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Request for Proposals

# **Capital Fundraising Campaign Feasibility Study**



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# Project Overview

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Main Street Project is seeking a qualified independent consultant or consulting firm for the purposes of conducting a campaign feasibility study for our organization.

We are looking for a partner who is experienced with planning and conducting a major capital campaign feasibility study and is familiar with Winnipeg's business and philanthropic environment.

The plan should assess our current situation, potential fundraising capacity for a multi-million-dollar campaign and make recommendations on a strategy to maximize our fundraising efforts. A project budget, timeline and action items should be clearly identified.

# Background

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Main Street Project has been operating since 1972 and we are currently recognizing our 50<sup>th</sup> anniversary of service. We have been a mainstay in the community throughout our history, augmenting and growing our services based upon community needs.

We are a harm reducing, multi-service agency and we are proud of the many lives we have had the honour to positively impact and are humbled to have provided witness to the resiliency and strengths of thousands of people with potential.

Our mission is to provide safe and welcoming places of respite and healing with services that aim to reduce harm for people experiencing homelessness, substance use and/or mental health challenges, while working collaboratively to achieve measurable success in the journey to end homelessness.

# Current Situation and Scope

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In alignment with MSP's new strategic plan and to complement existing funding commitments, MSP needs private funding to expand and renovate its current facilities.

Our goal in conducting this feasibility study is to understand what the potential is for a major fundraising campaign, to gauge the level of support for this project in our community and to test a working campaign goal we have established.

The feasibility study report should address the following:

- MSP's real and perceived strengths and weaknesses in fundraising
- The community's perception of MSP
- Identification of potential leaders in the fundraising effort needed to establish a capital campaign committee or cabinet
- Names of potential major donors/funders and what their interests might be
- Testing our working goal or a determining the amount of money that can be reasonably raised in a reasonable timeline
- Feedback on the preliminary case for support to identify strengths and weaknesses
- Other major fundraising campaigns in the area that might compete for the same donors
- Roles and responsibilities of Board, staff, and volunteers in the campaign
- Appropriate timeframe for both the campaign planning study and the fundraising itself

# Proposal Requirements

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- Firm/consultant information with a brief description and history of firm, experience and references (with a list of 3-5 references for similar projects completed)
- Project approach, style and process
- Work schedule, timeline and deliverables resulting from the feasibility study
- Costs for all work related to tasks and deliverables outlined in the schedule and timeline

The contract is expected to begin in January 2023 and should ideally be completed by March 31, 2023.

Proposals and questions can be sent to [admin@mainstreetproject.ca](mailto:admin@mainstreetproject.ca).  
Deadline November 30, 2022.

661 Main Street, Winnipeg, MB R3B 1A4

