



**Women's Health in Women's Hands
Community Health Centre**

**2 Carlton Street, Suite 500
Toronto, Ontario M5B 1J3**

Tel (416) 593-7655

Fax (416) 593-5867

T.T.Y. (416) 593-5835

Website Address: <http://www.whiwh.ca>

Request for Proposals (RFP)

Strategic Fundraising and Capital Campaign Planning Consultant

Women's Health in Women's Hands Community Health Centre (WHIWH)

1. Organizational Context

Women's Health in Women's Hands Community Health Centre (WHIWH) is Canada's only Community Health Centre primarily focused on the health and well-being of Black and racialized women and gender-diverse communities. For more than forty years, WHIWH has provided culturally grounded, trauma-informed, anti-racist, and community-led health services that address systemic inequities impacting African, Caribbean, Black, Latin American, South Asian, and other marginalized communities.

As WHIWH looks toward its future, the organization is exploring the long-term possibility of developing a permanent purpose-built space that could support expanded integrated care, community programming, research, training, advocacy, and systems leadership. While this vision is still in the early conceptual stage, WHIWH recognizes the importance of beginning strategic planning now to better understand the fundraising landscape, organizational readiness, infrastructure requirements, and long-term philanthropic opportunities necessary to support such a vision.

WHIWH is therefore seeking a consultant or consulting team to support the development of an early-stage, strategic, and sustainable fundraising roadmap that will:

1. Assess fundraising feasibility and organizational readiness;
2. Identify immediate and longer-term fundraising opportunities;
3. Establish foundational fundraising infrastructure recommendations;
4. Explore pathways toward future capital fundraising; and

5. Develop and execute an early-stage funding strategy that results in the securing of seed funding and implementation resources to establish WHIWH's long-term fundraising infrastructure and position the organization for sustainable philanthropic growth.

This work is intended to position WHIWH for long-term fundraising sustainability and future growth, rather than to immediately launch a capital campaign.

Purpose of the RFP

WHIWH is seeking proposals from qualified consultants with expertise in:

1. Strategic fundraising planning;
2. Fundraising infrastructure development;
3. Philanthropic and corporate partnerships;
4. Non-profit revenue diversification;
5. Capital campaign readiness and feasibility planning;
6. Grant and foundation funding; and
7. Equity-informed fundraising approaches.

The successful consultant will work with WHIWH to develop a practical, phased, and implementation-oriented fundraising strategy that reflects the organization's mission, values, community relationships, and long-term aspirations. The consultant will help WHIWH:

1. Understand its current fundraising readiness;
2. Identify realistic and sustainable fundraising pathways;
3. Explore future capital fundraising potential;
4. Identify early-stage funding opportunities; and
5. Develop recommendations to build internal fundraising capacity over time.

2. Scope of Work

The successful consultant will be expected to complete the following work:

2.1 Organizational and Fundraising Readiness Assessment

Conduct an assessment of WHIWH's current fundraising environment and organizational readiness, including:

1. Existing fundraising activities and practices;
2. Organizational strengths, assets, and opportunities;
3. Internal fundraising capacity and infrastructure;

4. Brand and philanthropic positioning;
5. Community and stakeholder relationships;
6. Leadership and governance readiness; and
7. Opportunities and challenges related to future fundraising growth.

The consultant should engage key stakeholders as appropriate, which may include leadership, staff, Board members, and community partners.

2.2 Strategic Fundraising Roadmap

Develop a phased multi-year fundraising roadmap that includes:

1. Immediate, medium-term, and long-term fundraising opportunities;
2. Recommendations for diversified fundraising streams;
3. Corporate sponsorship and partnership opportunities;
4. Foundation and grant opportunities;
5. Government funding opportunities;
6. Community-based fundraising approaches;
7. Digital fundraising opportunities;
8. Donor cultivation and stewardship considerations;
9. Potential annual fundraising targets and benchmarks; and
10. Recommended sequencing and implementation priorities.

The strategy should focus on establishing sustainable fundraising infrastructure and positioning WHIWH for long-term philanthropic growth.

2.3 Early-Stage Capital Campaign and Future Growth Considerations

Develop a high-level framework outlining considerations related to future capital fundraising and long-term growth planning, including:

- Key readiness considerations;
- Organizational and governance requirements;
- Potential fundraising models and approaches;
- Major donor and philanthropic engagement considerations;
- Community campaign opportunities;
- Preliminary infrastructure and staffing considerations;
- Risks and opportunities; and

- Recommended future next steps should WHIWH choose to pursue a formal capital campaign in the future.

This component is intended to support strategic exploration and future planning only. WHIWH is not seeking to launch a formal capital campaign through this engagement.

2.4 Funding Opportunity and Resource Scan

Provide a detailed scan of available funding opportunities and resources that could support:

- Seed funding;
- Organizational fundraising capacity-building;
- Community engagement;
- Strategic planning;
- Staffing support; and
- Fundraising infrastructure development.

This should include:

- Corporate grants and community investment programs;
- Foundation funding opportunities;
- Government funding streams;
- Healthcare and equity-focused funding initiatives; and
- Capacity-building grants.

Examples may include:

- RBC Community Investment/Community Grants;
- TD Ready Commitment;
- Ontario Trillium Foundation;
- Canadian Women's Foundation;
- Toronto Foundation;
- Public Health Agency of Canada funding streams; and
- Other aligned philanthropic and community investment opportunities.

The consultant should specifically identify potential opportunities that could support:

- A dedicated fundraising or development position for up to three years; and
- Early-stage fundraising infrastructure and implementation activities.

2.5 Fundraising Infrastructure Recommendations

Provide recommendations regarding:

- Internal fundraising staffing needs;
- Governance and Board engagement;
- Donor stewardship infrastructure;
- CRM and donor database systems;
- Communications and storytelling approaches;
- Prospect research and donor management tools;
- Policies and procedures; and
- Long-term sustainability considerations.

Recommendations should be practical, scalable, and aligned with WHIWH's current stage of fundraising development.

3. Deliverables

The consultant will provide:

1. Organizational Fundraising Readiness Assessment;
2. Multi-Year Strategic Fundraising Roadmap;
3. Future Capital Fundraising Considerations Framework;
4. Funding Opportunity and Resource Scan;
5. Fundraising Infrastructure Recommendations;
6. Phased Implementation Roadmap;
7. Executive Summary and Board Presentation; and
8. Supporting templates, tools, and resources as appropriate.

Deliverables should be strategic, actionable, and implementation-oriented.

4. Guiding Principles

The work must reflect:

- Anti-racist and anti-oppressive practice;
- Equity-centered and community-rooted approaches;
- Accessibility and inclusion;
- Trauma-informed engagement;
- Cultural responsiveness; and

- Sustainable and ethical fundraising practices.

WHIWH is particularly interested in approaches that align fundraising with community accountability, equity, and systems change.

5. Consultant Qualifications

The successful consultant or consulting team will demonstrate:

- Experience developing strategic fundraising plans for non-profit, healthcare, or community-based organizations;
- Knowledge of philanthropic, corporate, government, and foundation funding landscapes;
- Experience supporting fundraising infrastructure development and organizational capacity-building;
- Experience with capital campaign planning or readiness assessments;
- Strong facilitation and stakeholder engagement skills; and
- Strong strategic planning and written communication skills.

Experience working with Black-led, racialized, women-serving, health equity, or community-based organizations will be considered a strong asset.

6. Proposal Requirements

Proposals should include:

1. Consultant/Firm Overview;
2. Relevant Qualifications and Experience;
3. Proposed Methodology and Approach;
4. Proposed Workplan and Timelines;
5. Examples of Similar Work;
6. Project Team and Roles;
7. Detailed Budget and Fee Structure;
8. References (minimum two); and
9. Any additional value-added supports or resources.

7. Submission Method

Proposals must be submitted electronically via: Email: recruitment@whiwh.com

The subject line must clearly state: "**RFP Submission – [Project Name]**"

8. Submission Deadline: July 10, 2026.