

**Request for Proposals:
Engaging a Consultant
SHARE IT SPE-Marketing Plan**

July 23, 2010
Community Environment Alliance
222 Advance Boulevard, Unit #7
Brampton, Ontario -L6T 4Y7

1.0 Invitation

Community Environment Alliance (CEA) is seeking a proposal for a consulting assignment to hire an expert/consultant who can help us with the market research, feasibility study and developing a business plan for its award winning SHARE IT program. The goal of the project is to determine the viability measures to scale up the SHARE IT program to a viable social purpose enterprise.

For the purpose of this project, we are using the following definition of social enterprise, as taken from *Social Entrepreneurship, a MaRS Whitepaper*, published by the MaRS Discovery District.

Social enterprises are revenue-generating entities that are owned and operated by a non-profit organization. Since there are no shareholders in a non-profit organization, the profits are fully reinvested into the work of the organization. The emergence of revenue-generating activities has created a new operating model where business principles, market characteristics and values (competition, diversification, entrepreneurship, innovation and a focus on the bottom line) co-exist and work with traditional public sector values of responsiveness to community and serving the public interest. Non-profits are adopting an enterprising approach not only to be more financially sustainable but also to enhance their missions and increase their impact.

It is the intent of Community Environment Alliance is to award the contract to the consultant who furnishes a proposal that successfully outlines a projected plan of developing SHARE IT into a social purpose enterprise. The proposal must communicate a clear understanding of project deliverables and include an “on the ground” implementation plan.

2.0 Background

Community Environment Alliance is an award winning, registered non-profit organization dedicated to fostering community and environmental sustainability by improving the quality of life of people and protecting the environment. Our vision is to build a safe, healthy and sustainable future for all.

We believe in the principles of sustainable development that takes into consideration an equitable and balanced well-being in all facets of community life - social, environmental, economic and cultural.

Since 2004, Community Environment Alliance has been running its much acclaimed SHARE-IT: Computers for Community program. The SHARE-IT is a flagship initiative of the organization and one of our core programs through which refurbished computers and peripherals are distributed to families and children who are less privileged.

The SHARE-IT program collects unwanted/obsolete/used computers and peripherals, refurbishes them to provide the refurbished equipments to low income families and children in need who otherwise cannot afford the benefits of the information age. The program has been offering e-waste service in the redistribution side for over 5 years now.

3.0 Scope of Work: Deliverables, Timeline and Budget

The following outlines the scope of this consultancy.

3.1 Specific Deliverables

1. A Marketing and Business Plan to establish Share IT as a viable Social Purpose Enterprise (SPE) with specific recommendations and an implementation plan.
2. Procedures and structures required for the establishment of the SPE
3. Funding opportunities as deemed appropriate
4. Monitoring systems to ensure the successful functioning of the SPE

Three hard copies of the Business Plan must be submitted along with a soft copy.

3.2 The deadline for completion is November 12 2010 with final report due by November 29 2010

3.3 Budget allocation: \$ 9500 - 10,000 including all taxes. The cost of project cannot exceed this limit

3.4 The individual or firm selected for the contract will be required to start immediately. work closely with the Executive Director. and the SPE Committee of the CEA Board through out the process

Assessment Criteria

The Share IT SPE Committee of the Community Environment Alliance Board will be assessing the proposal based on the following key components:

- Understanding of Social Purpose Enterprise models and project target market/audience
- Past projects and references
- Appropriateness of proposed methodology
- Ability to work on a tight deadline
- Innovativeness and pragmatism in the proposal
- Thoroughness and assistance with early implementation phase

4.0 Proponents Qualifications

- Knowledge, experience and capacity to undertake feasibility study of the sort
- Knowledge and/or understanding of Social Purpose Enterprise
- Experience in business plan development
- Ability to communicate and coordinate effectively in multi-stakeholder environment
- Resourceful; be able to do competition analysis
- Understanding of the target client group and community economic empowerment model
- Experience in non-profit sector will be an asset

Submission Guidelines

Interested consultants must electronically submit **letter of intent outlining** proposed methodologies, consultation plans, work plan, timeframes, and cost. The submission must also include relevant experience, CV, three references and samples of projects handled (we may submit web links) **no later than August 13, 2010.**

Proposal to be sent to:

**Ranjana Mitra, Executive Director
Community Environment Alliance
222 Advance Boulevard, Unit #7
Brampton, Ontario- L6T 4Y7
rmitra@communityenvironment.org**

Enquiries relating to this project may be directed to Ranjana Mitra either electronically or by calling at 905 463 9941

Selected candidates/firms will be called for a short presentation/interview in front of the SPE Committee.