



Request for Proposals: Strategic Planning Consultant for SHORE Centre

A. PURPOSE OF THE RFP

Sexual Health Options, Resources & Education - SHORE Centre is seeking proposals from strategic planning consultants to develop a four year strategic plan funded by the Ministry of Women and Gender Equality Canada. The four year Strategic Plan will lay out the agency's priorities which includes a goal to establish three satellite offices in Southwestern and/or Northern Ontario.

B. BACKGROUND: SHORE CENTRE

SHORE Centre was founded in 1972 and is based in Kitchener, ON with satellite offices in Cambridge and Guelph. The registered charity provides accurate sexual health education and confidential pregnancy options support. We offer four main forms of programming: Community Sexual Health Education, Pregnancy Options Support, Medical Abortion Clinic and Small Group programs for at risk youth, individuals with developmental disabilities and newcomers.

Our Vision: A community that honours sexuality, diversity and choice.

Our Mission: To promote choice through accurate sexual health education and confidential pregnancy options support.

Our Values:

- Pro-choice: Respecting the right of every person to make their own decisions
- Sex positive: Valuing all gender identities, sexualities and consensual sexual experiences
- Inclusive: Intentionally creating space for the full participation of marginalized and oppressed groups
- Accessible: Intentionally reducing barriers to participation (barrier-free locations, no fees, multiple languages, childcare, time, contact methods, etc.)

Our current strategic plan can be viewed here: <https://www.shorecentre.ca/wp-content/uploads/Strategic-Plan-Graphic-2016-2021-min.pdf>

C. BACKGROUND: STRATEGIC PLAN

SHORE Centre is the only pro-choice charity west of Toronto (within Ontario) and there is significant need for our programs and services in several communities. Women and trans people across the province often need to travel for hours in order to access abortion care, some even flying in from remote communities. The Ontario government has recently repealed the sexual health curriculum, replacing it with outdated content that erases the experiences of LGBTQ2S+ students and makes no mention of consent.

Our main objective is to develop and implement a four year strategic plan to grow our organization's reach in the communities we currently serve as well as three new satellite offices throughout Southwestern and Northern Ontario. Emphasis will be on securing sustainable funding, building relationships with new donors, recruiting volunteers and promoting our programs and services within the new communities while ensuring the same focus is maintained and enhanced in our existing communities.

D. TIMELINE & OUTPUTS

In collaboration with SHORE Centre's Strategic Planning Committee, the consultant will complete the following:

1. Proposal and Contracting (April-May)
2. Situational Assessment (June-July)
3. Facilitation of Board and Staff Retreat (August-September)
4. Analyze the assembled data and present proposed priorities to Strategic Planning Committee (October)
5. Present the Strategic Plan for approval by the Board of Directors (November)

E. REMUNERATION

The maximum available funding for this external evaluation is \$7,500 CAD (including taxes).

F. APPLICATION REQUIREMENTS

Please provide the following information in your application no later than May 3, 2019:

- Detailed proposal, including proposed methodology
- Timeline of proposed activities and budget information
- Detailed CV or Team Profiles, as applicable
- 1 sample of a previous strategic plan and 3 recent references for relevant projects

G. SELECTION CRITERIA

SHORE Centre invites proposals from suitably qualified individuals and firms with consultancy experience in strategic planning.

We are especially interested in proposals that demonstrate experience in planning for growth, change management, and work with feminist or anti-oppressive organizations.

The selection of the successful proposal will be based on the quality of the proposal, the profile of the proposed team, and cost.

All submissions must be sent to the Interim Executive Director Alicia Langill at director@shorecentre.ca in PDF or Word format by May 3, 2019.