



CAMPAIGN CONSULTANT

Request for Proposal

Abstract

Hull is 60 years old (since 1962) and its aging infrastructure contains 14 original buildings from inception. These buildings are needing replacement due to lifecycle, accessibility challenges, and changes in the way youth are cared for today. A request for proposal (RFP) is offered to select vendors to help prepare Hull Services for a multi-year campaign to address our infrastructure shortfalls.

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**HEALTHY
RESILIENT
PEOPLE**

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of Rehabilitation Facilities (CARF) International

Charitable Registration No.: **BN 13008 4858 RR0001**

1. INTRODUCTION

This Request for Proposals (RFP) is an invitation by Hull Services for select vendors to submit proposals for the provision of expertise related to the development and execution of a successful Capital Campaign. The Vendors with proven experience and expertise in Capital Campaign development and implementation are invited to submit a detailed proposal.

1.1 Background

For over 60 years Hull Services has a reputation for providing leading edge child, youth and family mental health services. We use innovative and evidence-based programs to provide support to children, youth and families experiencing mental health struggles, behavioural problems, developmental delay, neglect, abuse, and trauma. Hull Services offers a wide spectrum of services and programs from 24-hour, live-in care for children and youth to supports in the community for families. Hull's vision is for resilient young people and families to thrive in communities that support their mental health and well-being. In operation for more than 60 years, our infrastructure has been maintained and repaired to ensure the safety of our young people in Care. Hull Services is looking to modernize our facilities to serve not just the current needs of congregate care, but also acting as a solid basis for future changes in congregate care delivery.

1.2 Current State

Hull has more than 600 employees and operate 24 hours a day. We serve over 9,000 children, youth, and families throughout Alberta. Our Woodbine Campus houses approximately 100 children and youth within eight cottages. We have 18 buildings overall, of which 14 are over 60 years old. While effective maintenance has kept them in working order, their original designs no longer meet the needs of our community today.

Lack of accessibility, wear and tear, limited safe areas, and effective therapeutic spaces for those in care are all reasons for needing to reimagine our service delivery buildings and how we can more effectively support the healing of our most fragile children and youth in mental health crisis.

In addition to the Woodbine Campus, we operate a SE Site (1847 – 48 Street SE) which supports our broad-based community services, and six smaller locations located generally in residential neighborhoods. These smaller locations offer supportive group homes and services to low-income communities that cannot easily travel to our other facilities.

1.3 The Hull Campus

Our 18 buildings that form the Hull Campus at 2266 Woodpark Avenue S.W. comprise of the William Roper Hull School (Q), congregate care buildings (A to H, N, P, R), and support (I-M, O) Of these buildings, G, H, O, and P, are newer than 15 years. The rest are from the 1960's.



Fig 1. Hull Campus Layout

2. STATEMENT OF WORK

Hull services seeks an experienced vendor with expertise to support our Board of Governors and Hull administration with guidance to effectively plan and execute a Capital Campaign to replace aging infrastructure and support service delivery.

2.1 Phase 1- Feasibility Study, and Recommendations

- Audit and assessment of all pertinent fundraising materials.
- Internal stakeholder interviews.
- A needs assessment of Hull for delivery of a successful campaign
- Environmental scan of Capital Campaigns currently in place or planned that may impact Hull
- External stakeholder interviews with partners, donors, community leaders, and prospects.
- A final report that summarizes learnings, including:
 - The strength of the case to be presented
 - Resources available to use in the campaign
 - Number of donors and prospects
 - Perception of the organization in the community
 - Potential leadership for the campaign
 - Potential sources for major leadership and major gifts
 - Feasibility of the financial goal suggested for the campaign.

2.2 Phase 2 – Develop the Case for Support

Develop a case for support/case statement that articulates the “why” of this campaign to engender understanding of the project, appreciation for its value, and ultimately, financial support for the project from all elements of: the community; the broader community of Calgary, Alberta, and Canada; government; corporate and business communities.

3. RFP DOCUMENT

The documents to be included in the RFP are:

- a) Project management approach,
- b) Detailed preparation process including budget amounts for each task in a written summary and spreadsheet format,
- c) Past experience,
- d) Key personnel, and
- e) References

By submitting its RFP, the Vendor acknowledges and agrees that it has received and reviewed the RFP Documents.

4. PROPOSAL SUBMISSION

One electronic copy in PDF format of the proposal must be received before or by 4 PM MST on April

24, 2023. Proposals are to be delivered by email to communications@hullservices.ca. Include "Response Campaign Consultant RFP" in the subject line.

- Proposals received after the closing date and time will not be reviewed.
- An RFP may be withdrawn at any time prior to the RFP closing time by a request in writing signed by the firm or his/her authorized agent.
- Hull Services will not be responsible or liable for any errors in the Proponent's proposals. Proposal documents may not be altered in any way by Proponents after the deadline. Proponents are liable for all errors and omissions contained in their proposals.
- Responses for the Request for Proposal must be fully completed and signed by the appropriate signing authority.
- All submitted material will be treated as confidential by Hull Services staff.
- All submissions become the property of Hull Services and will not be returned to the Proponent

5. EVALUATION PROCESS

The evaluation of proposals will be conducted by delegates of Hull Services. The following criteria will be used to evaluate proposals.

Criteria	Weighting %
Capabilities and Experience: including prior experience with the implementation of Capital Campaigns	35%
Overall Quality of the Proposal <ul style="list-style-type: none"> • Approach • Project Management Methodology • Project Implementation 	35%
Implemented Project Cost	20%
Annual Operating Cost	10%

6. AWARDING OF CONTRACT

The successful bidder will be required to enter into a service and confidentiality agreement with Hull Services on the approval of its proposal.