



**YWCA GREENWICH
REQUEST FOR PROPOSALS
CAPITAL CAMPAIGN FEASIBILITY STUDY AND
CAMPAIGN CONSULTING SERVICES**

PROPOSALS WILL BE DUE BY December 20, 2023

1. General Information

Purpose: YWCA Greenwich seeks proposals from fundraising consultants interested in working with YWCA Greenwich to (a) assess the philanthropic community's interest in supporting a major capital campaign; (b) develop a capital campaign based on such assessment; and (c) advise on the phases and timing of the campaign as set forth below. The goal of the campaign is to fund much needed capital projects, including an addition and updates to the Greenwich facility.

Organization: YWCA Greenwich
259 East Putnam Avenue
Greenwich, CT 06830
(203) 869-6501

Contact: Kathleen Seiden, Chief Advancement Officer
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(203) 869-6501 ext. 103

Deadline for Submission: December 20, 2023

ABOUT YWCA GREENWICH

Established in 1919, YWCA Greenwich is an affiliate of YWCA USA. Around the globe, YWCA USA operates in 125 countries reaching 25 million women and girls through its work in 22,000 communities. It is the oldest and largest multicultural women's organization in the world. In the United States, YWCA USA, founded in 1855, has over 200 local associations that serve 2 million members. Since its beginning, YWCA USA has been a major force in this country's struggles for freedom, justice, and equality.

YWCA Greenwich's mission is to eliminate racism, empower women, and promote peace, justice, freedom, and dignity for all. Through leadership, innovative programs, services, and educational opportunities, YWCA Greenwich is a driving force for a healthier, safer, and more equitable community.

Sitting on a 6.5-acre campus in central Greenwich, YWCA Greenwich offers over 100 age-specific programs, events, and services in a facility that features a fully equipped fitness center, pool, gymnasium, childhood education center, dance and yoga studio, tennis courts, domestic abuse center, art gallery, café, water playground, Kompan structures playground, sand play area, meeting rooms, and staff offices. YWCA Greenwich is a member organization with programs that include Aquatics, Childhood Education programs, and fitness & recreation programs for children and adults, in addition to our free domestic abuse services, women's empowerment programming, and equity and justice initiatives. More specifically:

- YWCA Greenwich is the sole provider of comprehensive direct services to victims of domestic violence in the Town of Greenwich, offering 24-hour hotlines, crisis intervention, counseling, court advocacy, and emergency shelter. Recently we have added a Civil Legal Clinic, Financial Literacy Coaching, Housing Solutions and Sexual Violence services to our array of free services to victims of domestic violence. In addition, YWCA Greenwich provides prevention education through extensive training of key members of the community and age-appropriate violence prevention programs through the Greenwich Public Schools.
- YWCA Greenwich has a nationally recognized swim team. The Dolphins, now entering its 51th season with well over 200 swimmers, can point with pride to ten years of USA Swimming recognition as either a Silver or Bronze Medal Club, placing the team in the top 4% nationally.
- YWCA Greenwich boasts a diverse NAEYC-accredited international preschool center, with children from a variety of racial, ethnic, and economic backgrounds representing not only the United States but also 25 other countries around the world, as well as large after-school and camp programs.
- YWCA Greenwich recently launched a new Center for Equity and Justice (CEJ) to serve as a community cornerstone dedicated to knowledge dissemination, capacity building, and collaboration to achieve our mission of eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all. The CEJ, established in 2020, is guided by four independent and intersecting pillars-- community education, direct programming, policy advocacy, and systemic change initiatives.

Although the organization is strong, our building is dated and undersized. The organization's new Strategic Plan is focused on more robust programming that supports our mission and positions the organization for the future as a vital hub for community events, social services, social justice, wellness and educational opportunities for adults and children. We are seeking to reinvent YWCA Greenwich as a contemporary, vibrant community asset in both our programming and our physical space.

It should be noted that during COVID, YWCA Greenwich conducted a private major gifts initiative of approximately \$4.9 million supporting key programs, the endowment, capital projects and unrestricted gifts. YWCA Greenwich seeks to build on the conversations and relationships deepened during that engagement.

2. Scope of Project

YWCA Greenwich seeks to assess potential community support for a major capital campaign to add to and update its facilities, a 48,000sf building on a 6.5-acre campus in the heart of Greenwich, CT.

We anticipate a two-phase project:

Phase 1: Audit of Philanthropic Community's Interest and Feasibility Study

- Assess capacity of YWCA Greenwich donor base
- Conduct confidential interviews with potential prospects
- Determine realistic campaign goals
- Present feasibility study to YWCA management and Board

Phase 2: Develop a Campaign Plan and Guide Campaign

- Develop YWCA Greenwich's case statement and story
- Develop a campaign plan, including specific goals for dollars to be raised, milestones, and solicitation strategies
- Help identify campaign leadership
- Develop a campaign calendar
- Develop a campaign budget
- Assist in the development of general and customized campaign materials
- Guide management and campaign leadership through campaign

3. Project Timeline

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| • December 20, 2023: | Proposals due |
| • January 20, 2024: | Approval of selection & notification of consultant |
| • February 1, 2024: | Kickoff of consultants' work |
| • May 15, 2024: | Phase 1 – Feasibility Study Completed |
| • July 1, 2024- June 30, 2025 | Phase 2 – Campaign |

4. Selection Process

Senior Management will review proposals and may consider any factors it deems necessary and appropriate, including but not limited to price, quality of service, understanding of YWCA's mission and local market considerations, extent to which the proposal addressed the contents of this request, staffing capacity, and availability during the proposed timeline.

Please provide a complete written response in format to this request. In responding to this request, please provide the following:

- A brief summary of the proposal
- Specific plans or methodology to be used to perform the services

- List of project deliverables
- Qualifications and pertinent experience of each key person who will work on the project, including three (3) references from other clients served
- Budget should include expected hours to be worked, breakout of expenses and total cost. Please break out Phase 1 Feasibility Study costs from Phase 2 Campaign Consulting costs.

OWNERSHP AND CONFIDENTIALITY

All intellectual property provided in connection with this engagement will become property of YWCA Greenwich. All original data remains the sole property of YWCA Greenwich. The consultant engaged by YWCA Greenwich shall further agree to keep the information related to all contracts with YWCA Greenwich in strict confidence, including, but not limited to, the terms of the contract and any confidential business information or proprietary information learned through its dealings with YWCA Greenwich.

CONFLICT OF INTEREST

Respondents must disclose, in an exhibit to the proposal, any possible conflicts of interest that may result from the award of the contract services. Except as otherwise disclosed in the proposal, each respondent should affirm that to the best of its knowledge there exists no actual or potential conflict between the respondent for consulting, the respondent's project manager(s) or its family's business or financial interest ("interests") and the services provided under the contract. In the event of any change in either interests or the services provided under the contract, the respondent will inform YWCA Greenwich regarding possible conflicts of interest, which may arise as a result of such change and agrees that all conflicts shall be resolved to YWCA Greenwich 's satisfaction or the respondent may be disqualified from consideration under this RFP. As used in this section "conflict of interest" shall include, but not be limited to, the following:

1. Giving or offering a gratuity, money, gift, or anything of value to a YWCA Greenwich official, officer, or employee with the intent of receiving a contract from YWCA Greenwich or favorable treatment under a contract.
2. Having or acquiring at any point during the RFP process or during the term of the contract, any contractual, financial, business or other interest, direct or indirect, that would conflict in any manner or degree with the respondent's performance of its duties and responsibilities to YWCA Greenwich under the contract or otherwise create the appearance of impropriety with respect to the award or performance of the contract; or
3. Currently in possession of or accepting during the RFP process or the term of the contract anything of value based on an understanding that the actions of the respondent or its affiliates or interests on behalf of YWCA Greenwich will be influenced.