



2<sup>nd</sup> Floor, 661 Main Street  
Winnipeg, MB, R3B 1E2  
**Phone:** (204) 982-8229  
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**mainstreetproject.ca**

Main Street Project  
661 Main Street  
Winnipeg, MB  
R3B 1E3

To Whom it Concerns,

You are invited to submit a proposal to develop and execute the process for renewing Main Street Project's 5-year strategic plan. Please submit your proposal electronically to Jamil Mahmood for Main Street Project ([jmahmood@mainstreetproject.ca](mailto:jmahmood@mainstreetproject.ca)), no later than the end of the day February 15, 2021.

**Find the requirements for the project and evaluation considerations below.** Inquiries should be directed by email to [jmahmood@mainstreetproject.ca](mailto:jmahmood@mainstreetproject.ca).

Note that this request for proposals does not constitute a guarantee on the part of Main Street Project that a contract will be awarded. No payment will be made for costs incurred in the preparation and submission of the proposal.

Main Street Project appreciates your consideration to support the work of our agency.

Sincerely,

**Jamil Mahmood**  
Executive Director  
Main Street Project



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**1. Summary:**

1. Main Street Project requires a renewed strategic plan and is seeking an agency to work with the Board of Directors and MSP staff to design and execute a process to develop this plan. Please see below for the project description and requirements, and submit a proposal by February 15, 2021.

**2. About MSP:**

1. Please refer to MSP's website: [mainstreetproject.ca](http://mainstreetproject.ca) for information about the organization's mandate and services provided.

**3. Project overview:**

1. Work with the MSP board of directors and staff to develop and execute a process to provide MSP with a 5-year strategic plan.

**4. Scope of work & deliverables:**

1. Develop and execute a plan for the necessary research, consultation, writing, and validation to develop a 5-year strategic plan for MSP including:
  1. Shared Mission and Vision
  2. Integration and alignment with existing stakeholder strategies/plans
  3. Goals, objectives & strategy
  4. KPIs & reporting template for all the above, including evaluation framework.
  5. Cost of plan implementation including budget considerations and costs
2. Review key organization documents including past strategic plans, reviews, and reports identifying successes and failures.

**5. Expected/minimum inputs and validation:** Proponents should account for incorporating inputs from the following stakeholders, including the number of consultations, focus groups, surveys, town halls, interviews, etc. in their project plan:

1. Clients
2. Board of Directors
3. Staff
4. Key Stakeholders, funders, and major donors, including all levels of government
5. Agencies/organizations working with shared clientele or geographic area
6. Existing strategic plans from partner agencies and stakeholders, including but not limited to:
  1. MSP's 2016 - 2021 Strategic Plan
  2. End Homelessness Winnipeg
  3. Downtown Safety Alliance
  4. Reconciliation - Engage with Indigenous partners and stakeholders to ensure strategic plan builds Reconciliation, decolonization, and Indigenous-led supports.

*(...continued)*



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- 6. Evaluation Considerations:** Proposals will be evaluated on the following criteria:
1. Proposed strategic planning process/methodology including:
    1. Approach to strategic planning
    2. Proposed project plan
    3. Proposed project timeline with major tasks and milestones.
  2. Experience in the non-profit sector, specifically social service provision for vulnerable and/or marginalized communities.
  3. Experience assessing complex organizational budgets and financials.
  4. Experience gathering and analyzing data that effectively translates into meaningful recommendations.
  5. Project budget and fee structure
  6. Identification of team members to be involved with the project and their role/experience
  7. Client references

Please provide examples of past consultation and strategic planning work completed with similar organization and scope including samples.

**7. Timeframe**

1. Proposals are being accepted until February 15, 2021.
2. Proponents are expected to complete the project by June 2021.