



♀ ST. JOHN'S WOMEN'S CENTRE ⚓ SAFE HARBOUR OUTREACH PROJECT
💡 MARGUERITE'S PLACE 🍷 MANAGED ALCOHOL PROGRAM

170 Cashin Ave. Extension | St. John's, NL Canada A1E 3B6 | T. 709.753.0220 x 223 | F. 709.753.3817 | www.sjwomenscentre.ca

REQUEST FOR PROPOSALS

Marketing and Business Plan

Training as a Social Enterprise at the St. John's Status of Women Council

About the St. John's Status of Women Council

The St. John's Status of Women Council/Women's Centre (SJSWC) is a non-profit charitable feminist organization that since 1972 is continually working to achieve equality and justice through political activism, community collaboration, and the creation of a safe and inclusive space for all women and non-binary people in the St. John's area. The St. John's Status of Women Council operates the Women's Centre, Marguerite's Place Supportive Housing Program, Safe Harbour Outreach Project, and Managed Alcohol Program.

For more information on the SJSWC, please visit www.sjwomenscentre.ca.

Background

Twice a year, new staff and volunteers with the SJSWC are trained by existing staff on a variety of topics relevant to their work with the organization. We are now looking to expand this idea to start offering these training sessions to the public as a way to create new revenue streams that funnel back into the organization in a way that serves our mission. This revenue will help ensure all of our programs, including the new social enterprise, remain funded, sustainable, and available to all women and non-binary people of our community, with an ultimate goal of increasing our program and housing offerings, while also building a safer and stronger community.

The social enterprise will provide corporate, community, and government organizations training on a variety of valuable topics. At present, we have the capacity and in-house knowledge to provide sessions on the following topics: Being Feminist-Informed, Gender Diversity, Trauma-Informed Practice, Crisis Intervention and Safety Planning, Harm Reduction, Understanding Sex Work and Sex Workers' Rights, Gender-Based Violence Group Counselling Facilitator Training, Boundaries in Care Work, and Critical Self Care.

Training as a Social Enterprise Project

SJSWC has been awarded funds by the Investment Readiness Program to help with preparing a marketing and business plan for our new social enterprise.



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Our mission for this project is to help build a safer and stronger community and foster positive social change by enhancing the skills, knowledge, and confidence of individuals and groups of all genders through a variety of training sessions, facilitated by our in-house staff members.

These funds will be used for the following activities.

- Activity 1: To assess the market for existing community training and identify opportunities and strategies for us to create a sustainable social enterprise.
- Activity 2: To develop a marketing and business plan that provides a roadmap for training as a social enterprise.
- *Activity 3: To prepare for the social enterprise by developing and implementing improved internal administration systems.*
- *Activity 4: To prepare for the social enterprise by recruiting and training more facilitators.*

This RFP is exclusively for activities 1 and 2. Activities 3 and 4 will be *informed* by activities 1 and 2 in the future.

The Investment Readiness Program

Funded by the Government of Canada, the Investment Readiness Program (IRP) supports social purpose organizations as they contribute to solving pressing social, cultural and environmental challenges across Canada.

Its goal is to help social purpose organizations build their capacity to participate in Canada's growing social finance market and prepare for the Government of Canada's broader investment in social finance via the [Social Finance Fund](#).

Purpose

SJSWC is seeking proposals from qualified consultants and/or consulting firms to assist in the analysis and development of a marketing and business plan that will guide the agency through the creation of training as a sustainable social enterprise.

Project Scope & Deliverables

Task	Scope of Work	Deliverables
Market Assessment and Plan	Identify potential customers including their demographics, values, etc. Outline customer journey: <ul style="list-style-type: none"> • How will they find us? • Why will they choose us? • What will make their experience successful? Evaluate existing training providers, and identify gaps to understand the market potential to scale our social enterprise.	Market Assessment and Plan: <ul style="list-style-type: none"> • Market potential for training sessions • Outline of customer journey • Communication strategies and messages for clients • Identification of potential partners and messages for partners • Analysis of training provider capacity • A strategic marketing implementation approach
	Outreach to customer base and potential partners to better understand our value proposition.	
	Develop marketing strategies and identify marketing partners.	
Business Plan	Prepare a financial model showing future sustainability of the social enterprise and necessary investment to scale.	Business Plan: <ul style="list-style-type: none"> • Executive summary • Company overview • Market analysis • Marketing plan • Logistics and operations plan • Risk & feasibility analysis • Financial plan • Potential funding opportunities
	Create a business development strategy and implementation plan to scale revenue over the next two years incorporating input from Marketing Assessment and Plan and Customer Service Plan.	
	Provide information to inform the development of improved customer management systems (Activity 3).	
	Assess liability and risks associated with the social enterprise and ensure SJSWC has suitable procedures and insurance.	
	Prepare a formal business plan capturing the above that can be utilized for internal planning and seeking external investment.	

Output

- The deliverables outlined in the previous section.
- A presentation to the Executive Director and Training Innovator along with a question and answer session.



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Proposal Requirements

Please include the following in your proposal response:

- Consultant's CV(s)
- Full work plan, including strategy, activity plan, timelines, information gathering plans, and support required from the organization
- Examples of business plans completed or social enterprise (or other) research conducted
- Budget, with a full breakdown
- Special considerations, challenges, or opportunities that might be important to the proposal

Proposal Evaluation

Proposals submitted in response to this RFP will be evaluated by the Executive Director and Training Innovator of the St. John's Status of Women Council.

A consultant will be chosen based on these criteria:

- Proposed Work Plan (40%)
- Experience and research examples (40%)
- Project Costs (20%)

Timeline

RFP Released: April 10, 2023

Responses Due: May 1, 2023

Finalist consultants selected and contacted for interview: May 5, 2023

Chosen consultant selected and contacted: May 18, 2023

Project Kick-off: Latest, June 1, 2023

Proposal Submission

Proposals will be accepted until **5:00pm (NDT) on May 1, 2023**. Please use the subject line: "RFP Business Plan - NAME OF YOUR COMPANY".

Any questions on this RFP and all proposals must be submitted by email to hire@swwomenscentre.ca.