

Request for Proposal: Dr. Bob Kemp Hospice Pediatric Fundraising Campaign

Statement of Purpose

Dr. Bob Kemp Hospice is seeking proposals from qualified fundraising consultants to assist in its fundraising efforts for a new Pediatric Hospice in accordance with the specifications contained in this Request for Proposal (RFP). The successful consultant will be awarded a professional services contract in accordance with the Dr. Bob Kemp Hospice contracting procedures.

Proposals will be evaluated based on the following:

Criteria	Weighting
Ability to deliver on scope of work	10
\$20 million campaign experience in not for profit - health care.	10
Understanding of the Greater Hamilton area defined as Niagara, Simcoe, Hamilton, Halton, Oakville, KW, and Cambridge.	7
Cost of Services	6
Communication and Marketing experience	6
Donor Stewardship experience	6
Experience with new donors	5
Project Management experience	5
Flexibility to implement in Q2 2020	5
Total	60

About Dr. Bob Kemp Hospice

The Dr. Bob Kemp Hospice (DBKH) is a Palliative Care Facility that provides excellence in care to those individuals with a life threatening illness who are in the final stage of their life. Dr. Bob Kemp Hospice has been providing high quality compassionate adult wellness programs, end-of-life care in our 10-bed facility, and bereavement services for individuals living with a life-limiting illness for more than 27 years. Our focus celebrates life for these individuals and their families.

Two years ago the need for bereavement and palliative supports for children and their families was brought to our attention. Using the same strategic approach that developed our skills at for end of life supports for adults and their families, we have been dedicated over the past 24 months to building knowledge and skills in children and family supports by sustaining our investment in Camp Keaton (Erin),

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and developing a visiting volunteer and a day program specifically for families of seriously ill children. In addition, we have developed a formal collaborative relationship with Hamilton Health Sciences to ensure that together we become the palliative and bereavement experts to serve our community.

Mission

Inspired by the vision of Dr. Bob Kemp, we compassionately serve the emotional, physical, social and spiritual needs of individuals living with a progressive life-limiting illness until the end of life. We support them, their bereaved and our community through our residential, outreach and bereavement programs.

Vision

We collaboratively lead, shape and deliver compassionate Hospice Palliative Care.

Values

What matters to us...

- Dignity and Quality of Living
- End of Life Care
- Compassion, Kindness and Respect
- Diversity
- Continuous Enquiry and Learning

Our current strategic plan includes developing our hospice bereavement expertise, build palliative care outreach programs and grow our expertise in Pediatric Palliative Care. We have progressed in all three areas. We now are ready to move forward to build a children's hospice to address the significant gap in palliative and end of life support for children, their families and caregivers. Our existing facilities cannot accommodate this new growth initiative. We recognize that to do this successfully we need to engage a professional fundraiser to design, lead and manage the campaign.

Background

A Community Assessment/Planning Study was recently completed where it was found that DBKH could sustain a capital campaign for a pediatric hospice with a goal of \$20 million. We believe that there is a critical need in our community. Hamilton is the only Ontario centre served by a Children's Hospital without a complimentary children's hospice and respite centre. Our Children's Hospital in Hamilton serves a population of 2.3 million across our region (Niagara, Simcoe, Hamilton, Halton, Oakville, KW, Cambridge). Families and researchers with pediatric community hospices have all reported better care, better supports, better or improved cost effectiveness and reduced hospital emergency visits. We have partnered with Hamilton Health Sciences for their pediatric expertise to bring this improved care to the children and their families living in our community.

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277 Stone Church Road East, Hamilton, ON L9B 1B1 | T 905.387.2448 TF 888.449.3440 F 905.387.7822 | kemp.hospice@kemphospice.org

Fundraising efforts would include a 25,000 square foot building equipped to provide pediatric services including:

- Respite care; short term stays for children
- A special place for children at end of life
- Complimentary therapies
- Day wellness programs
- Transition from hospital to home care
- Home visits by volunteers
- Access to experts and resources for families and caregivers
- Grief and bereavement support services (adult and children)

Scope of Work / Deliverables

- A detailed campaign plan to ensure \$20 million is raised
- Identification of a campaign budget by line item costs
- Plans to include 3 years of annual operational costs
- A campaign cultivation and solicitation strategy including refinement of the case statement, flexible payment opportunities and a donor recognition plan
- Fundraising efforts to include individuals, businesses as well as local, provincial and federal funding; existing and new donors, other funding sources including available grants
- Leadership in execution of the plan for 3 years and ongoing coaching and consulting
- Proposal of resources required to execute the campaign, including but not limited to, the identification of a volunteer campaign team
- A strong and fulsome communications strategy
- Reporting and communication for the duration of the capital campaign to include a measurement tool to monitor the campaign performance; regularly and at key milestones
- Integration with the overall Pediatric Hospice build project through the project manager and steering committee
- Commencement of this next planning phase in Q2 of 2020.
- Development and execution of a donor stewardship plan
- Marketing collateral to support campaign

Contract Duration

Dr. Bob Kemp Hospice intends to enter into a contract with a duration up to 3 years that includes the initial proposal, communication of execution plans with employees and subsequent regular reporting and meetings to monitor the campaign success.

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Proposal Schedule

Steps	Process	Timelines	Information
1	Dr. Bob Kemp Hospice to send out request for proposal; letter of intent and submission.	Jan 15, 2020	RFP to be posted on biddingo.com Invitation email sent by DBKH to select organizations RFP announced on website and social media.
2	Letter of Intent to submit proposal.	Jan 31, 2020	Interested organizations to send Letter of Intent to Executive Director - Clare Freeman.
3	Proposal submission	Mar. 2, 2020	Interested organizations to send Proposal to Executive Director - Clare Freeman. Proposals must include all required information.
4	Review of submission	Mar 3, 2020	Committee will review and decide on finalists. Communication to finalists by Mar 5 th .
5	Finalist will be selected to present proposal.	Presentations March 24 th - 27 th	Executive Director will contact finalists to schedule presentation (30 minute presentation with 15 Q&A).
6	Organization selected and approved will be requested to sign contract.	April 17, 2020	

Submission Requirements

To be considered and chosen for this requirement, consultants must demonstrate that they specialize in and have successfully completed services in development and fundraising activities of this size in organizations similar to Dr. Bob Kemp Hospice. Business liability insurance is mandatory.

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Proposal Requirements

- Proposal should be submitted confidentially to:

Clare Freeman, Executive Director
277 Stone Church Road East, Hamilton ON, L9B 1B1
905 387-2448 ext 2201
CFreeman@kemphospice.org
- The contract budget must be clearly defined including a billing schedule.
- All costs associated with the development and presentation of the proposal will be at the sole expense of the consultant and will not be reimbursed by Dr. Bob Kemp Hospice.
- Any questions regarding this RFP or process must be submitted via email to Clare Freeman.
- Finalists will be asked to present their proposals in person.
- Finalists will be required to undergo a background check.

Proposal Format and Content

- Submit through email an e-copy (pdf format) of the proposal.
- Provide a cover letter with the legal name of the company, a declaration of any conflict of interest, contact information of the person responsible for submitting the proposal and the signature of the company officer or individual who can bind the proposer to the provisions of this RFP.
- Include experience and qualifications.
- Address all deliverables.

Statement of Non-Commitment

Issuance of this RFP does not commit Dr. Bob Kemp Hospice to award a contract.

Additional Support:

- Annual Report - <https://kemphospice.org/annual-reports>
- Case for support

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