



The Denver Foundation

Request for Proposals: *Feasibility Study* *March 2023*

The Denver Foundation seeks a consultant to initiate and complete a feasibility study to gauge willingness from our partners to engage in a comprehensive anniversary fundraising campaign.

About The Denver Foundation:

The Denver Foundation is a community foundation that inspires people and mobilizes resources to improve life in Metro Denver. Since 1925, The Denver Foundation has helped generous people be catalysts for good by building charitable legacies. As the largest and most experienced community foundation in the Rocky Mountain region, we help people give back to Metro Denver in ways that are meaningful to them and impactful to the community. The Denver Foundation has three roles: stewarding a permanent endowment to meet current and future needs for Metro Denver; listening and working with community leaders to address the core challenges that face the community, with an emphasis on racial equity; and managing more than 1,000 charitable funds on behalf of individuals, families, and businesses. To learn more about The Denver Foundation, visit www.denverfoundation.org.

Organization Background and Structure:

In November 1925, community leaders came together to create an endowment to serve the future needs of Metro Denver. Today, The Denver Foundation manages assets of more than \$1.1 billion. Last year, the foundation secured \$113 million, primarily through donor-advised funds, and awarded \$116 million to worthy organizations in Colorado and nationally.

The core work of the foundation is guided by the [strategic framework](#), a fluid document adopted in February 2021 affirming The Denver Foundation's commitment to centering racial equity and prioritizing community leadership, inside and outside of the organization. This framework is designed to be a guiding light over the next decade and is reflected in these major priority areas:

- Education
- Housing
- Transportation
- Environment
- Economic Opportunity
- Policy and Civic Fabric

These priorities are reflected in the foundation's many programs, scholarships, and funds which make a positive impact in Metro Denver. Grantmaking programs such as Strengthening Neighborhoods, which celebrated its 25th-anniversary last year, provides modest grants to community-led projects. The Community Grants Program awards more than \$4 million annually to nonprofits focused on the foundation's priority areas. Other grantmaking programs include the Critical Needs Fund, Technical Assistance, and Colorado Health Access fund.

The Denver Foundation also administers a wide range of scholarships with assets of \$62 million. In 2022, the foundation awarded 1,109 scholarships totaling \$6 million, including the Reisher Scholarship, one of Colorado's largest scholarship programs.



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In addition to The Denver Foundation's robust scholarship program, the foundation offers a Nonprofit Agency Funds program, which manages funds for nonprofit organizations throughout the state of Colorado. Nonprofits that invest with the foundation receive benefits such as sophisticated investment services and the ability to accept complex gifts. All administrative and accounting services are managed by The Denver Foundation, which also connects agency partners to one another through networking and educational programs. Currently, The Denver Foundation manages \$90 million in agency fund assets that represent 110 funds, with nearly 70 individual agency fundholders.

Finally, the foundation cultivates, solicits, and stewards more than 1,000 fund products, including donor-advised funds, designated funds, field-of-interest funds, scholarships, and impact investing opportunities through Program Related Investments. In addition, staff identifies, and stewards planned and blended gift donors.

The foundation employs more than 50 staff members led by President and CEO, Javier Alberto Soto, who joined the organization in 2019 from the Miami Community Foundation. Over the past four years, The Denver Foundation has welcomed more than 20 new staff members who bring a range of lived experiences and philanthropic expertise. Volunteer leadership makes up an important constituency and includes a 19-member Board of Trustees, and other non-board volunteer committees, including a Professional Advisors Council, Impact Investing Committee, and Advisory Committee for Community Impact.

The organization is comprised of five departments, including:

- Finance & Administration: responsible for accounting and financial management.
- HR, Facilities, IT, and Operations: responsible for human resources, facilities, and information technology.
- Operational Excellence: responsible for systems and data management.
- Communications: responsible for brand development and external communications.
- Impact: a newly merged department responsible for both grantmaking, fund administration, fundraising, and cultivating new philanthropic relationships. This department also includes engaged learning.

Mission: We inspire people and mobilize resources to strengthen our community

Vision: A Metro Denver that is racially equitable in its leadership, prosperity and culture.

Our Purpose: To achieve our vision, we will be a proactive, collaborative, and resolute leader in reducing racial disparities.

Our Values:

- We are deeply rooted in the principles of Equity, Inclusion, and Diversity, and racial equity guides and connects all of our work.
- We are a catalytic leader that engages critical issues and accelerates systems change.
- We maintain trusting, collaborative relationships with our partners, people from every segment of our community.



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- We strengthen our civic fabric by elevating the voices and perspectives of community members.

Current Situation:

As we approach our 100th Anniversary, the foundation is considering embarking on its first major fundraising campaign to celebrate this milestone. Our hope is the 100th Anniversary Campaign will engage new community leaders and secure resources to prioritize racial equity and address the needs of our community and region today, tomorrow, and long into the future.

Requested Services:

The Denver Foundation seeks a consultant to initiate and complete a feasibility study to gauge willingness from our partners to engage in a comprehensive fundraising campaign. Our goal in conducting this feasibility study is to understand what the potential goal is for a fundraising campaign and measure the level of support among our many constituencies – nonprofit partners, fundholders, community and policy leaders, and potential donors.

The feasibility study should address the following:

- The Denver Foundation’s real and perceived strengths and weaknesses in fundraising
- How best to engage BIPOC and BIPOC-led organizations in this campaign
- Names of potential major donors/funders and what their interests might be
- Determination of the amount of money that can be reasonably raised
 - Donor’s areas of interest of support
- Other major fundraising campaigns in the area that might compete for the same donors
 - Determine if the upcoming anniversaries of the other local foundations will hinder our ability for a successful fundraising campaign:
 - Ie: Rose Community Foundation and Community First Foundation
- Possible alternatives for raising funds needed to complete the project

Proposal Requirements

Consultant/Firm Information and Approach:

Provide the firm’s name, address, website URL, and telephone number. Include the name, title, and email address of the individual who will serve as the firm’s primary contact. In addition, please provide a summary of the experience of all key staff and 2-3 references of similar projects your firm has completed.

Include a brief description and history of your firm, including understanding and experience in leading and learning in a racial equity framework and any experience in leading a community foundation campaign. Your proposal should explain your feasibility study approach, style, and process.

Proposals should be limited to three (3) pages and must include the estimated cost, ideally in the range of \$20,000 to \$40,000, for all work related to tasks and deliverables outlined in the Schedule and Timeline below.



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Schedule and Timeline:

Proposals should include the proposed work schedule, timeline, and deliverables resulting from the feasibility study. The contract is expected to begin **May 15, 2023** and should ideally be completed by **August 1, 2023**.

Required Deliverables

Findings Summary:

- List of key donor prospects and their potential interest, including giving range.
 - Notes and details of survey and interview responses
- Overall proposed fundraising goal total.
 - Dollar amount and areas of support
- Key areas of the case for support that resonate or hinder.
- Presentation of findings to the Board of Directors and key staff.

Project Lead:

Please contact Claire Tobin by April 7, 2023 with any questions you may have regarding The Denver Foundation, anniversary campaign or RFP.

Claire Tobin
Major Gift Officer
303.594.7684, ctobin@denverfoundation.org

Schedule:

The Denver Foundation would like to have the results of the completed feasibility study by **Tuesday, August 1, 2023**. The preliminary schedule is as follows:

Issue Request for Proposal	Friday, March 24, 2023
Questions from potential consultants	Accepted through Friday, April 7, 2023
Responses to questions	Sent out by Friday, April 14, 2023
Proposal due	Friday, April 21, 2023 by 5:00 p.m.
Evaluation process	Week of April 24, 2023
Interviews conducted with finalists (if necessary)	Week of May 1, 2023
Organization announces decision	Friday, May 12, 2023
Consultant begins work	Monday, May 15, 2023
Feasibility study completed	Tuesday, August 1, 2023

It is preferred that proposals are submitted electronically to ctobin@denverfoundation.org
Please use the subject title: TDF Feasibility Study Proposal, (Consultant/Firm Name)

Proposals submitted by mail should be sent to:

The Denver Foundation
Attention: Claire Tobin
1009 Grant Street
Denver, CO 80206