



Request for Services of a Fund Development Professional

The Food Sharing Project would like to engage the services of a fund development professional to help us develop a comprehensive but manageable fund development strategy, building on our reputation and goodwill for 40 years. The strategy will include several specific deliverables and outcomes leading to increased opportunities for sustained fundraising. Please review the following document and submit a proposal as indicated by April 9, 2024.

About The Food Sharing Project

The Food Sharing Project is the charity that provides nutritious food to schools in KFL&A for their in-school breakfast, lunch and hearty snack programs, as a partner in the Ontario Student Nutrition Program. Each week, coordinators at 88 schools place online orders from a list of food that meets nutritional criteria. We purchase the food and our team of a dozen volunteers pack 450 boxes of food, a value of \$20,000, which our staff deliver to all schools in the region every week of the school year.

About the challenge we are facing

One in six families in KFL&A experience food insecurity (2023). With the rising prices of rent, utilities, gas and food, an increasing number of families are relying on nutritious food offered at in-school student nutrition programs (SNPs). Both the volume of food and the price of food has increased significantly over the past few years, and The Food Sharing Project is finding it difficult to continue to provide the level and quality of food required at the 88 schools in the region.

In addition, Provincial core funding for the Student Nutrition Program (a program of MCCSS) has not increased since 2015, and the move toward a federal cost-shared national school food program did not come to fruition in the 2023 budget. Along with the withdrawal of temporary additional “pandemic” funding from 2020-2022, FSP was able to continue its new increased level of service by drawing from its accumulated reserve funds.

To maintain the increased demand for nutritious food at schools, FSP needs to strengthen its toolkit of fund development resources and grow its pool of donors. Thanks to a generous grant from the Resilient Communities Fund of the *Ontario Trillium Foundation*, FSP is in a position to engage the services of a fund development professional to develop resources for that toolkit. A set of specific outcomes and deliverable are outlined below.

Our response

As a small charity with limited human resource assets, we are seeking a fund development professional who will provide us with tools and skills that we can easily implement to grow our donations and fundraising revenue. Specifically, we have established the following activities and outcomes:

| Activity | Outcome |
|--|--|
| Donor prospecting | Provide detailed list of 200+ qualified new donors. |
| Donor approaches | Make donation asks of 50+ new donors. |
| Board training | Deliver 1-2 training sessions and provide resources for board of directors. |
| Board support | Accompany/ support at least 5 board members for 3 donation asks. |
| Website refresh | Provide content and recommended web-based fund-raising tools. |
| Social media | Provide annual schedule of social media posts, linked to local and national campaigns and activities. |
| Design and produce Third-party fundraising kit | “Fundraiser in a box” kit produced, including instructions, scripts, messaging, branding (e.g. banner stands, tablecloths, canopy tent), marketing collateral and equipment. |
| Promote Third-party fundraising | 10-20 businesses or groups approached to operate third-party fundraisers, and list of up to 50 more groups to be approached. |
| Design materials for professionals | Brochures and related collateral for wealth managers, estate lawyers, funeral home directors, faith communities, etc. |
| Presentations to professionals | 10-15 professionals approached and provided with fund raising collateral, and list of up to 50 more to be approached. |
| Consider other fund development initiatives | Ideas, content and plans for other easy to manage fund development opportunities (op-eds, articles, advertising, etc.) |

Fee structure

The total fee available for this project is \$26,000 plus up to \$1,000 mileage and ancillary expenses. An additional budget of \$6,000 for purchasing products and services is available and will be managed by The Food Sharing Project’s Executive Director.

Terms and Conditions

- The Food Sharing Project will engage with you as an independent contractor; You will be responsible for your own payroll related remittances.
- You will have the opportunity to work from the FSP office part-time, and/or may choose to work off-site.
- Upon engagement, we will together determine deadlines, milestones and a schedule of payments.
- You will report to the Executive Director and will have regular weekly or bi-weekly meetings to check-in, report on progress, and receive feedback and resources.
- All elements of the project are expected to be completed by *December 31, 2024*.

How to apply

Submit a proposal or cover letter and a résumé/ CV highlighting your skills and relevant experience, and describe how you would achieve the outcomes of this project. Please provide references. **Apply by Tuesday, April 9, 2024 at 12:00pm.** Send your application/ proposal to:

Andy Mills, Executive Director
The Food Sharing Project
fsp@foodsharingproject.org

The Food Sharing Project is an equal opportunity employer and will not discriminate on the basis of sex, gender identity, faith, ethnicity, age, disability or other factors. If you require accommodation to make this application or if selected to move forward with the project, please contact fsp@foodsharingproject.org.

To learn more about The Food Sharing Project, visit our website at www.foodsharingproject.org