

Request for Qualifications Social Equity Collaborative Fund – Fundraising Consultant

Responses will be reviewed starting March 1

About Catalyst of San Diego & Imperial Counties

Catalyst of San Diego & Imperial Counties (Catalyst) connects and activates funders to learn, lead, and invest in our community. We envision an equitable, collaborative, and impactful social change ecosystem that improves the lives of all residents in our region. We champion equity and opportunity by influencing philanthropy and other social investors to intentionally address systemic bias that prevents people and communities from reaching their full potential. Review our full scope of activities at www.catalystsd.org.

About the Social Equity Collaborative Fund

The Social Equity Collaborative Fund (SECF) is an equity-focused pooled grantmaking fund facilitated by Catalyst that supports collaborative grassroots efforts to improve the economic, social, and physical well-being of San Diego County residents. SECF has provided approximately \$2.0 million in funding in the past five years as multi-year general operating grants averaging \$50,000-100,000.

We continue this work as a conduit for grassroots racial justice funds and as a model and lab for others seeking to build similar principles of trust, relationship, transparency, and explicit systemic racial justice funding into their grantmaking.

As this is not an endowed fund, grant funds are made possible exclusively through contributions by individuals and institutions seeking to support the mission. They may be motivated to join the pooled fund due to our understanding of the region, the amplified impact of combining resources, the participatory grantmaking process, or another reason.

About the Consultant role

We seek a consultant to partner with Catalyst staff and volunteers to assess the sustainability of the SECF and to design and test a fundraising plan. Please note that this engagement is not to take in information one time and return with a finished report, but rather to conduct a highly interactive process. Ideas and documents will be produced through an iterative process, consulting frequently with key staff and volunteers.

This consultant will

- assess the potential for sustained contributions to the pooled fund
- identify design factors that are critical for the continuation/sustainability of the fund, including minimum annual grantmaking needs, communication/relationship to fund contributors
- produce a plan that identifies specific funding strategies and prospects

- work with CEO to cultivate funders who will commit at least \$1M annually for a time period of 2-5 years

Desired qualifications

The consultant will understand, be committed to, and have experience with:

- Essential
 - Successfully designing funds that raise money to regrant
 - Individual and institutional funders with missions that include funding in San Diego and one or more of: racial justice, grassroots, BIPOC-led movement work
- Preferred
 - social justice and power building nonprofits
 - principles of community centric fundraising
 - principles of trust-based grantmaking
 - participatory grantmaking
 - collaborative (pooled) funding

Deliverables*

Phase 1: Design

Deliverables: plan that identifies key messaging, cultivation and stewardship activities, prospect list of 25-50 with information about why they are likely to participate and from where the funds will come for any institutional donor; detailed plan for top 10-15 prospects

Phase 2: Test/Implementation

Deliverables: key marketing materials, work with CEO to secure initial meetings with 10-15 potential donors from prospect list, follow up materials and other as needed for meetings

Phase 3: Assessment

Deliverables: annotated prospect list with likelihood of success based on initial meeting, recommendation regarding sustainability of fund and approach to long-term funding strategy (if sustainable)

* Consultant may propose a different set of deliverables if they feel it will better meet project goals. All proposed processes must include regular consultation with Catalyst staff.

RFQ response and review process

Applicants should submit a response to apply@catalystsd.org that includes qualifications, timeline, and budget for this scope of work, divided by phases. Proposals will be reviewed based on demonstrated experience and past success related to each of the listed qualifications.

Responses will be reviewed starting March 15 with a goal to begin the project on April 1-15. Interviews may be scheduled March 15-31.

Please review the www.catalystsd.org for information about Catalyst and the Social Equity Collaborative Fund. Questions to clarify the scope of work or selection process may be directed to Megan Thomas at megan@catalystsd.org. Application materials should be submitted to apply@catalystsd.org.

Other information

Catalyst seeks to support regional capacity and, thus, the ideal candidates are based in San Diego or Imperial County.

Catalyst is committed to seeking out vendors who reflect the diversity of the people, organizations, and communities in San Diego and Imperial Counties, and who are aligned with our mission and values as outlined in our Strategic Framework.

We request that you provide us with details if your organization meets one or more of the following criteria:

- a. Company leadership and/or ownership of Native American(s), individual(s) of color, refugee(s), immigrant(s), individual(s) with disabilities, women, LGBTQIA+ people, or veterans.
- b. Socially responsible (We define socially responsible as organizations that have environmentally friendly/green/sustainable practices and/or living wage policies or providing job training opportunities to individuals needing assistance such as re-entry from the criminal justice system.)
- c. Based in San Diego or Imperial Counties.

Also, if you have a Disadvantaged Business Enterprise certification, or similar certification, please include with your proposal. The information you provide will be kept confidential and is for internal use only.

Catalyst will not discriminate in hiring and employment practices on grounds of race, religion, age, nationality, social or ethnic origin, sexual orientation, gender, gender identity or expression, marital status, pregnancy, political affiliation, or disability.