



REQUEST FOR PROPOSALS STRATEGIC PLANNING CONSULTANT

YWCA of Rochester and Monroe County, a leader in eliminating racism and empowering women through housing and young adult services, has initiated a Request for Proposal (RFP) process to identify qualified applicants to guide and execute a strategic planning process to inform a three-year strategic plan.

As a mission driven organization, YWCA will develop a new strategic plan for 2022-2025 and seeks to engage applicants that can integrate a Diversity, Equity, Inclusion and Belonging lens to inform this plan. The successful applicant will work closely with the President & CEO as well as the Strategic Planning Steering Committee to develop the specific details and logistics of the planning process, implementation and evaluation.

WHO WE WANT FOR A PARTNER

We seek applicants who demonstrate a strong overall understanding of the importance of mission, structure, and community impact when creating a strategic impact plan. We expect an individual or team to shine with strong facilitation skills, a commitment to innovation, proven experience with strategic planning, and an “all-in attitude” for Diversity, Equity, Inclusion, Belonging and Justice Initiatives.

We commit to embracing innovative “change for good” and look for a consultant or consulting team that shares our vision.

MWBE certified, Minority-owned businesses, woman-owned businesses, veteran owned, and emerging small businesses are celebrated at YWCA and will receive preference. Candidates and teams that are energetic, compassionate and demonstrate a strong sense of humor are also preferred.

All proposals are due by **January 14, 2022 at 5:00 PM EST.**

Proposals must be submitted electronically to:

Dr. Myra Henry, President and CEO
YWCA of Rochester & Monroe County
c/o bhettig@ywcarocheater.org

ABOUT YWCA ROCHESTER & MONROE COUNTY

At YWCA we are **eliminating racism and empowering women**. We will get up and do the work until injustice is rooted out, until institutions are transformed, until the world sees women, girls and people of color the way we do: **Equal. Powerful. Unstoppable.**

For almost 140 years, YWCA has been a critical resource in our community. Through strong leadership and careful planning, the agency has continued to grow and adapt to meet the changing needs of women, girls and families.

Our **vision** for the future of YWCA of Rochester & Monroe County is deeply rooted in our commitment to boldly **advocate for systemic change as we seek to dismantle barriers** at the intersection of race and gender.

Our **commitment** to our mission is best evidenced through our impact in housing, young adult services and equity initiatives. The overarching goal of this strategic planning project is to develop an innovative, multipronged strategy to **elevate** our work in the community.

PROJECT SCOPE DETAILS

- **Secure** an experienced and innovative organizational strategist to lead our process to inform a robust three-year plan
- **Evaluate** current strategic priorities to ensure mission alignment
- **Re-assess** our vision and values as a mission-driven, community-based social justice agency
- **Identify** meaningful ways to thread and sustain Diversity, Equity, Inclusion and Belonging as a strategic priority
- **Engage** a broad range of stakeholders including, staff, board members, clients, regional sister YWCA's, funders and community partners
- **Assist** in meaningful evaluation and course-correction over the 3 year period

The project will include an initial meeting with members of the Strategic Planning Steering Committee to clarify expectations, process and desired outcomes. In advance of this meeting, the strategist should review YWCA of Rochester & Monroe County's staff Trauma Informed Care and Diversity Assessment Survey as well as YWCA USA's strategic business plan. History and program details can be found at www.ywcarochester.org

PROPOSAL FORMAT

All complete electronic proposals received by **January 14, 2022 at 5:00PM EST** will receive full consideration with the requirements listed below.

Proposals must be clear, succinct and not exceed fifteen (15) pages. Title page, table of contents, and cover letter do not count in the overall page count of the proposal. Applicants who submit more than the pages indicated may not have the additional pages of the proposal read or considered.

Expected services and deliverables include:

- A project plan that demonstrates a clear understanding of the work to be performed and other information relevant to the project.
- Work plan to include project phases, timelines, and milestones as well as stated deliverables.
- The proposal should be clear in the specific tasks, hours, costs, rate schedule, and responsibilities. Detailed cost projections and proposed payment schedule to be included as well as a rate schedule in case of unanticipated change orders.
- Qualifications of applicant and/or consulting team who will be assisting with the project including DEIB experience, education and summary of similar strategic planning projects.
- At least one sample of a completed strategic plan product.
- Three client references.

OWNERSHIP AND CONFIDENTIALITY

All intellectual property will become the property of the YWCA of Rochester & Monroe County. All data remains the sole property of YWCA of Rochester & Monroe County. The applicant shall agree to keep information related to this process in strict confidence, including, but not limited to, the terms of the contract and any confidential business information or proprietary information that gathered on this project.

RESERVATION OF RIGHTS

YWCA of Rochester & Monroe County reserves the right to request or negotiate changes in a proposal, to accept all or part of a proposal, or to reject any or all proposals. YWCA of Rochester & Monroe County may elect not to select any applicant for these services if, in its determination, that no applicant is sufficiently responsive to the need. YWCA of Rochester & Monroe County reserves the right to withdraw this Request for Proposal (RFP) and/or any item within the RFP at any time without notice. YWCA of Rochester & Monroe County reserves the right to disqualify any proposal that does not adhere to the RFP guidelines. This RFP is at the discretion of YWCA of Rochester & Monroe County. It does not commit YWCA of Rochester & Monroe County to award any contract for service.

INQUIRIES

- Inquiries concerning this RFP should be directed to:
Beverly Hettig
bhettig@ywcarochester.org
585-368-2281