



REQUEST FOR PROPOSALS (RFP)

Development Consultant

Issued By: The Resource Council of WNY

Proposal Deadline: June 30, 2025

Submission Email: croberts@rcwny.org

Questions: croberts@rcwny.org – Please include “RFP” in subject line

I. Purpose

The Resource Council of WNY is seeking proposals from qualified and experienced Development Consultants (individuals or firms) to lead the organization in the design, development, and implementation of a comprehensive, multi-year fund development plan that aligns with the organization’s mission and ensures long-term financial sustainability. The role will identify, organize, and manage the fundraising activities of the Resource Council of WNY with a focus on new opportunities to obtain ongoing and increased support from grant funders, corporations, public and private organizations, and individuals. This engagement will span up to one year with the possibility of renewal for up to three years based on performance.

II. Background

The Resource Council of WNY (RCWNY) is an essential community hub on the East Side of Buffalo that provides vital services and programming dedicated to education, health and wellness, sports and recreation, food insecurity, and wraparound supports to youth, adults, and families.

Founded in 2015, the organization is located in the historic Cold Spring/Masten District neighborhood and was formerly home to the beloved Humboldt-Ferry YMCA, until it was purchased by Gateway-Longview Services in 2006 and then acquired by Saving Grace Ministries, Inc. in May of 2015.

In October of 2016, the Buffalo Sabres Foundation, in conjunction with Saving Grace Ministries, Inc. and True Community Development Corporation, celebrated the grand opening of the Patriot Heights Apartments Project, which provides 16 units of affordable housing for veterans and families from low-socioeconomic backgrounds, on the second and third floor of the RCWNY. The housing is owned and operated by Saving Grace Ministries, Inc.

RCWNY offers a diverse range of programs and activities that cater to the needs and interests of low-income, under-resourced communities. Programming and services include a robust afterschool and summer camp program, learn-to-swim classes, health and wellness activities, sports and recreational programming, food, utility and housing assistance, youth workforce development and adult education, basic needs distribution, as well as year-round family events that build community connection. RCWNY also serves as a hub for a network of community-based organizations, health care entities, and non-profits to provide direct access to information, resources and assistance. The building is seen as a cultural landmark, community anchor, and safe-haven to residents of all ages throughout Buffalo and its surrounding areas.

III. Scope of Work

The selected Development Consultant will serve as a strategic partner to the President/CEO in developing and operationalizing a development infrastructure that builds long-term fundraising capacity. Responsibilities will include:

A. Organizational Assessment and Fundraising Audit

- Assess current fundraising systems, staff capacity, donor engagement, and organizational readiness for expanded fund development.
- Identify key gaps and opportunities to increase sustainability.

B. Fundraising Strategy and Prospecting

- Identify top funding prospects across private foundations, individuals, corporate sponsors, events, and public sector funding.
- Develop procedures and timelines to pursue each funding source.

C. Strategic Fundraising Plan

- Design a detailed, multi-year fundraising plan (minimum of 3 years) with annual benchmarks.
- Include projections, outreach strategies, and tracking mechanisms.
- Ensure alignment with organizational values and growth goals.

D. Fundraising Implementation

- Create compelling solicitation materials (e.g., case statements, donor decks, appeals).

- Identify and seek funding opportunities of corporate, foundation funding and grant opportunities. Write proposals for specific initiatives that will assist in realizing fundraising goals (grant proposals, sponsorship opportunities, major gifts, and etc.).
- Directly support cultivation and solicitation of prospects. Coordinate and facilitate events and meetings to introduce potential donors to the RCWNY.
- Plan and coordinate fundraising events and donor outreach.
- Target goal: Secure at least \$350,000 in individual giving and foundation support in FY26.

E. Systems and Infrastructure

- Recommend and implement donor management systems and tracking tools.
- Develop procedures for donor stewardship, recognition, and compliance with fundraising policies.

F. Transition Support

- Coach the President/CEO and team throughout the transition process.

G. Annual Fundraiser Design and Execution

- Design a signature fundraising event capable of being sustained annually.
- Engage stakeholders, sponsors, and the broader community.
- Develop budgets, sponsorship strategies, and post-event evaluation plans.

H. Communications and Marketing Support

- Support social media and PR strategies to amplify fundraising messaging.
- Draft press releases, donor letters, and promotional content as needed.

IV. Submission Requirements

All proposals must be submitted electronically as a single PDF document by June 30, 2025 to croberts@rcwny.org. Proposals must not exceed 10 pages (excluding references).

Proposals must include:

1. **Cover Letter**
2. **Resume/CV** of the lead consultant
3. **Letter of Interest** explaining qualifications and approach to each component of the scope of work

4. **Narrative Work Plan** including:
 - Timeline with milestones
 - Consultant hours per phase
 - Clear division of responsibilities between consultant and organization
 5. **Project Budget**, including:
 - Cost by task/milestone
 - Optional vs. required expenses
 - Billing schedule linked to performance benchmarks
 6. **Reporting and Communication Plan**
 7. **Evidence of Familiarity with Nonprofit/Advocacy Organizations**, especially in early-stage development
 8. **Three (3) Client References** with project summaries
-

V. Evaluation Criteria

Proposals will be evaluated based on the following:

Criteria	Points
Demonstrated understanding of the scope and alignment with organizational needs	35
Experience and qualifications of consultant	25
Proven success with similar nonprofit fundraising engagements	25
Cost effectiveness and value	15

VI. Timeline

Milestone	Date
RFP Released	May 15, 2025
Proposals Due	June 30, 2025

Milestone	Date
------------------	-------------

Projected Start	July 15, 2025
-----------------	---------------

Projected End	July 15, 2026
---------------	---------------

The initial contract period will be up to 12 months, with the option to renew annually for up to 3 years, based on performance.

VII. Terms and Conditions

- Issuance of this RFP does not obligate the Resource Council of WNY to award a contract or pay any proposal preparation costs.
 - All proposals become the property of the Resource Council of WNY.
 - The selected consultant will enter into a short-term professional services agreement based on the scope of work outlined herein.
-

Questions?

Email all inquiries to croberts@rcwny.org with "RFP" in the subject line.