

**Request for Proposal  
Development Consultant  
Worcester Roots Project  
4 King Street  
Worcester, MA 01610  
508-335-7783  
<http://WorcesterRoots.org>**

**Mission & Description of Worcester Roots Project:**

Our mission is to work with communities facing environmental injustice to build healthy spaces for living, working, and playing. Worcester Roots Project engages in community organizing, education, and outreach. We organize workshops to share skills and knowledge on the problem of soil contamination. Our aim is to empower communities to protect their environmental health.

The six-year-old grassroots organization is focused on running a youth program, Toxic Soil Busters Co-op, which is completing its second year. Youth development and building youth leadership have become central to the mission of the Worcester Roots Project.

The majority of Worcester Roots' funding comes from small local foundations and individual contributions from our members and supporters.

**Background:**

Worcester Roots needs to evaluate its current fundraising strategy and identify new sources for funding. This would include, but not be limited to, new material for grant proposals, membership drives, and major donor appeals. We are also looking to broaden the sources of grants and other fundraising efforts.

**The Need:**

Worcester Roots Project has limited experience and staff time to dedicate to improving its individual donor campaign and foundation and corporate fundraising. We feel that our programs and vision of future expansion are of value to the community and the environment and are looking for a consultant that will help us build a strong funding plan that will sustain current programs and allow us to grow.

**Anticipated Outcomes:**

1. **Individual donor and foundation/corporate grant fundraising plan review:** review our current fundraising strategy in these areas through document review and meetings with staff and board members.
2. **Narrative evaluation:** review our grant narratives, identify ways to strengthen proposals. Work with/advise fundraising coordinator to create new narrative language and supporting materials.
3. **Research new foundation/corporate giving sources:** search available databases, networks, and existing connections to giving institutions to find most suitable new sources of funding.
4. **Report/Proposal Development plan:** work with staff to improve fundraising strategies, identify and establish connections with new sources of funding, and help the organization

prioritize items for an implementation plan.

5. **Present findings** to members, staff and board in an accessible workshop setting.

**Proposal Content (3 pages or less)**

1. *Consultant or Firm* – Include all contact information: complete name, address, phone and fax numbers and e-mail address.

2. *Anticipated Scope of Work and Timeframe* – Specify the activities, format, and timeframe required to complete the required task. Provide a timeline that includes each phase of the project. Include a description of expected time commitments of staff and volunteers.

3. *Budget and Cost* – Provide number of hours and hourly rates for each of the consultants assigned, and specify their respective duties. Include the cost for each phase, as well as the maximum fee for this project. Identify personnel and non-personnel items separately within the total budget.

4. *Resumes of Personnel* – Provide resumes of each consultant who will work on the project, and their respective responsibilities for this project. Include a summary of relevant experiences of each of the consultants in working on similar projects with similar agencies.

5. *References* – Provide a list of three references for the firm or each of the consultants assigned to the project. Briefly describe the scope of the work for these references, the year completed and a contact name and phone number for each one.

**Proposal Selection Criteria:**

- Clarity of proposal, work plan and timeline
- Capability for establishing new connections between funding institutions and Worcester Roots Project
- Demonstration of understanding of our mission of environmental and social justice, and our vision for youth development
- Budget and costs

**Timeline for Selecting Consultant:**

Proposals are due Friday, November 16<sup>th</sup>, 2007.

Review committee will give response within 2 weeks of due date.

Contract work to begin mid-December, 2007.

Project to be completed by end of June, 2008.

**Proposal Submission:**

Submit proposals to (electronic submissions preferred, confirmation email will be sent upon receipt):

Matt Feinstein

Coordinator

Worcester Roots Project

**Matt@WorcesterRoots.org**

4 King Street

Worcester, MA 01610

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