



Request for Proposal

Strategic Planning Services

Release Date: 10/9/2023

Due Date: 11/15/2023

Background & Purpose

About the Organization

Homeless Alliance of WNY (HAWNY) is a 501(c)3 nonprofit organization of 17 years that supports and unites homeless service providers across the Western New York (WNY) region through implementing and improving systemic changes in the goal to end homelessness. HAWNY leverages data intelligence to identify gaps in housing services that inform future funding and housing decisions.

HAWNY serves as the CoC lead/ Collaborative applicant for Erie, Niagara, Genesee, Wyoming and Orleans to apply for HUD funds. We also manage a database that homeless agencies used to record data called the Homeless Management Information System. Our FY2022 Operation budget is \$1 Million and we currently have 12 staff.

About the Request for Proposal

We are seeking a qualified and experienced organization or individual consultant to lead the staff and Board of Directors through a strategic planning process. We anticipate a need to review/redefine our mission, vision, and value statements and to provide a guiding plan for HAWNY as it anticipates a period of growth in the organization.

Technical Qualifications

Ideal proposals will address the following areas of technical qualifications in its proposal:

1. Experience in engaging and facilitating various members of the organization to include Board of Directors, staff, and key stakeholders.
2. Experience and ability to collect and analyze community input for purposes of a perception analysis.
3. Experience in developing an effective nonprofit Board governance.
4. Experience in developing a 5-year strategic plan for nonprofit organizations.

Scope of Services

Ideal proposals will address the following identified deliverables in its proposal:

1. Redefined mission, vision, and value statements
2. Strengths, Weaknesses, Opportunities, and Threats analysis
3. Perception analysis of HAWNY through stakeholder feedback and analysis
4. Board Governance analysis and recommendations
5. Research and recommend business growth plans to fill identified gaps in funding
6. Develop and define priority areas of work to advance the redefined mission, vision, and value statements
7. Analysis and recommendations of critical issues unique to our organization

Proposal Submission Guidelines & Requirements

The following submission guidelines & requirements apply to all respondents for this Request for Proposal:

1. Proposals must be submitted no later than **11/15/2023 at 11:59PM.**
2. Proposals must be submitted via email to Kexin Ma, Executive Director, at kexinma@wnyhomeless.org.
3. Respondents are encouraged to list three (3) projects that are similar to this project as part of their response; must include project description and references from previous employers/contractors for each. Examples of work should be provided when applicable.
4. A technical proposal must be provided that is not more than five (5) pages. This technical proposal must describe the process to be used, deliverables, proposed schedule, and milestones. The proposal should adequately respond to the technical qualifications and scope of services items in this RFP.
5. In addition, resumes of all key personnel performing the work should be included and will not be counted towards the five (5) page limit.
6. A price proposal must be provided that is not more than two (2) pages. This price proposal should indicate the overall fixed price for the project as well as hourly rates and an estimated total number of hours, should HAWNY decide to award a contract on an hourly rate basis.
7. Proposals must be signed by an authorized representative of the respondent's company.
8. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.
9. Proposals must remain valid for a period of ninety (90) days.
10. All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the respondent and will not be reimbursed by HAWNY.

RFP & Project Timelines

The Request for Proposal timeline is as follows:

Request for Proposal Released	10/9/2023
Request for Proposal Submission Due Date	11/15/2023
Selection of Top Respondents / Notification to Unsuccessful Respondents	12/18/2023
Preferred Projection Completion Date	9 months from contract execution

Evaluation Factors

HAWNY will rate proposals based on the following factors, with cost being the most important factor:

- Responsiveness to the requirements set forth in this Request for Proposal
- Relevant past performance/experience
- Samples of work
- Cost, including an assessment of total cost of ownership
- Technical expertise/experience of bidder and bidder's staff
- Minority/Women Owned Business Enterprise (MWBE) status

Disclaimer

Submission of a proposal does not guarantee funding. HAWNY reserves the right to award to the respondent that presents the best value to HAWNY as determined solely by HAWNY in its absolute discretion. HAWNY reserves the right to reject proposals and recirculate the RFP in its sole discretion. A contract for the accepted proposal will be based on the factors described in this RFP.

Questions & Consultation

All questions may be directed to Kexin Ma, Executive Director, at kexinma@wnyhomeless.org.

Applicants are encouraged to contact Kexin Ma to set up an appointment for consultation prior to submission of an application.