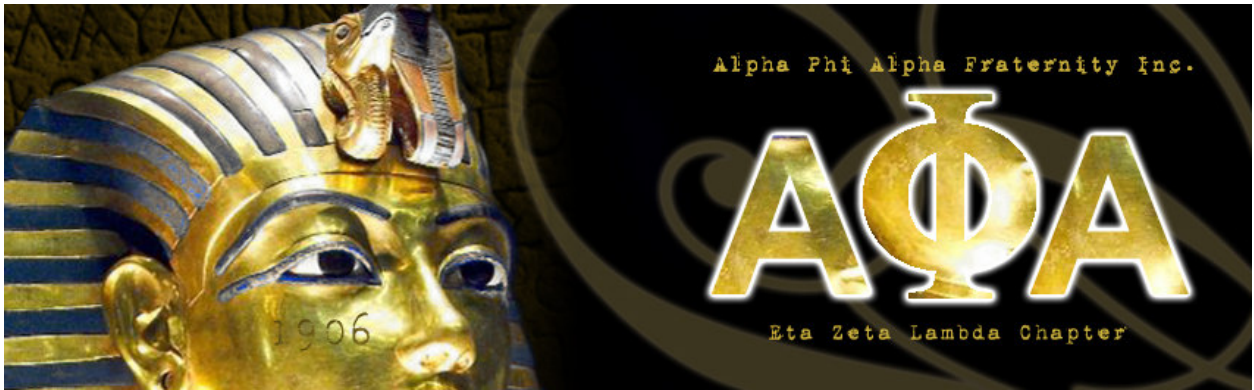




**REQUEST FOR PROPOSAL for FUND DEVELOPMENT
SERVICES**

Issue Date : March 26, 2009

Due Date : April 11 , 2009

The intent of this Request For Proposal (RFP) is to identify and select an experienced consultant, firm or team for fund development/capital campaign on behalf of a newly formed IRS approved 501 (c) 3 Foundation – the NEXT LEVEL FOUNDATION ©

Mission Statement of the Westchester Alphas

Alpha Phi Alpha Fraternity, Inc. develops leaders, promotes brotherhood and academic excellence, while providing service and advocacy for our communities.

Chapter History of the Westchester Alphas

Eta Zeta Lambda Chapter of Alpha Phi Alpha Fraternity, Incorporated was chartered November 12, 1958 in New Rochelle, New York.

The charter members of the newly formed Eta Zeta Lambda Chapter were: Arnold Baker, Richard L. Baltimore, Charles E. Dallas, Vester G. Fowlkes, Nelson C. Jackson, Hudson J. Olliver, Jr., Frederick W. Pierce and Fred Smith.

The charter was presented to Eta Zeta Lambda Chapter at the fraternity's 44th General Convention held in Philadelphia, PA on December 4, 1958.

Eta Zeta Lambda Chapter includes among its membership a diverse group of men, including, but not limited to: utility workers, engineers, religious leaders, medical doctors, federal and state judges, lawyers, legislators, journalists, educators, general contractors, social workers, brothers in the financial services industry and in a wide variety of other professions.

Through the years, the Westchester Alphas have made their presence felt in a variety of positive ways. The chapter has supported the General Organization's mandated programs such as A Voteless People is a Hopeless People, Go-to-High-School, Go-to-College, and Project Alpha.



The Fraternity's National Programs are community outreach mentoring initiatives that have been adopted by the organization's governing body and mandated for implementation by all of its chapters. The organization's National Programs include:

GO-TO-HIGH SCHOOL , GO-TO-COLLEGE

The "Go-to-High-School, Go-to-College" program, establish in 1920, concentrates on the importance of completing secondary and collegiate education as a road to advancement. Through the Go-to-High-School Go-to-College educational initiative, young men receive information and learn strategies that facilitate success.

PROJECT ALPHA

Project Alpha is a collaborative effort between the March of Dimes Foundation and Alpha Phi Alpha Fraternity, Inc. This program was developed to increase the knowledge of the Africa-American male

of the consequences of teenage pregnancy from the male perspective. This program seeks to assist young men in developing an understanding of their role in preventing untimely pregnancies through responsible attitudes and behaviors.

A VOTELESS PEOPLE IS A HOPELESS PEOPLE

"A Voteless People is a Hopeless People" was initiated as a National Program of Alpha during the 1930's when many African-Americans had the right to vote but were prevented from voting because of poll taxes, threats of reprisal, and lack of education about the voting process. Voter education and registration has remained a dominant focus of this outreach activity for over 65 years. In the 1990's, the focus has shifted to include political awareness and empowerment.



SPECIAL PROJECTS

Alpha Phi Alpha's Special Projects are programs and activities that are sustained through collaborative efforts, memoranda of understanding, and/or outside financial assistance, which Chapters are encouraged to implement. Current Special Projects include:

- 1.) **Alpha HeadStart** - this collaborative effort serves as Alpha's Fatherhood mentoring initiative and assists fathers in their rebound from the social forces that may have weakened their ability to function self-sufficiently.
- 2.) **Big Brothers/Big Sisters Mentoring Partnership** - implemented in 1991, Alpha Phi Alpha and BB/BS assist each other in mentoring young men.
- 3.) **Boy Scouts of America** - through this alliance, Alpha Phi Alpha focuses on mentoring through the Scouting program.
- 4.) **Leadership Development Institutes** - the program prepares outstanding high school students in the vital skills of leadership, college preparation and effective group interaction.



Eta Zeta Lambda continues to follow in that foundation that was laid many years ago by our founding Jewels. In order to continue the rich legacy as leaders within our communities, we have implemented chapter programs to continue to be men of: **"Manly deeds, Scholarship, and Love for all Mankind."**

PROGRAMS

Project Alpha

Scholarship Dinner Dance

Clothing Drive

Can Food Drive

Career Day

March of Dimes, Walk America

I. GOALS:

A. PROGRAMS

EDUCATION

- In collaboration with the Education Foundation, assess the efficacy of our national programs and special projects and develop a better focus on outreach activities.
- In collaboration with the Alpha Phi Alpha Education Foundation, work to re-establish the “Alpha University” as the preeminent training and development mechanism for the fraternity
- Offer “train the trainers” workshops that teach grass-roots activism.

CAREER DEVELOPMENT

- Develop programs that directly address issues of African American male incarceration and recidivism.
- Develop an initiative that directly addresses substance abuse and addiction in the African American communities.
- Reaffirm Alpha’s role in providing vision and voice for our varying constituents.

FUNDRAISING

- Acquire property in rural areas and build retreat centers/camp sites for training and development of brothers and youth.

PUBLIC SERVICE

- Recommit to social change and political activism.
- Develop an effective emergency issue response system.
- Develop meaningful and strategic partnerships with civil rights groups
- Create collaborative partnerships with agencies and other organizations that address issues affecting African American males

B. OBJECTIVES

To provide a rewarding, meaningful and enjoyable experience by creating and enhancing programs and support provided to collegiate members and chapters.

SUMMARY:

The life cycle of an Alpha begins with collegiate membership—all things arise out of this experience. For the Fraternity to thrive and continue to advance principles of manhood and leadership, the experience offered through its collegiate chapters must be exemplary. Through the enhancement of support services and the development of new programs, the Fraternity will provide an unparalleled experience for its collegiate members.

OBJECTIVE 1: Provide guidance, support and resources to chapters in the development of dynamic recruitment programs and strategies.

Strategies:

1. Develop a recruitment referral program to aid chapters in the identification of potential new members exhibiting Alpha character.

OBJECTIVE 2: Provide guidance to chapters for designing high-quality education programs.

Strategies:

1. Provide a bank of high-quality education activities.

STRENGTHENED ALUMNI ENGAGEMENT

GOAL:

To strengthen fraternity engagement—identification with and commitment to Alpha Phi Alpha by improving communication and broadening opportunities for involvement in a wide variety of events and programs.

SUMMARY:

In order to experience all aspects of graduate and undergraduate memberships, an Alpha must identify with and feel a connection to the Fraternity throughout his lifetime. Individual alumni exhibit a spectrum of desired involvement—from active participation in activities to periodic receipt of communication—that must be reflected in the opportunities provided by the Fraternity's alumni engagement programs.

OBJECTIVE 1: Establish and implement expectations for chapters to communicate with and involve both chapter and local alumni.

Strategies:

1. Establish and implement expectations for chapters to involve alumni in national, regional, and local events and scheduled programs.

ENHANCED VOLUNTEER DEVELOPMENT GOAL:

To enhance the leadership and effectiveness of national, province and local volunteers and increase recognition and appreciation of all volunteers.

SUMMARY:

Volunteers are the lifeblood of the Fraternity's operational structure because they work directly with the local chapters to support the ongoing functions of the Fraternity's entities. Comprehensive training for these vital leaders must address all aspects of their various positions in order to ensure that they have the knowledge and support needed to be successful in their roles. With better training must also come with heightened accountability. There are ranks of Alpha's willing to serve in each position to its full capacity, so the Fraternity must develop the means to identify and recruit potential volunteers, the aptitude to assign volunteers to the positions for which they are best suited, and the fortitude to make changes in volunteer personnel when needed. Finally, the Fraternity must consistently demonstrate sincere appreciation for its volunteers; without such acknowledgment, volunteers' invaluable service to the Fraternity can seem to go unappreciated.

OBJECTIVE 1: Develop and implement methods for effective identification and recruitment of volunteers.

Strategies:

1. Implement an application/nomination process to identify interested members and their specific skill sets.

II. SCOPE OF WORK

The NEXT LEVEL FOUNDATION © is looking for a firm, team or independent contractor that will be able to develop a capital campaign for the Foundation that will net a minimum of \$250,000 by 12-31-09.

The selected firm will be required to provide personnel experienced in nonprofit fundraising, including capital campaigns, grant research, writing and procurement, federal and/or state funding, private foundations, event fundraising and sponsorship.

It is the intent of the NEXT LEVEL FOUNDATION© to maintain significant oversight and advisory role in the capital campaign. The individual, firm or team will work under the general direction of the Foundation Board, reporting directly to the Foundation President.

- The NEXT LEVEL FOUNDATION © shall furnish a list of previous and potential donors, grant sources, contributors and sponsors; firm, team or independent contractor is also expected to also generate new leads and sources of donors, grants, contributors and sponsors;
- The NEXT LEVEL FOUNDATION © will need to develop marketing materials, but is willing to revise upon suggestions from firm, team or independent contractor;
- The firm, team or independent contractor is willing to build upon existing Foundation fundraising programs such as Jazz Supper Sunday or Annual Scholarship Dinner;
- The firm, team or independent contractor will be required to keep database(s) with names, addresses, phone numbers and emails of all solicitations, prospective donors, sponsors, and grant sources and provide this information to the NEXT LEVEL FOUNDATION © in a written report on a monthly basis;
- Expenses for solicitation, travel, phone calls and other expenses will be borne by the firm, team or independent contractor; in-person meetings with the president or board of directors as requested by board and/or president will be reimbursed with reasonable expenses to be determined.

III. PROFESSIONAL FEE

Respondents are asked to develop their own Scope of Work, Fundraising Plan and Timeline from the tentative starting date of April 1, 2009 through December 31, 2009 with the applicable fee for services. If the respondent feels there are other unique or creative services they would like to propose, the NEXT LEVEL FOUNDATION © suggests these be offered as separate and distinct options that can be considered on a case-by-case basis.

IV. QUALIFICATIONS

The NEXT LEVEL FOUNDATION © is seeking an experienced fund development consultant, firm or team with the following qualifications. Each entity responding to the RFP must respond specifically to the following qualifications:

- Contact Information: Provide consultant(s) name, address, telephone number(s) and email address;
- Provide the professional background of the entity and the experience of each administrative and/or project staff person that will be assigned to this project and indicate each person's capacity to manage professional development activities;
- Provide a list and description of projects completed during the past five years that were similar in scope, complexity, content, and time frames to that identified in this RFP. Documentation of these projects should include: 1) project title; 2) description of work performed; 3) dates for work performed; 4) organization for whom the work was performed; and 5) name, address, title and telephone number of each organization's project manager;
- Describe direct experience working with or obtaining funding from public and private funders;
- References of a minimum of three (five preferred) non-profit clients that have worked with the entity in the last five years including names and contact information for whom the consultant has provided similar services and indicating how long the entity has worked with each reference and in what capacity;
- Contact/experience with sports community a plus;
- Bilingual a plus;
- Capability to perform the work on schedule and work within an established budget;
- Key staff and relevant experience;
- Recent experience on similar project(s) and how those similarities might relate to this project;

V. RESPONDING TO THE RFP

Each response to the RFP must include the following information:

- A response to the qualifications set forth above;
- Scope of Work, Fundraising Plan and Timeline
- The fixed fee the entity would charge to undertake the Scope of Work, Fundraising Plan and Timeline

If the entity is interested in proceeding toward the possibility of submitting a formal proposal, the NEXT LEVEL FOUNDATION © may meet with the entity and may share materials, data, other information and analyses. As a condition of receiving such information, the expression of interest in proceeding shall be deemed to constitute the agreement to protect, preserve and maintain all such information on a strictly confidential basis, and to promptly return it to the NEXT LEVEL FOUNDATION © upon its request all tangible copies of such information.

The NEXT LEVEL FOUNDATION © is not responsible for loss or damage to the material submitted, or for any unauthorized use or misuse of the submitted materials by any third party.

Any submission to the NEXT LEVEL FOUNDATION © shall become the property of the NEXT LEVEL FOUNDATION© (not including any intellectual property rights contained in such submission), and the NEXT LEVEL FOUNDATION © is not required to return any submitted materials to any applicant. Solicitation by the NEXT LEVEL FOUNDATION © of proposals does not constitute an agreement by the NEXT LEVEL FOUNDATION © to extend funding to any party for the project under consideration. The NEXT LEVEL FOUNDATION © may, in its sole discretion, elect not to pursue this project in any manner, and/or reject all proposals.

By submitting a proposal, each applicant grants to the NEXT LEVEL FOUNDATION © the rights to duplicate, use, disclose, and distribute all of the materials submitted for purposes of evaluation, review, and research. In addition, each applicant guarantees that the applicant has full and complete rights to all of the information and materials included in the proposal. Each applicant also guarantees that all such materials are not defamatory and do not infringe upon or violate the privacy rights, copyrights, or other proprietary rights of any third party.

VI. SUMMARY OF REQUIRED CONTRACTING PROVISIONS

If a proposal is selected, applicant will be required to sign a binding agreement. Until both parties have signed an agreement, no express or implied commitment has been made to provide financial support. Applicants are not authorized to commence work until the agreement is fully executed. If applicants opt to commence work, they do so at their own risk. No oral or written statement other than the signed, written agreement will govern or modify the relationship.

Those receiving compensation from the NEXT LEVEL FOUNDATION © must be able to comply with a number of requirements that will be included in the operative agreement. These requirements include but are not limited to:

Applicants must guarantee that, among other things, any work they undertake on behalf of the NEXT LEVEL FOUNDATION © is not defamatory and will not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party; methods used for solicitation must be consistent with Foundation philosophy;

Applicants must agree to indemnify the NEXT LEVEL FOUNDATION © against any loss resulting from breach of any of the guarantees contained in the agreement;

Maintenance for three (3) years following receipt of relevant funds of all financial records to the project, which records shall be accessible to the NEXT LEVEL FOUNDATION ©, and to the U.S. Comptroller General or other representatives for examination and audit purposes; (Contractors will additionally ensure that any subcontractors or consultants under the agreement shall also maintain such records for the period specified and under the same terms);

Maintenance for three (3) years after approval of a final financial report, of a complete file of all subcontracts and other agreements, licenses, clearances, and other documents related to the work undertaken, copies of which shall be made available to the NEXT LEVEL FOUNDATION © on request;

Compliance with equal employment opportunity and nondiscrimination laws and policies;

Applicants will be required to provide documentation (invoices) as to actual costs, and provide supporting detail demonstrating that all costs are reasonable, necessary and allocable to the requirements and objectives of the work undertaken;

All research and materials created, developed, compiled or produced pursuant to or as a result of this project (including but not limited to all reports) will be considered ordered and commissioned by the NEXT LEVEL FOUNDATION © as works made for hire under the copyright laws, and made in the course of services rendered. If, for any reason, the proposed research and materials to be provided are not considered works made for hire under the copyright laws, then the applicant will be required to assign all right, title and interest in and to such research and materials to the NEXT LEVEL FOUNDATION©.

Applicants further agree that neither they, nor any of their subcontractors, will have any copyrights whatsoever in any research and/or materials created, developed, compiled or produced by them or by any subcontractor, or by any third party participating in the preparation of research or materials for this project;

The agreement will be governed by and in accordance with the laws of the State of New York without regard to its conflict of law provisions.

Other material terms and provisions may be set forth in the documents provided to the applicant that successfully completes the selection process. The NEXT LEVEL FOUNDATION© will have sole and exclusive rights to the reports created as deliverables for this project.

VII. FILING DEADLINE

Please submit your proposal by Saturday, April 11, 2009 at 12 p.m. All proposals should be sent via email to Whittaker Mack, Vice President, at whittaker.mack@gmail.com Hard copies should be mailed to: Whittaker Mack, 169 South Main Street, PMB #352, New City, New York 10956

The NEXT LEVEL FOUNDATION© reserves the right to contact respondents to schedule an interview session by phone or in person. If there is any information that would be useful to the entity in preparation to submit a proposal, please contact Whittaker Mack in writing via email.

The NEXT LEVEL FOUNDATION © anticipates selecting the consultant, firm or team on or about April 25, 2009, with the project to commence immediately upon contract execution (expected to be May 1, 2009).