

REQUEST FOR PROPOSAL (RFP) INVITATION

“Fundraising Development Audit for Live Baltimore”

Development Audit outlines the following schedule:

RFP Release Date:	June 15, 2010
Deadline for Proposal Submission:	July 9, 2010

About the Live Baltimore Home Center

Live Baltimore Home Center (herein “Live Baltimore”) is an IRS recognized 501(c)(3) nonprofit organization founded in 1997 to promote Baltimore neighborhoods and the benefits of city living. Live Baltimore promotes Baltimore City as a community of choice. The ultimate result that Live Baltimore hopes to achieve is building a Baltimore City that is growing with diverse and engaged residents as measured by more people moving in than moving out and an increasing tax base. Live Baltimore has established itself as the leading source for comprehensive information about City neighborhoods, real estate professionals, homebuying incentive programs, rental opportunities, and City real estate trends. Live Baltimore is funded by numerous community partners including the City of Baltimore, foundations and private businesses. While other organizations focus on promoting Baltimore for business investment, downtown development, tourism and conventions, Live Baltimore is the only organization focused on marketing city neighborhoods for new residential investment. For further information, visit www.livebaltimore.com.

Scope of Services

Live Baltimore is soliciting firms to perform a Development Audit for the organization. The selected firm would conduct an independent review of Live Baltimore’s fundraising operations in order to help shape a strategic development plan for the organization. This Audit will also assist the organization in understanding the capacity needed to implement the development plan.

The Development Audit should assess current capacity and make recommendations in the following areas:

- **Strategies:** Current activities, gaps, needs, opportunities, and areas of focus to best align with strategic plan and financial goals. Identification of future needed activities and strategies.
- **Processes:** Donor development, coordination, follow up, and recognition. Include recommendations on special events, program participation, and other opportunities.
- **Human resources:** Needed staff, board, and volunteer capacity and needs, and integration throughout the organization.
- **Infrastructure:** Data management, tracking, research capacity, and needs.
- **Potential:** Identification of individuals and corporations who should be sought out for donations or increased donations.
- **Message:** Review of current materials and recommendations on realignment of message and other recommendations to enhance the organization’s success.
- And other items recommended by firm.

The Audit should result in Live Baltimore receiving a robust document that outlines the organization's current efforts as well as recommendations to enhance fundraising capacity, thereby giving the organization a clear direction in the actions needed to enhance its development activities.

The firm will work directly with the Fundraising Committee chair and Executive Director. Communication with key staff and Board members can be facilitated if desired.

Our goal is to complete this audit by the end of August, 2010 in order to ensure the Fundraising Committee can develop a fundraising (development) plan for the next fiscal year and beyond.

Organizational Background

Live Baltimore has a budget of roughly \$773,000 and a staff of 6. The organization gets about 50% of its funding from the City of Baltimore, 13% from foundations, and 26% from earned income, which is mostly from its business partner relationships. About 11% of the organization’s income is raised through board gifts, corporate charitable funds and individual charitable gifts. Understanding that demand for Live Baltimore services remains high, while the economic climate is changing, government funding is being challenged for scarce resources and private business partnerships have diminished with the market, Live Baltimore seeks to incorporate a strategic development plan for the organization to move forward successfully. This Audit is one of many steps the board and staff is undertaking to focus on long-term stability and viability.

Deadline/Project Timeline

June 15, 2010	RFP released
July 9, 2010	RFP Submissions Due – by 4pm
Week of July 12, 2010	Finalists Notified
Week of July 19, 2010	Vendor Selected
Week of July 26, 2010	Meeting with Selected Firm and Staff/Board leads to outline Audit needs
August 31, 2010	Audit finalized for LB review

*** Timeline maybe revised slightly to manage project workload.**

PROPOSAL SUBMISSION

- **EXECUTIVE SUMMARY:** *Include statement regarding your understanding of Scope of Services. Highlight any features or areas that differentiate your service from competitors. State the size of the firm and the location of the office. Please note any MWE/WBE certifications.*
- **FIRM APPROACH/SCOPE OF SERVICES:** *Outline of the scope of services your firm would provide. Describe your timeline for completing this type of audit and anticipated schedule of activities. Provide at least one (1) example of previous work similar to our outlined scope.*
- **LEAD EXPERIENCE:** *Describe qualifications, certifications and experience that substantiate the individual who will be assigned to the Live Baltimore account as having an excellent reputation in nonprofit fundraising consultation services. Include the resume/CV of the lead professional.*

- **COST/FEES:** Detail all expenses of the audit.
- **REFERENCES:** Please provide three (3) references of nonprofit organizations similar in size to our organization.

SUBMISSION INSTRUCTIONS

We need to hear from you by 4pm on Friday, July 9, 2010. Please submit by either e-mail to acuster@livebaltimore.com, fax (410)-637-3751 or mail (with four hard copies):

Live Baltimore Home Center
Executive Director Anna Custer
343 N. Charles Street, 1st Floor
Baltimore, Maryland 21201
(Office Hours are Monday-Saturday, 9am-5pm.)

Thank you for taking time to respond to this request. If you have any questions, please contact Executive Director Anna Custer at 410-637-3750 or acuster@livebaltimore.com.

GENERAL CONDITIONS

Proposals must be submitted by the date and at or prior to the time specified to be considered. Corrections and/or modifications received after closing time will only be accepted by prior arrangement.

All information required by the terms of the proposal documents must be furnished. MISTAKES OR OMISSIONS CAN RESULT IN THE REJECTION OF YOUR PROPOSAL.

Live Baltimore reserves the right to postpone the proposal opening for its own convenience.

Live Baltimore is tax exempt. Do not include taxes in your proposal.

Live Baltimore reserves the right: (1) To award proposals received on the basis of individual items, or groups of items, or on the entire list of items, (2) To reject any or all proposals, or any part thereof, (3) To waive any irregularity in the proposal, (4) To accept the proposal that is in the best interest of Live Baltimore, (5) To renew agreement outlined in this proposal on an annual basis pending commitment of continued funding and satisfactory performance.