



R. Denise Everson
President, Board of Directors

Juanita H. Price
Executive Director

REQUEST FOR PROPOSAL

EVENT MANAGER/FUNDRAISING CONSULTANT (S)

FOR

**HILLCREST CHILDREN AND FAMILY CENTER
BICENTENNIAL CELEBRATION**

Due Date: Monday, April 14, 2014, 4:00 PM (EDT)



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REQUEST FOR PROPOSAL

I. Project Summary:

In recognition of its founding in 1815, Hillcrest Children and Family Center (HCFC) will celebrate its 200th Anniversary on October 10, 2015. In order to plan, promote and facilitate activities related to its bicentennial celebration event/s, Hillcrest is requesting submissions from an event planner/fundraiser consultant/s who will work with the HCFC Board of Directors, its Bicentennial Committee and staff to assist in developing activities/program/funding for the bicentennial celebration event/s.

The purpose of this Request for Proposal (RFP) is to retain an Event Manager/Fundraising Consultant who will:

1. Design the bicentennial celebration event/s including a fundraising strategy plan.
2. Manage the implementation and execution of the celebration plan.
3. Track progress and ensure the celebration plan remains a priority for the organization through its completion.

II. Background:

Hillcrest was founded on October 10, 1815 as the Washington City Orphan Asylum by a group of concerned Washington ladies to serve children orphaned by the War of 1812. First Lady Dolley Madison served as its first Directress. In 1828, the organization was legally chartered by an Act of Congress. In keeping with its original charter, it has changed its emphasis several times in order to meet new conditions in the country and in the city. For more than 100 years, it continued to provide a house for orphaned, abandoned and neglected children. The institution provided such children with educational and vocational training in addition to a caring environment for which they could grow into productive adulthood.

More recently renamed the Hillcrest Children and Family Center. (www.hillcrest-dc.org) is now an outpatient mental health facility located at 915 Rhode Island Avenue, NW, Washington, DC. Hillcrest provides a full range of services designed to meet the psychological needs of children, adolescents, adults and families who are confronted with emotional issues in today's society. Hillcrest's mental health professionals are committed to providing services that promote the well-being of children and families to ensure that their mental health needs are met within their homes, school, and community environments.

Hillcrest's mission is:

To promote the well-being and spiritual development of all children, youth and families in the District of Columbia through comprehensive, culturally responsive, family and community-focused services, education and advocacy.



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Hillcrest views this Anniversary as an important opportunity for producing a community-oriented celebration that not only celebrates a significant milestone, but provides Hillcrest with the opportunity to create a positive and lasting impression within and outside the Greater Washington, DC community. The Hillcrest Board of Directors has approved a budget to hire an event manager/fundraiser consultant who would be responsible for developing and implementing an eighteen month celebration plan including community-based and fundraising activities with timelines and deliverables that would culminate in a gala event on October 10, 2015 in Washington, DC.

More specifically, Hillcrest is seeking a multi-dimensional event management/fundraising consultant who has the following qualifications and skills:

- Extensive experience in event planning/ managing/fundraising projects in the Greater Washington, DC area from inception to executing the project;
- Ability to be creative in planning, branding and marketing the project;
- Ability to multi-task and prioritize responsibilities and interact with diverse populations/organizations in the Greater Washington, DC area;
- Demonstrated networking capability with access to potential donors/sponsorships in the Greater Washington, DC area;
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- Excellent customer service skills;
- Highly organized with great attention to detail;
- Excellent interpersonal, communication including the use of social media and problem-solving skills; and
- Ability to bring the project in on time and on budget.

III. Questions

Submit all questions pertaining to this RFP via email to: Ms. Juanita H. Price, Chief Executive Officer, rfp@hillcrest-dc.org by Wednesday, March 26, 2014. Questions will be answered by Monday, March 31, 2014.

IV. Schedule and Timing

The Board and staff are considering an ambitious timeline for launching the campaign and want to have the event management/fundraising consultant/s on board as quickly as possible. Our schedule for the RFP process is:

- March 20, 2014 RFP issued
- March 26, 2014 Questions received.
- March 31, 2014 Questions answered



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- Monday, April 14, 2014 Proposals due by 4:00 p.m. EDT
- Monday, April 21, 2014 Selection of Candidates to be interviewed and presented to the Board
- Monday, April 28, 2014 Target Date for Final Selection

V. Proposal Format and Requirements

Proposals must be submitted electronically as PDF documents to rfp@hillcrest-dc.org. Please also submit 12 print copies to:

Ms. Juanita H. Price, Chief Executive Officer
Hillcrest Children and Family Center
Attn: RFP Bicentennial Celebration
915 Rhode Island Avenue NW
Washington, DC 20001

Your proposal must address the following topics:

- **Background**
 - Services provided by you that relate to an anniversary celebration/events.
 - Experience with similar projects – include type of organization, Washington, DC experiences, etc.
- **Administration, Organizations, Pricing, and Staffing**
 - Describe your model eighteen month Hillcrest Children and Family Center's Bicentennial Celebration/event process. What distinguishes your approach from others?
 - Provide a proposed implementation schedule with timelines and milestones.
 - What information and recommendations that would cover an eighteen month period will be included in the bicentennial celebration plan?
 - Identify potential sponsors/partnerships that would fund such events;
 - What will you charge to conduct this bicentennial celebration event/s? Please list your fees by stages.
 - Describe your role and responsibilities during the bicentennial celebration process including managing all logistical events, generating press releases, social media and the marketing campaign.
 - What are your expectations, roles and responsibilities of Hillcrest's Board, its Bicentennial Committee and staff during the bicentennial celebration process?
 - Provide information regarding the resources and involvement that you will require from Hillcrest.
 - Provide a list of any other services that may be considered an added value to Hillcrest.



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- ***Track Record and References***

- Please provide us with a client list within the past five years.
- What makes you the best fit for us? Why should we select you over another consultant/firm?
- Provide information on experience you have working with non-profit organizations or other mental health agencies specifically within the Greater Washington, DC area.
- Provide three (3) client references we can contact, including name, title, organization, telephone number, and email address.
- Provide a sample of previous work related to carrying out specific celebrations.

VI. Review Criteria

- **Conceptual Framework, Staff Plan, Organization, Administration - 40%**
- **Pricing - 20%**
- **Sample Work - 20%**
- **Past Experiences and References - 20%**

VII. Summary

Proposals are due by **4:00 p.m., EDT, Monday, April 14, 2014**

For additional information, please email:
(No Calls Please)
Ms. Juanita H. Price, Chief Executive Officer
rfp@hillcrest-dc.org
www.hillcrest-dc.org