REQUEST FOR PROPOSAL
Fairmount4Free Project

Statement of Purpose
Through Fairmount4Free, Fairmount Ventures, Inc., seeks to support small innovative nonprofit organizations that benefit the Greater Philadelphia region by providing strategic consulting services in the areas of: strategic alignment, programmatic assessment, and resource development **on a pro bono basis.**

The initiative will be led by Associate staff members with guidance from senior-level staff. Through Fairmount4Free, we hope to support innovative nonprofits in the Greater Philadelphia area with a high level of human capital (but may lack financial capital) in need of strategic consulting services to achieve a greater and more meaningful impact in the Philadelphia area. Each nonprofit client will receive approximately $10,000 of professional consulting services at no cost. For our inaugural year, we expect to select 1-2 projects. The project(s) selected will involve an ongoing dialogue, requiring a commitment from the leadership at the selected organization(s).

Who Qualifies
Fairmount welcomes applications from any organization with a budget equal to or less than $250,000 and whose constituency (at least in part) resides in the city of Philadelphia. You need not have paid staff or be incorporated as a 501(c)(3).

Who We Are
Fairmount Ventures, Inc. (Fairmount) offers expert, hands-on counsel to help nonprofit and philanthropic organizations address key strategic issues in the areas of resource development, strategic planning, capacity building, mergers and affiliations, and organizational development. Our clients represent a broad cross section of nonprofit sectors to include human services, community development, arts and culture, the environment, community health, etc. Our expertise lies in helping nonprofit organizations at key transition points plan and execute their next moves in order to advance. Over the past 20 years, Fairmount has served over 300 nonprofits, grantmakers, and public agencies of all sizes and levels of sophistication, and has secured more than half a billion dollars for its clients. Fairmount recently formed a strategic alliance with Sage Communications Partners and Mialstones Consulting to offer clients the scope, strength and smarts that come from bringing together talented professionals with diverse backgrounds and expertise. By sharing ideas, contacts and the same space, we are better able to serve the region's nonprofit and philanthropic sectors.

But we don't just work here – we live here, too. We admire the creativity, passion, and innovation in Philadelphia's nonprofit sector today, but we also understand that great ideas require proper positioning, governance, financial resources, and programmatic excellence in order to become a reality. To that end, we are pleased to announce the launch of the Fairmount4Free initiative.

Project Description

Our objectives in this process are: support and contribute to the community in which we work and reside; provide organizations that may lack financial capital but are rich in human, social, political and intellectual capital with the tools to grow; and to support an innovative and resourceful organization whose message and work resonates with us.

Through Fairmount4Free, Fairmount is offering consulting services in three service areas, of which applicants may choose one service line:

Strategic Alignment: Successful nonprofits must regularly evaluate the clarity of their mission and position, consider alternatives, adjust priorities, and determine how best to acquire the resources needed to meet organizational goals. Through this service line, Fairmount will work with the chosen organization to define its vision, objectives, and activities, and align resources with organizational priorities, positioning the organization to have a greater impact.

Programmatic Assessment: The key to building diversity in an organization's funding base is assuring that its programs are effective and that it can test and implement new ideas. Working in tandem with the chosen client, Fairmount will carry out a thorough assessment of the organization's program by conducting best practices research, interviews to acquire feedback from key organizational stakeholders, as well as an assessment of community needs, to identify gaps in programming, meet the needs of the client's constituency, adapt innovative ideas practiced elsewhere in the field, and to position the client to appeal to the interests of funders.

Funding Strategy: Whether funding is needed to support ongoing operations, test new ideas or develop a new program, Fairmount has proven successful in helping clients secure funding from foundation, corporate, individual and government sources. Through this service line, Fairmount will assess the client's current revenue sources, conduct research on alternative funding streams tailored to the organization's needs and mission, create an individualized plan to diversify resources, and provide the client with a case statement template that can be adapted to appeal to foundations, corporate giving programs, individuals or government funders.

Fairmount will expect the following from any client(s) chosen to receive these pro bono services:

- The client must ensure that key leadership will be directly and consistently engaged in the project as needed.
- Leadership, staff and/or Board should be willing to provide feedback to Fairmount regarding the quality of services provided following the completion of the project.
- Any mention of Fairmount Ventures in materials that will be publicly accessible must be submitted to and approved by Fairmount prior to dissemination.

Proposal Selection Criteria

Fairmount will look for indications that a potential consulting engagement will be completed successfully and have lasting, meaningful impact. Our team will evaluate your proposal and shortlist the most promising projects and organizations for an interview. Please limit your answers to the following questions to 3 pages total.

Organization Description
Briefly summarize your organization, including:

- Organization contact information
- Mission and vision
- Overview of current projects/initiatives
- Organizational goals and impact
- Partnerships/collaborations with other organizations (if applicable)

- How you envision your organization three years from now
- Current budget: sources and uses

Project Description

- Describe the key challenges currently faced by your organization in working towards your mission and goals.
- How do you envision Fairmount's role in helping your organizations address these challenges?
- What are your objectives for a successful project with Fairmount? How will the completion of a successful project impact your organization and its constituents?
- Why is now a critical time for your organization to receive these services? How will this project take advantage of your organization's current juncture?

Proposal Format

We want to make this easy for you, but we need enough information to make an informed decision. Therefore, we request that you electronically submit as many of these documents as are currently available to free@fairmountinc.com.

- Organization and Project Description
- Supplemental information (annual report, newsletter, website, etc.)
- Annual budget and/or program budget
- List and short profile of key staff/team members, including contact information

Letter of Interest and Questions

Organizations planning to submit a proposal should send a short e-mail indicating their interest and any questions regarding this RFP to free@fairmountinc.com with the subject line "Fairmount4Free Question" by the date listed below. We will regularly post responses to all questions on our website, www.fairmountinc.com. Please do not call us on the telephone (we're busy helping other clients!)

Timetable

Date	**Description**
June 29, 2012	Deadline to submit questions and letter of interest to free@fairmountinc.com
July 2-4, 2012	Answers posted on website
July 13, 2012	Proposal deadline
July 30-August 3, 2012	Interviews
August 15, 2012	Selected organization(s) notified – Project start

Fairmount will meet with the selected organization(s) to outline the nature and length of the engagement and customize a work-plan.