Project Name or Description: Development Consultant
Nonprofit Name: Germantown United Community Development Corporation
Address: 5320 Germantown Avenue
City, State, Zip Code: Philadelphia, PA 19144
Procurement Contact Person: Julie Stapleton Carroll, Board President
Telephone Number of PCP: 215.828.5176
Email Address of PCP: boardpres@germantownunitedcdc.org
Request for RFP issued: September 1, 2020
Proposals Due to GUCDC: September 23, 2020
Selection: October 15, 2020

1. Introduction

Germantown United CDC (GUCDC) is a community-based nonprofit organization serving Northwest Philadelphia’s Germantown neighborhood. GUCDC’s mission is to promote and facilitate the revitalization of Germantown and its business corridors through a sustainable, creative, and community-driven approach to economic development. Our work is centered on Commercial Corridor Revitalization, Community Economic Development, and Resident Services.

GUCDC is a growing organization. It has a new Executive Director and is hiring staff. It holds contracts with the City of Philadelphia that support this work in Germantown. We serve as a bridge between the public and the government, and work to support the programming of the Division of Housing and Community Development (DHCD), the Department of Commerce, the Philadelphia City Planning Commission, as well as other relevant city agencies on their projects in Germantown. We also have had grants from the Commonwealth’s Department of Community and Economic Development and some foundations.

We are seeking a fundraising professional who will create a Development Plan and schedule and who has an entrepreneurial approach to fund development. The fundraising professional must have a proven track record in writing successful complex proposals from diverse funding sources with skills in creating supporting materials and attachments. The fundraising professional will also draft renewals of our existing grants, develop proposals for new sources of funding, and write grant reports with input from staff.

Commercial Corridor Revitalization

Vibrant commercial corridors or “Main Streets” contribute to strong neighborhoods. They provide a place to work, shop, and meet your neighbors. GUCDC assists with the implementation of the City of Philadelphia’s Targeted Corridor Revitalization Management Program by providing assistance, advice and support services to microenterprises and those looking to form microenterprises in this targeted low- and moderate-income area. These activities include neighborhood revitalization, programs designed to assist businesses, and community economic development. GUCDC is also exploring
opportunities to strengthen and diversify the mix of commercial uses in the business district, the potential to reuse vacant or underutilized properties, business and job attraction strategies, and available sources of funding to support recommended revitalization strategies.

**Community Economic Development, Outreach, and Engagement**
Beginning in September 2018, GUCDC expanded its mission and increased the organization’s work around affordable housing, homeownership, and resident services. The organization’s second government contract is with the City of Philadelphia’s Division of Housing and Community Development (DHCD). GUCDC implements the Neighborhood Advisory Committee (NAC) program in Germantown, which is an extension of DHCD. The NAC program serves Philadelphia’s low- and moderate-income neighborhoods, including Germantown. GUCDC helps residents learn about City programs that could benefit them, with a focus on: preventing mortgage and real estate tax foreclosure; financial counseling; anti-predatory lending education; home repair resources; pre-purchase and home-ownership counseling; and renter assistance referral systems.

GUCDC seeks to build upon existing assets of the community. Since our founding, we’ve established a niche in community-driven planning efforts and historic preservation. We recognize that Germantown’s historic built environment and the history it represents is a community and economic asset worth preserving and building upon, with the potential to lift the economic status of the entire community. GUCDC collaborates with and supports residents working to improve Germantown, including block captains, civic associations, and faith-based organizations.

2. **Project Goals and Scope of Services**

GUCDC recently underwent a leadership transition. During this first year, GUCDC is seeking support with the organization’s fundraising in order to position GUCDC to best implement our mission and serve the Germantown community.

We seek a fundraising professional who will provide holistic fundraising support to GUCDC. Duties will include:

1. Development and management of Grants Calendar for a full year
2. Prospect research (Foundations, corporations, government, local businesses. With specific information on each funder’s mission, guidelines, and deadlines)
3. Writing, editing, and submission of grant proposals. We anticipate a rate of two per month but it will depend on the Grant Calendar.
4. Development of supporting materials (such as demographics, maps, and compilation of photos or graphics) and attachments, as needed.
5. Participation in Board Fundraising Committee meetings.
6. Monthly reports to the Board.
7. After a period of time, transitioning some of the development activities to the Executive Director.
8. Any other duties as required.
3. Length of time for services

We anticipate a six-month engagement beginning late October, 2020. We expect that the services will be renewed as parts of the duties are transitioned to the Executive Director. The Consultant will likely continue to assist with grant writing and reporting.

4. Anticipated Selection Schedule

The Request for Proposal timeline is as follows:

Request for RFP: September 1, 2020

Proposals Due to GUCDC: September 23, 2020

Selection: October 15, 2020

5. Time and Place of Submission of Proposals

The RFP will be posted on our website, germtownunitedcdc.org, and can be downloaded from there directly as of 10 a.m. on September 1, 2020

Respondents to this RFP must submit their proposal via email to boardpres@germantownunitedcdc.org. Responses must be received no later than COB Thursday September 23, 2020. Responses should be clearly marked “RFP-Development Consultant.”

6. Elements of Proposal

A submission must, at a minimum, include the following elements:

• Description of the individual or firm that includes qualifications, past work history, and names and credentials of principals.
• A cover letter outlining the individual’s or firm’s strengths and distinguishing skills or capabilities as they might relate to the proposal. The proposal is specifically asked to address their knowledge and experience in the Philadelphia region.
• A representative selection of past projects and clients encompassing work similar to the work proposed in this RFP.
• A writing sample of a grant that is at least two pages long.
• The amount of time the consultant expects to spend on the project on a monthly basis with an outline of proposed fees.
• A minimum of two references

7. Evaluation Criteria

• The education, experience, knowledge, skills, and qualifications of the firm or the individual who will be available to provide these services.
• The competitive cost of services.
• The expertise of the firm in working with similar clients (i.e. nonprofit economic development and community-based organizations).
• GUCDC strongly encourages proposals from Germantown but it is not the sole selection criteria.