign; and
- submitting an end-of-project report detailing successes and opportunities for future campaign development.

PROPOSAL GUIDELINES AND REQUIREMENTS

All submitted proposals shall include:

- An overview of proposed campaign plan, including anticipated deliverables: 2-3 pages
- A timeline for delivery, including benchmarks or milestones: 1-2 pages
- A budget detailing the estimated number of hours and overall project cost: 1-2 pages
- A CV or resume of the applicant as well as of any person that will be working to deliver the campaign. Please include any experience with Fresh Start, nonprofit organizations, and/or with the housing and homeless services sector: 1-2 pages per person

All submitted proposals must be in a PDF format and be single spaced with size 12 font. Inclusive of the proposed budget (but exclusive of the applicant's CV), the proposal must be no more than six pages. All pages must be numbered.

The proposal must be submitted via email no later than Friday, March 13, 2020, at 5 PM Central Time to Fresh Start Executive Director Monica Zinke at monicaz@freshstarthome.org.

EVALUATION CRITERIA

The decision regarding the selected proposal will be made based upon the following: competitiveness of the submitted proposal; contractor's ability to achieve the specified Scope of Services; contractor relevance to overall project objectives; and budget feasibility. The final decision regarding contractor selection will be made collaboratively by the Fresh



Start Executive Director and the Fresh Start Sustainability Task Force (pending ultimate contract approval by the Fresh Start Board of Directors).

CONTRACT TERMS

Pending Fresh Start Board approval, the contract shall commence on May 1, 2020, and shall conclude on or before April 30, 2021. Payment terms will be determined during contract negotiations.

QUESTIONS AND OVERSIGHT

All questions regarding the RFP should be directed to the Fresh Start Executive Director Monica Zinke at monicz@freshstarhome.org or (402) 475-7777. The consultant selected will report directly to and be managed by Monica in coordination with the Sustainability Task Force. Applicants from diverse backgrounds are encouraged to submit proposals.