



REQUEST FOR PROPOSAL

Capital Campaign Fundraising Consultant RFP #25-03

The St. Catharines Public Library (SCPL) invites proposals from qualified and experienced consultants to plan and lead a capital campaign supporting the renovation and expansion of our Central Branch. While experience in the public library or cultural non-profit sector is preferred, it is not a requirement.

Electronic submission, **in pdf format**, must be emailed with the subject CONFIDENTIAL RFP SUBMISSION CAPITAL CAMPAIGN FUNDRAISING CONSULTANT to **purchasing@myscpl.ca**, no later than 12:00:00 p.m. EST on September 26, 2025. Proposals received after this time as determined by the clock of the SCPL email server clock will be discarded.

All documents submitted with respect to this Request for Proposal (RFP) will be subjected to the Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, C. M56, as amended from time to time.

Acceptance and rejection of quotes

This RFP does not constitute an agreement to purchase. SCPL reserves the right to accept or reject any proposal, and the lowest or any proposal will not necessarily be accepted. SCPL is not obligated to enter into a contract with any bidder.

Right to amend or cancel

SCPL reserves the right, at its sole discretion, to modify, amend, or cancel this RFP at any time and for any reason by issuing an addendum.

Background

The St. Catharines Public Library (SCPL), established in 1888 under the Ontario Public Libraries Act, provides free public library services mandated by the Act.

SCPL is a medium-sized library system serving a population of 144,829 as of 2022. Located in St. Catharines, the largest city in the Niagara Region and the sixth largest urban area in Ontario, SCPL operates at six locations, including the Central Branch, three branch libraries, and two holds lockers. These locations collectively offer a diverse array of materials, programs, and services to the St. Catharines community.

SCPL employs approximately 90 full and part-time employees. Its 2025 operating budget exceeds \$7.8 million, with approximately 90% of this funding provided by the City of St. Catharines, which contributes around \$7 million annually.

SCPL has completed the Central Branch Detailed Design, secured \$4.85 million from City Council, applied for the Green and Inclusive Community Buildings grant, and conducted fundraising feasibility study.

Scope of Work

SCPL seeks the services of a qualified and experienced fundraising consultant to plan and lead a capital campaign. The purpose of this campaign is to raise \$5 million for the renovation of our Central Branch.

The selected consultant will be responsible for:

Campaign Strategy and Management

1. Develop a detailed capital campaign plan with clear phases and milestone goals;
2. Establish timelines, benchmarks, and performance targets;
3. Advise on campaign committee structure and provide proper training;
4. Provide regular updates and progress reports to campaign committee.

Case Development and Campaign Materials

1. Create a compelling case for support tailored to key donors;
2. Provide input on the design of campaign materials (brochures, presentations, digital content, and etc.) and ensure messaging consistency across campaign events and materials.

Donor Prospecting and Solicitation

1. Identify and prioritize prospects among individuals, foundations, corporations, and public entities;
2. Guide the development of donor profiles and cultivation strategies;
3. Engage donors to make solicitations.

Naming Opportunities Plan

1. Review and make recommendations to the SCPL Naming policy;

2. Design a donor recognition plan that aligns with giving levels and facility components;
3. Develop and maintain a list of naming opportunities.

Fundraising Events

1. Develop and lead campaign events;
2. Oversee event planning, promotion, donor engagement, and follow-up;
3. Ensure all events reinforce campaign goals and maximize donor engagement.

Tracking and Reporting

1. Tracking donor contacts, pledges, and gifts;
2. Provide campaign ongoing updates.

Required Deliverables:

1. Campaign Plan
 - Develop a comprehensive capital campaign plan that includes goals, timelines and milestones, fundraising phases, campaign case for support, recommended campaign committee structure, and metrics for tracking progress and success.
2. Case for Support:
 - A compelling case for support document tailored to multiple audiences, such as major donors, foundations, corporate sponsors, and community;
 - Messaging framework for use in brochures, presentations, and digital platforms.
3. Donor Strategy and Prospect List
 - A prioritized list of potential donors and funding sources;
 - Individual donor strategies for cultivation and solicitation;
 - A strategy for donor retention and recognition.
4. Naming Opportunity Plan
 - Develop a comprehensive donor recognition plan including:
 - A full list of naming opportunities tied to giving levels;
 - Policies and templates for naming agreements;
 - Recommendations for internal approval process and branding consistency.
5. Fundraising Events
 - Detailed plan including a calendar for campaign related events;
 - Event strategies, invitations, promotions, and scripts/talking points;
 - Participation in events as needed.
6. Reports and Tracking Tools
 - Regular written campaign progress reports;
 - Templates or tools to track donor contacts, pledges, and gifts;
 - Presentations to the Board, campaign committee, and City Council as needed.
7. Staff, Volunteer, and Board Engagement
 - Identify and recommend on the needs of volunteers;
 - Help recruit, train and support volunteers, if needed;
 - Training materials for board members, staff, and possibly volunteers.
8. Campaign Summary Report

- Submit a final summary report to the board at the conclusion of the capital campaign, including:
 - Campaign timeline and activities;
 - Total funds raised by sources and type;
 - Key lessons learned and recommendations for maintaining donor relationship;
 - Summary of naming opportunities fulfilled.

The successful consultant will commence services as directed by SCPL and will be expected to complete the capital campaign in accordance with the campaign timeline and deliverables.

Proposal Requirements

Proponents are required to submit a proposal outlining their approach to fulfilling the requirements detailed in this RFP. All submissions should include the following elements:

1. Cover Letter:
 - Dated and signed by an authorized representative who can negotiate, make commitments, and provide clarifications on behalf of the consulting firm.
 - The cover letter must include a statement demonstrating the firm's understanding of the proposed project and its deliverables.
 - Any proposed deviations or exceptions to the terms and conditions outlined in the RFP should also be included.
2. Executive Summary:
 - Summarize the key points of the proposal, highlighting the firm's understanding of the project's purpose and expected outcomes.
3. Work Plan:
 - Provide a detailed methodology, including tasks, timeline, and the estimated amount of time required for each task.
 - Include a comprehensive implementation plan outlining how and within what timeframe the scope of work will be completed.
4. Personnel:
 - List all personnel assigned to the project, including the lead consultant.
 - For each team member, provide their name, title/role, and relevant qualifications.
5. Samples of Past Work:
 - Submit at least three samples of previous work that reflect the requirements of this RFP.
6. Client References:
 - Provide three client references for your firm or lead consultant.
 - Include the name and address of each reference, and the name, title, and telephone number of a contact person.
7. Pricing Summary:
 - Include a detailed pricing summary, specifying any requirements or preferences regarding invoicing, payment terms, and conditions.
8. Contact Information:

- Provide the name and contact details of a person SCPL can reach out to for further information or clarification regarding your proposal.
9. Additional Information:
- Include any other pertinent information that may be relevant to the proposal.

Form of Proposal

The respondent must complete and submit the Form of Proposal as provided in this document. It must be dated and properly signed in the spaces provided on the form, with the signature of the Proponent or responsible official of the firm bidding.

Evaluation Criteria

Submissions will be evaluated based on the following criteria:

1. Experience and Qualifications (20%)
2. Proposal Quality and Clarity including Understanding of Project Requirements (50%)
3. References (10%)
4. Fee Proposal (20%)

Accessibility Declaration

The respondent should complete and submit the Accessibility Declaration as provided in this document. Upon selection and prior to award, the selected Respondent must provide confirmation of completion of AODA training.

Clarification, Omissions, Discrepancies

SCPL will not be responsible for any verbal (spoken) information from any SCPL staff or from any Consultant firms retained by SCPL, or from any other person or persons who may have an interest in this bid opportunity.

It is the Proponent's responsibility to clarify any details regarding this RFP prior to submission. All questions regarding this RFP must be submitted by September 16, 2025 and directed to:

Lisa DiDonato
Business Administrator
purchasing@myscpl.ca

Responses to all questions and any necessary amendments or clarifications will be posted on myscpl.ca and Biddingo.com by September 19, 2025.

Contact with other persons at SCPL, regarding the RFP, may lead to disqualification.

Addenda / Addendum

Any adjustments or changes to this RFP prior to the closing date and time will be communicated exclusively through written addenda. These addenda will be posted on Biddingo and on the SCPL website at <http://www.myscpl.ca>.

It is the Proponent's sole responsibility to regularly check these websites for any posted addenda. SCPL does not guarantee that addenda will be delivered through any other means.

By submitting a proposal in response to this RFP, the Proponent acknowledges and agrees that all addenda will be posted only on SCPL's website and Biddingo. It is the Proponent's responsibility to ensure they have reviewed all addenda. Failure to include signed copies of any addenda with the submitted proposal may result in rejection of the proposal.

Errors or Omissions

SCPL staff may seek clarification on any aspect of a Proposal submission from the Proponent at any time after the Proposal has been opened. Such clarifications are intended to ensure understanding and accuracy and will not be considered as negotiations or renegotiations of the Proposal.

SCPL is not obligated to request clarification on any Proposal. Any clarification provided by the Proponent will not be deemed effective until it has been confirmed in writing by SCPL.

Pricing and Terms of Payment

All prices quoted must be in Canadian Funds, all appropriate taxes extra.

Improper Proposals

Proposals which are incomplete, conditional, illegible or obscure, or that contain reservations, erasures, alterations or irregularities of any kind, may be rejected as improper. Proposals that contain prices which appear to be so unbalanced as likely to affect adversely the interests of SCPL, may be rejected.

Conflict of Interest

Proponents must disclose any potential conflict of interest in their proposal, including any conflicts involving SCPL employees or Board members who may have a financial interest in the Proponent. Should such a conflict of interest exist, SCPL reserves the right to refuse to consider the Proposal at its discretion.

Procurement Policy

SCPL adopts the City of St. Catharines' Procurement Policy. Submissions will be solicited, received, evaluated, accepted and processed in accordance with the City's policy as amended from time to time. In submitting a proposal in response to this solicitation, the proponent agrees and acknowledges that it has read and will be bound by the terms and conditions of the City's Procurement Policy. The Procurement Policy can be viewed on the City's website at [City of St. Catharines Procurement By Law](#).

Compliance with all Related Laws and Regulations

The Proponent warrants that all services and/or items supplied to SCPL will conform in all respects to the standards established by Federal, Provincial, or municipal agencies. This includes, but is not limited to, compliance with the Occupational Health and Safety Act, the Workplace Safety and Insurance Board regulations, and all other applicable municipal, regional, provincial, and federal laws and regulations. Failure to comply with these standards will be considered a breach of contract.

Indemnification

The Successful Proponent agrees to indemnify and hold harmless the Indemnified Parties from any and all liability, loss, costs, damages, and expenses (including legal, expert, and consultant fees), as well as any causes of action, claims, demands, lawsuits, or other proceedings (collectively, "Claims"), made, sustained, incurred, brought, or prosecuted by any party. This includes, but is not limited to, Claims for third-party bodily injury (including death), personal injury, and property damage, arising from or related to actions or omissions by the Successful Proponent, its subcontractors, or their respective directors, officers, agents, employees, partners, affiliates, volunteers, or independent contractors in connection with the performance of the Successful Proponent's obligations under the Contract.

Additionally, the Successful Proponent agrees to indemnify and hold harmless the Indemnified Parties for any incidental, indirect, special, or consequential damages, or any loss of use, revenue, or profit claimed or resulting from such Claims, including but not limited to damages claimed by SCPL. The indemnity obligations outlined in this clause shall survive the termination or expiration of the Contract.

Insurance

The Successful Proponent hereby agrees to put in effect and maintain insurance for the Term, at its own cost and expense, with insurers licensed in the Province of Ontario, all the necessary and appropriate insurance that a prudent person in the business of the Supplier would maintain including, but not limited to, the following:

a) **Commercial General Liability Insurance**

Commercial general liability insurance on an occurrence basis for third party bodily injury, personal injury, and property damage, to an inclusive limit of not less than \$2,000,000 per occurrence with an annual aggregate limit of no less than \$5,000,000. The policy is to include the following:

- the Indemnified Parties as additional insureds with respect to liability arising in the course of performance of the Proponent's obligations under, or otherwise in connection with, the Contract
- contractual liability coverage, cross liability and severability clauses, and products & completed operations coverage
- employer's liability coverage (or compliance with the paragraph below entitled "Proof of W.S.I.B. Coverage" is required)
- 30-day written notice of cancellation, termination, or material change

b) **Crime Coverage or Employment Dishonesty Insurance**

Crime Coverage or Employee Dishonesty Insurance Coverage to a limit of not less than \$50,000.00

Environmental Concerns

In order to contribute to waste reduction and to increase the development and awareness of environmentally sound purchasing, the successful proponent will ensure that wherever possible, terms of reference are amended to provide for expanded use of durable products, reusable products and products (including those used in services) that contain the maximum level of postconsumer waste and/or recyclable content, without significantly affecting the intended use of the products or services. It is recognized that cost analysis is required to ensure that the products are made available at competitive prices.

Where practical, SCPL strongly encourages the recycling of, or the reuse of any materials removed from the project site and encourages partnerships with “reuse” organizations that may be able to assist with this process.

Licenses, Permits, Locates and Approvals

The successful Proponent shall, at their own expense, be responsible for obtaining, maintaining, keeping available for inspection and copying all Provincial, Municipal and any other licenses, building, and other permits, utility locates, or approvals, necessary to permit them, their employees or company to carry out the requirements of this agreement.

Accessibility

SCPL is committed to the accessibility principles of preventing and removing barriers in accessing goods and services for people with disabilities and is bound by the Standards under the Accessibility for Ontarians with Disabilities Act, 2005 as may be amended from time to time.

Regulations enacted under the Act apply to every designated public sector organization and other third parties that provide goods and services to the members of the public. The Proponent/Contractor, and all sub-contractors hired by the Proponent/Contractor in the completion of its work, will meet or exceed compliance with all applicable regulations under the Accessibility for Ontarians with Disabilities Act, 2005 as may be amended from time to time.

It is the Proponent/Contractors responsibility to ensure they are fully aware of and meet all requirements under the Act. A Declaration of Accessibility Compliance will be required by the successful Proponent.

The respondent should complete and submit the Accessibility Declaration as provided in this document.

Confidentiality

Confidential information supplied may be disclosed by the Board of Health where it is obliged to do so under the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA), or otherwise required by a court of law.

All personnel employed in, on, upon or about the premises of SCPL or are otherwise performing the services of the contract, shall be required to complete a Declaration of Confidentiality form.

Post Award

Proponents are entitled to a post-award debriefing. Protests are to be submitted in writing within 15 days of the award.

Form of Proposal

To: The St. Catharines Public Library (SCPL)

The undersigned have carefully read the information contained in the Request for Proposal document and have examined the specifications and bid requirements and have otherwise satisfied ourselves as to the conditions under which the service is to be provided, and do hereby offer to enter into a contract with SCPL, for a Capital Campaign Fundraising Consultant according to the Terms and Conditions and for the amounts herein stated.

I/We have received and allowed for Addenda numbered as follows:

Please ensure that quote submission is complete. The submission must include the Form of Proposal, the Accessibility Declaration, and References.

Company Name			
Address			
City			
Province		Postal Code	
Phone		Facsimile	
Email		Website	
Proposal Amount (Before HST)			
HST			
Total Proposal Amount			
Signature			
Print/Type Name			
Title			
Dated			

I/We certify that:

1. The party executing this document is authorized to sign the same.
2. To the best of my/our knowledge and belief the information provided in our quote submission is correct.
3. Except as expressly and specifically permitted in the instructions to bidders, no bidder shall have any claim for any compensation of any kind whatsoever, as a result of participating in this bid process, and by submitting a quote each bidder shall be deemed to have agreed that it has no such claim.
4. To the best of my/our knowledge and belief our bid submission is made without any connection, comparison of figures or arrangement with or knowledge of any other corporation, firm or person submitting a bid for the same work and is in all respects fair and without collusion or fraud.
5. To the best of my/our knowledge and belief no member of the SCPL Board and no employee of SCPL is, will be, or has, become interested, directly or indirectly, as a contracting party, partner, stockholder, surety or otherwise in, or in the performance of this agreement, or in the supplies, work, or business to which it relates, or in any portion of the profits thereof, or in any of the money to be derived there from.
6. My/Our bid submission will remain open for acceptance for a period of ninety (90) business days after opening of the submissions and SCPL may at any time within this period accept our bid submission.
7. To the best of my/our knowledge and belief there is not nor was there any actual or perceived unfair advantage or conflict of interest in our bid submission or our performing of or observing the contractual obligations of the bidder as set out in the contract.
8. I/We agree if awarded the contract that I/we will supply at the time of issue or execution of the contract, at my/our expense, a copy of our letter of incorporation, certificate of corporate status, or business registration.

The bidder must state whether the bidder is a corporation, person, partnership, consortium, sole proprietorship or other legally recognized entity.

If the bidder is a corporation, partnership, consortium, sole proprietorship, or joint venture, the bidder must state the bidder's legal name and any other names under which the bidder carries on business.

Authorized Signature: _____

Dated: _____

Accessibility Declaration

Declaration of Accessibility Compliance

Company Name:	
Print name:	
Title:	Dated:

I/we acknowledge that as a Contractor/Consultant of the St. Catharines Public Library we are bound to comply with all accessibility Standards under the Accessibility for Ontarians with Disabilities Act, 2005 as amended from time to time.

I/we declare that I/we have read, understand and will meet or exceed all enacted accessibility Standards as amended from time to time.

I/we further declare that I/we will undertake to ensure all sub-contractors hired by us in completion of our work will also comply with the above Standards.

Authorized Signature: _____

Dated: _____