

**Request for Proposal
Women Helping Women
Strategic Planning Process**



August 8, 2022

Background of Women Helping Women

Women Helping Women [WHW] is an Ohio nonprofit organization recognized by the Internal Revenue Service as a charitable, tax-exempt organization pursuant to section 501(c)(3) of the Internal Revenue Code.

WHW's mission is to prevent gender-based violence and to empower all survivors and its service region is Hamilton, Butler, Brown and Adams Counties. WHW employs 75 (and growing) full/part-time staff. In 2021, WHW provided 26,083 services to 7,051 survivors, trained 4,982 community members and youth. For nearly 49 years, WHW has been showing up where and when survivors need trauma-informed support the most. WHW operates a 24/7 crisis hotline and text/chat service, 24/7 provides on-scene advocacy support with law enforcement, 24/7 response to survivors at hospitals, and provides prevention to school, community entities and workplaces. For more information, please visit our website at www.womenhelpingwomen.org.

WHW is seeking proposals from firms to lead a strategic planning process rooted in equity to guide the future positioning of the agency. A description of our organization, the services needed, and other pertinent information follows.

Scope of Work

WHW seeks a strategic planning consultant who will partner with a Strategic Planning task force representing diverse stakeholders to engage in a community-centered strategic visioning process. The end product will be a 3 or 3+ year strategic plan centered on racial equity that identifies the future state of the organization.

- The strategic planning process should address Organizational brand, positioning, behavior, and design that speaks to the heart of its growing inclusive and innovative work in a sustainable manner.

Proposal Content

In order to simplify the evaluation process and obtain maximum comparability, WHW asks that all responses to the RFP incorporate the information described below:

A. Service Approach and Timeline

Describe how your firm will approach the proposed services and the type of assistance that will be required from WHW's team members (including staff, board, volunteers, stakeholders, etc.). Outline the communication process used by the firm to discuss research, findings, and suggested plans of action.

B. Professional Experience

Describe how and why your firm is different from other firms being considered. This should include an explanation of the firm's philosophy, size, structure, qualifications and position and

efforts related to diversity and inclusion, with serving nonprofit organizations with a similar size and operations. Describe your firm's resources devoted to nonprofit organizations and provide copies of resource materials addressing issues relevant to nonprofit organizations. Include a list of the relevant nonprofit clients the firm has served within the past three years and furnish the names and telephone numbers of any references whom we may contact. Provide bio(s) specifying relevant experience to the type of services requested for those providing services.

C. Fees

Please provide an estimate of fees for the services to be provided.

Proposal Process and How to Submit

Complete proposals should be submitted to Nickol Mora via e-mail at nmora@womenhelpingwomen.org by August 26, 2022. Proposals will be reviewed the following week, and proposers may be invited to participate in a brief interview with key staff and board members between September 21-28.

Proposal Timetable

Aug 8, 2022 RFP distributed

August 26, 2022 Written proposals due to Women Helping Women

August 29-Sept 16, 2022 Internal Review of RFP

September 21-September 28, 2022 Introductory calls/meetings held

September 30, 2022 firm selected and notified

Evaluation of Proposals

While pricing is an important factor, WHW will evaluate proposals on price and the following criteria:

- Prior experience providing services to similar organizations
- Qualifications of staff to be assigned to the engagement
- Firm's understanding of work to be performed
- Firm's efforts related to diversity and inclusion
- References
- Completeness and timeliness of the proposal

Key Contact

Following are key WHW contacts for information you may seek in preparing your proposal:

Nickol Mora, Chief Strategy Officer, 513-455-5031 or

nmora@womenhelpingwomen.org