



## **REQUEST FOR PROPOSAL (RFP):**

### **SOCIAL ENTERPRISE BUSINESS DEVELOPMENT CONSULTANT**

## **1. PROJECT OVERVIEW**

Calgary Immigrant Women's Association (CIWA) is seeking a qualified social enterprise business development consultant to support the creation of sustainable social enterprise models. Existing focus areas include employment platforms, childcare and caregiving services, and Language Venture (professional translating). The consultant will be responsible for helping CIWA surface and articulate an overall Social Enterprise Strategy and developing an enterprise model framework to be used for CIWA's social enterprise programs.

## **2. PROJECT OBJECTIVES**

1. Work with CIWA stakeholders to articulate a unifying Social Enterprise Strategy.
2. Create a set of strategic values and guiding principles to be used for opportunity assessment.
3. Create a Social Enterprise Model Framework, consisting of templates and processes for:
  - a. Business modelling
  - b. Financial modelling
  - c. Organizational fit assessment
  - d. Infrastructure, technology, and budgetary requirements
4. Use the framework to develop social enterprise models for one or more of CIWA's current focus areas.

## **3. SCOPE OF WORK**

### **3.1 Social Enterprise Strategy Development**

1. Create a comprehensive strategy, aligning current and proposed social enterprise initiatives from within and new CIWA programs (i.e. Employment Synergies, Line Cook and Hospitality Training, Childcare Centre, and Language Venture). Include alignment assessment criteria, such as organizational values and guiding principles.

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#### **CIWA FUNDERS:**

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### 3.2 Social Enterprise Framework Development

2. Create a template for modelling existing and potential social enterprises, including:
  - Description and value proposition
  - Target audience and social beneficiaries
  - Financial model, with pro-forma projections
  - Program model, with staffing, technological, and infrastructure requirements
  - Implementation and evaluation planning

### 3.3 Business Plan and Model Development

1. Create sustainable social enterprise models for one or more of:
  - Employment platforms
  - Childcare and caregiving services
  - Language Venture (professional translating)
  - CIWA's employment bridging programs: childcare, line cook,
2. Develop comprehensive financial models for each venture
3. Identify potential revenue streams and collaborations and cost-saving opportunities
4. Propose strategies for scaling and long-term sustainability

### 3.4 Future Needs Analysis

1. Identify infrastructure requirements for each social enterprise
2. Recommend appropriate technology solutions to support operations
3. Develop a budget projection for the next 3-5 years

## 4. DELIVERABLES

1. Comprehensive business plans for each social enterprise model
2. Detailed financial models and projections
3. Market research report and needs assessment findings
4. Infrastructure and technology recommendations
5. Budget projections and final report with recommendations

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## 5. TIMELINE

1. RFP Release Date: Monday January 13, 2025
2. Proposal Submission Deadline: January 20, 2025
3. Project timeline: February 1 - May 31, 2025
4. Final Report Submission June 15, 2025
5. Total amount for project: \$20,000

## 6. PROPOSAL REQUIREMENTS

Interested consultants should submit a proposal including:

- Executive summary
- Relevant experience and qualifications
- Proposed methodology and approach
- Project timeline and milestones
- Budget breakdown
- References from similar projects

## 7. EVALUATION CRITERIA

Proposals will be evaluated based on:

1. Understanding of project objectives and CIWA's mission
2. Relevant experience in social enterprise development
3. Proposed methodology and innovative approaches based on close collaboration and understanding of client needs

## 8. SUBMISSION INSTRUCTIONS

Please submit your proposal electronically to [NurishahD@ciwa-online.com](mailto:NurishahD@ciwa-online.com) with the subject line "RFP: Social Enterprise Business Development Consultant" by January 20, 2025.

## 9. CONTACT INFORMATION

For questions or clarifications, please contact: Nurishah Dharamsi  
Director Communications & Stakeholder Relations  
Email: [NurishahD@ciwa-online.com](mailto:NurishahD@ciwa-online.com)

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## 12. ADDITIONAL CONSIDERATIONS

The consultant should demonstrate experience working with immigrant communities and understanding cultural sensitivities.

Proposals should outline strategies for engaging diverse stakeholders and ensuring inclusive participation in the research process.

The final Social Enterprise model should be adaptable and scalable to accommodate future growth and changing community needs.

CIWA is committed to empowering immigrant women through sustainable social enterprise initiatives. We look forward to collaborating with a skilled consultant to bring these visions to life and create lasting impact in our community.

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