

info@capoc.org

11870 Monarch Street  
Garden Grove, CA 92841



## Community Action Partnership of Orange County Request for Proposals for a Feasibility Study July 15, 2022

### Project Overview

Community Action Partnership of Orange County is seeking a qualified independent consulting firm for the purposes of conducting a feasibility study for our organization. We are looking for a partner who is experienced with planning and conducting a fundraising feasibility study and is familiar with social service agencies. The plan should assess our current situation, potential fundraising capacity for a campaign and make recommendations on a strategy to maximize our fundraising efforts. A project budget, timeline and action items should be clearly identified.

### Organization Background/Overview | *This is Where Poverty Ends*

CAP OC is a 501(c)(3) non-profit organization located in Garden Grove, CA. Community Action comes out of President Lyndon B. Johnson's War on Poverty and from the advocacy of Dr. Martin Luther King, Jr. The Economic Opportunity Act of 1964 created the Community Action Network of national and locally focused organizations that connect millions of children and families to resources that help eliminate poverty. In 1965, Community Action Partnership of Orange County (CAP OC) was formed when the Orange County Board of Supervisors, faith-based leaders, and community advocates saw poverty rising in affluent Orange County and a lack of adequate resources to address the root causes.

For more than half a century, CAP OC has been a trusted resource for Orange County community members facing food insecurity, unemployment, economic turmoil, and other obstacles. CAP OC provides whole-family wraparound services that help people meet basic needs, overcome barriers, and develop self-sufficiency. CAP OC programming includes:

- Hunger prevention, such as the OC Food Bank, a CalFresh Outreach Program, a Farm to Family program, and a mobile food pantry
- Meeting immediate needs, such as a rental assistance program, the OC Diaper Bank, a utility assistance program, and a free Volunteer Income Tax Assistance tax preparation
- Health and self-sufficiency, such as a Financial Empowerment Program, USDA Nutrition Education programs, a Workforce Development program, family strengthening and development programs, home weatherization services, and resource referrals to outside agencies for additional services

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## Mission and Vision

### Mission:

The mission of Community Action Partnership of Orange County is to end and prevent poverty by stabilizing, sustaining, and empowering people with the resources they need when they need them. We forge strategic partnerships that create a powerful force to improve our community.

### Vision:

We see generations of healthy communities where poverty ceases to exist.

### Current Situation

For 56 years, Community Action Partnership of Orange County (CAP OC) has been serving the Orange County community, and since the pandemic, we've seen a huge increase in the amount of people seeking out our services. The OC Food Bank has been a pivotal part of this, as well as our Diaper Bank, which was launched in the height of the pandemic. With various wrap-around services, including rental and utilities assistance, we're truly a vital community service for people in need.

The OC Food Bank's value to the community is undeniable. In a typical year, the OC Food Bank distributes more than 23 million pounds of food. In 2020 – in the height of the COVID pandemic – the OC Food Bank provided in excess of 63 million pounds of food or 52 million meals, three times our normal demand. These numbers are staggering, but we're more than that; we've provided millions of dollars in support in rental and utility assistance, and the OC Diaper Bank has distributed more than 28 million diapers through these same doors – making it the largest diaper bank in the nation.

Despite the high level of success CAP OC has achieved to help alleviate poverty in our communities, our existing building outlived its useful life long ago. We have outgrown our existing space which we are currently leasing.

CAP OC is seeking a permanent building, which would be a campus offering innovative services for families, seniors and youth throughout Orange County. In order to ensure that we are able to effectively continue our work, CAP OC needs a new facility that will not only meet the needs of our staff and those we exist to serve, provide the space and resources needed to expand our services.





## Study Objectives

Our goal in conducting this feasibility study is to understand what the potential is for a fundraising campaign and to gauge the level of support for this project in our community. The feasibility study report should address the following:

- CAP OC's real and perceived strengths and weaknesses in fundraising
- The community's perception of CAP OC
- Identification of potential leaders in the fundraising effort
- Names of potential major donors/funders and what their interests might be
- Determination of the amount of money that can be reasonably raised
- Feedback on the preliminary Case for Support to identify strengths and weaknesses
- Other major fundraising campaigns in the area that might compete for the same donors
- Possible alternatives for raising funds needed to complete the project
- Roles and responsibilities of Board Members, staff and volunteers in a campaign
- Appropriate timeframe for both the campaign planning study and the fundraising itself

## Proposal Requirements

### Firm Information

Provide firm's name, address, website URL and telephone number. Include name, title and e-mail address of the individual who will serve as firm's primary contact. Include a brief description and history of your firm.

### Experience and References

Proposals should include a list of 3-5 references for similar projects that your firm has completed.

### Project Approach

Please explain your project approach, style and process.

### Schedule and Timeline

Proposals should include the proposed work schedule, timeline and deliverables resulting from the feasibility study. The contract is expected to begin in September 2022 and should ideally be completed by December 2022.

### Cost

Proposals must include the estimated cost for all work related to tasks and deliverables outlined in the Schedule and Timeline.

### Provide Biographies of Key Staff

Please include a summary of experience of all key staff.





## Required Deliverables

### Findings summary

- List of key donor prospects and their potential interest, including giving range.
- Key areas of the case for support that resonate or hinder.
- Presentation of findings to the Board of Directors and key staff.

### Submit To / Project Contact

Please contact LaShanda Maze by July 29, 2022 with any questions you may have regarding the project or RFP.

### Deadline

Please submit your proposal to LaShanda Maze at LMaze@capoc.org or mail by **August 15, 2022**.

### LaShanda Maze, VP of Philanthropy

**Phone:** (714) 8978-6670 ext. 5301

**Email:** LMaze@capoc.org

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### Schedule

CAP OC would like to conclude the feasibility study by December 31, 2022. The preliminary schedule is as follows:

|   |                          |
|---|--------------------------|
| Issue Request for Proposal                            | July 15, 2022            |
| Questions from potential consultants accepted through | July 29, 2022            |
| Responses to questions sent out by                    | August 6, 2022           |
| <b>Proposal due</b>                                   | <b>August 15, 2022</b>   |
| Evaluation process                                    | August 13 – 17           |
| Interviews conducted with finalists (if necessary)    | August 20-24, 2022       |
| Organization Announces decision                       | August 31, 2022          |
| <b>Consultant begins work</b>                         | <b>September 5, 2022</b> |

Community Action Partnership of Orange County

714-897-6670 | [capoc.org](http://capoc.org)    