



Muscular Dystrophy Canada

Request for Proposal

For: Fundraising Consultation

Date: August 27, 2020

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Introduction

Since 1954, Muscular Dystrophy Canada (MDC) has been the leading voice of the neuromuscular community in Canada. Thanks to our generous donors, we support individuals impacted by neuromuscular disorders, by investing in research, delivering critical programs and services, and challenging public policy.

Funded by Canadians from coast to coast, our investment in the research community is advancing the development of important new treatments. Our programs and services play a critical role in informing and supporting members of the neuromuscular community by funding equipment to improve daily life; hosting family and caregiver retreats; providing emotional and educational support; and with providing access to vital resources and support systems. Our advocacy efforts focus on enhancing public policy at all levels of government to bring about positive change. We are currently working to bring new treatments and trials to Canada. Advances in medicine have resulted in individuals with neuromuscular disorders living longer but not necessarily living better. As their disorder progresses and changes, so do their needs and financial strains.

Our desire is to provide support through all stages of disease progression by providing the tools, resources and support individuals need to live a full and rich life.

Section 1 – Proposal Submission Instructions

MDC is looking for an experienced fundraising consultancy to provide strategic counsel on a monthly basis to support our ongoing revenue generation planning and development. As our organization advances its short, mid and long-term focus for fundraising, marketing and community engagement, we would benefit from the expertise of an external partner to guide us through the various considerations and opportunities.

Please send proposals to Laura Willman via email to laura.willman@muscle.ca by Friday, September 11, 2020.

All inquiries regarding the RFP must be submitted in writing to the to Laura Willman as early as possible within the bidding period. Inquiries must be received **no less than five (5) business days** before the bid closing date to allow sufficient time to provide a response. Inquiries received after that time may not be answered prior to the bid closing date.

For information about MDC, please visit our website at www.muscle.ca.

Section 2 – Scope of Work

Scope of Work

Service Requirements

- ✓ Guidance on priority revenue channels, emerging opportunities and strategic focus for the MDC fundraising program from a nationwide perspective and respective provincial perspectives
- ✓ ‘Real-time’ input on our planned fundraising activities during our ‘recovery’ phase (September to December 2020) including donor stewardship/engagement, new donor acquisition, major gift cultivation, virtual event plans, donor retention/renewal, adaptive plans to optimize revenue in the current pandemic context, etc.
- ✓ Participation in relevant senior management meetings to facilitate priority setting, collaboration and strategic advancement of fundraising across all teams
- ✓ Participation as appropriate in Board discussion/education related to priority setting for fundraising, including Key Performance Indicators
- ✓ Access to precedent tools and templates that may assist with our donor relations planning and evaluation
- ✓ Support for the development of a 2021 strategic framework for fundraising as an outcome of the monthly counsel assignment
- ✓ Insight into the current landscape and trends for fundraising and their implications for MDC (both generally and more specifically within national health charities)
- ✓ Availability through the monthly retainer for review, input on donor/fundraising opportunities that may emerge in the course of the assignment

Time Lines: 4 months

Section 3 – Proponent Submission Information

3.1 Cover Letter and Introduction

The consultant shall provide a cover letter that introduces the firm and or consultant; and summarizes the proposal deliverables and costs. This should allow MDC’s Evaluation Team to quickly gain an overall perspective of the proposal, prior to reviewing in detail. The cover letter must be signed by an authorized signing officer of the organization.

3.2 Qualifications/Experience

This section includes a brief description of the firm and or consultant including qualifications and experience relevant to the above re: scope of work.

The bidder is asked to provide:

1. Brief overview of organization, strength and structure
2. Clearly identify the team that will be assigned to the MDC account
3. The firm’s and or consultant’s current and largest public sector clients, indicate the type(s) of services performed and the number of years served for each client
4. Provide relevant evidence of well-developed quantitative and qualitative techniques
5. Evidence of experience, including a list of previous projects, mandates or other work similar to the types of services required hereunder with similar timelines

3.3 Lead Personnel

Experience and Roles of Key Team Members. Please provide information as follows:

1. Case studies/examples showcasing related project experience
2. Experience of the key team lead and the key team members

3.4 Methodology and Approach

The bidder is asked to provide:

1. Approach to managing complex assignments such as this
2. Turnaround times

3.5 Price Proposal (see Appendix “A” below)

Proponent shall provide a Price Proposal for services.

3.6 References

Provide three references for any work done by your firm in the past three years that is similar in nature to the requirements defined in this RFP. Select clients that are similar to MDC and provide a contact name, along with his/her phone number, fax number and email address.

The reference information provided should identify the size of the engagements conducted for them as well as demonstrate the extent of your previous experience, the clients' overall satisfaction with your services and the results achieved, including your adherence to interim and final deadlines.

3.7 Presentation

MDC may request Proponent(s) to present their proposal to the evaluation team. If so, the objectives, requirements and evaluation criteria for the presentation will be provided when the invitation to present is extended.

The presentation should provide an overview of the firm's and or consultant's proposal with emphasis on the following:

- a) Understanding of the assignment
- b) Approach and plan
- c) Projected outcomes

Section 4 – Proposal Evaluation

4.1 Evaluation Process

An evaluation committee will be formed by MDC.

The criteria against which proposals will be evaluated are identified in Section Three above.

MDC may request and receive clarification from any Respondent when evaluating a proposal.

4.2 Evaluation Criteria

For proposals to be evaluated, the Respondent must demonstrate experience and qualifications, and disclose any actual or perceived conflict of interest by providing a written statement.

Proposals will be evaluated based on the following criteria:

MANDATORY REQUIREMENTS	MET
1. The firm shall provide a cover letter that introduces the firm and summarizes the proposal approach and costs.	Y/N
2. The cover letter must be signed by an authorized signing officer of the organization.	Y/N
RATED REQUIREMENTS	%
Understanding of requirements	10%
Qualifications/Experience	10%
Lead Personnel	10%
Methodology and Approach	10%
Price Proposal	30%
References	5%
Presentation	25%
TOTAL	100%

4.3 Basis of Selection

1. To be considered responsive, a bid must:
 - a) Meet all the mandatory requirements of this solicitation; and
 - b) Obtain the required minimum of 70 percent of the points for the criteria which are subject to point rating.
2. Bids not meeting (a) or (b) above will be given no further consideration.



3. The responsive bid that scores the highest number of rated points will be recommended for award of a contract.



SIGNATURE OF AUTHORIZED OFFICERS

PROPONENTS CERTIFICATION AND ASSURANCES

This form must be attached to and form part of the Supplier's proposal for:

1. I/We make the following certification and assurances as a required element of the RFP that the truthfulness of the facts affirmed here and the continuing compliance with these requirements are conditions that apply to this RFP or the Agreement entered into pursuant to this RFP.
2. I/We certify that this bid is made without any connection, knowledge, comparison of figures or arrangement with any other company, firm or person making a bid for the same work and is in all respects fair and without collusion for fraud.
3. I/We agree to comply with all of the terms, conditions and provisions as outlined herein, understanding that such conditions and provisions apply to this RFP of the Agreement entered into pursuant to this RFP.

Authorized Signature

Print/Type Name

Position

Date

Company's Registered Name

Mailing Address of Vendor:

Street _____ City _____

Province _____ Postal Code _____ Telephone Number _____

Email Address _____ Website _____

APPENDIX “A” – PRICE PROPOSAL

Proposed Resource(s)	Total Hours	Hourly Rate	Extended Cost
		\$	\$
		\$	\$
		\$	\$
OTHER COSTS (such as travel living) without mark-up			\$
TOTAL EXTENDED COST			\$
HST			\$
GRAND TOTAL			\$

Please Note:

- All costs shall be quoted in Canadian dollars (CAD): HST excluded;
- Proposals shall be irrevocable for a period of ninety (90) days following the RFP closing date;
- All costs shall remain firm for the period of the resultant contract;
- The hourly rate shall be all-inclusive and cover all wages, overhead and profit; and
- All expenses, travel and mileage, meals, and other disbursements to be charged at cost without mark-up.