



**The S.T.R.I.V.E. Initiative
Request for Proposal
Saturday, December 14, 2019**

Purpose of the Request for Proposal

The S.T.R.I.V.E. Initiative (STRIVE) is searching for a firm to guide us through the process of fulfilling a capacity grant that will be awarded to the organization in calendar year 2020. The scope of work includes development of a five-year strategic plan, budgeting and accounting procedures, development/advancement plan, programs development, data evaluation, board and executive training, and the execution of a community awareness survey.

Organizational Background

STRIVE (Strengthening Tomorrow Requires Initiative & Vision Everyday) is a non-profit 501(c)(3) organization. We are based in Pottstown, Pennsylvania where we are active in the school district, local politics, and the community. Our original mission was created to enlighten, aid, and enhance the lives of underprivileged youth through character-building programs that include arts, recreation, education and civic activities. Lacking full-time, paid staff and facilities, STRIVE's work has centered on collaboration to ensure the best possible youth outcomes.

In the past year, the success of our Created for Greatness program, a community mentorship program in partnership with Pottstown Middle School, and our advocacy for more community involvement in the future of the local community center, has precipitated increased exposure and the need for more effective organizational maturity to fully represent the voice of Pottstown citizens and ensuring that the needs of all residents are best served through programs, partnership and collaboration. This has intensified our focus on developing a more inclusive mission that includes not only positive youth development programming, but also a broadened impact of community-wide connections.

By connecting the voice of the people to the future of STRIVE, we seek to build on our history of collaboration and create a structure that can identify community needs, connect community stakeholders, and facilitate collaboration for the purpose of developing relationships, empowering community voice and increasing overall social capital of area residents.

Recognizing STRIVE's unique ability to bring individuals and key stakeholders together to accomplish goals, Pottstown Health and Wellness Foundation will award a capacity-building grant to STRIVE in calendar year 2020.

Project Description

Successful fulfillment of the capacity grant is based on eight key performance indicators (KPI) that must be initiated in calendar year 2020. Several of the KPIs must be completed in early 2020 with the rest due by the end of the year.

STRIVE's matured operational structure will facilitate the networks, relationships, and trust necessary for STRIVE to expand existing programs and construct others that assist the social capital of Pottstown residents, thereby improving overall community health and wellness.

Key Performance Indicators

1. Five-Year Strategic Plan—August 2020
2. Budget and Accounting Procedures—April 2020
3. Development/Advancement Plan—May 2020
4. Program Development—March 2020
5. Evaluation of Data—March 2020
6. Executive Director Training—Ongoing through 2020
7. Board Development—Ongoing through 2020
8. Community Awareness Survey—December 2020

Timeline

Letters of proposal are due by 5:00pm on Friday, January 10th to David Charles at dcharles@striveinitiative.org

Consultant's work will begin on agreed upon contract start date and all contracted consultant funds will be released from the Pottstown Area Health and Wellness Foundation upon executed agreements with each contracted consultant.

Budget

\$30,000 - \$60,000

Proposal Requirements

Interested parties should submit the following:

- A proposal not to exceed 5 pages that includes a strategic vision, comprehensive planning process, and benchmarks to ensure we achieve all deadlines.
- An Executive Summary describing why your firm is interested in this project.
- Three examples of relevant work.
- A list of past clients as references with contact information.

Applicants must clearly demonstrate the following:

- A minimum of 5 years consulting experience in the non-profit sector.
- Strong communication skills and ability to communicate effectively with diverse populations.

Please contact David Charles, STRIVE, Co-Founder & President, with questions or for additional supporting documentation:

Email: dcharles@striveinitiative.org

Phone: 215-738-2425