

INVITATION TO TENDER FOR THE PROVISION OF FUNDRAISING SERVICES

September 2016

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1. Introduction

Fife Gingerbread:

- Was established in 1987, initially, to provide support, information and advice to lone parent families but we have since widened our remit to include vulnerable and disadvantaged families.
- Is a registered charity and company, limited by guarantee.
- Is based in Fife with a Fife-wide remit.
- Is totally independent and governed by a board of trustees.
- Is a small but growing organisation with thirteen full-time staff and sixteen part-time staff.
- Is currently funded by an assortment of funds and grants however the main funding is from the BIG Lottery fund and Fife Council.
- In 2015-16 had a turnover of approximately £1.25 million.
- In 2015-16 we supported over 1,200 families in the Fife area.
- Is a membership organisation with over 1,000 members and 54 volunteers
- Was the winner of the SCVO's People's Choice Award in 2014.

Fife Gingerbread is inviting tenders for the provision of fundraising services from fundraising professionals, including appropriately experienced companies and individuals.

Our aim at Fife Gingerbread is simple: to provide accessible, approachable and non-judgemental support, advice and information to lone parents, vulnerable and disadvantaged families in Fife. We achieve this through our experienced team of support workers who strive to improve the lives of parents and their children.

2. Our Vision, Mission & Values

Our Vision is:

Better today's and brighter tomorrows for lone parent, vulnerable and disadvantaged families in Fife.

Our Mission is:

We support and empower lone parent, vulnerable and disadvantaged families through early intervention and partnership working.

We facilitate positive change by being accessible, inclusive and flexible in our approach.



Our Values are:

To be accessible: provide flexible and inclusive support services located in our local communities.

To provide a quality service: working to the highest possible standards to support families in a flexible, holistic, non-judgemental, friendly and professional manner.

To empower families and individuals: working with families and individuals to overcome barriers in their lives enabling change to take place.

To promote trust: acting with honesty and integrity and adhere to strict policies and procedures with regard to confidentiality.

Striving for excellence: we strive for excellence in all areas of service delivery.

To promote respect: we promote respect for others in all aspects of our service.

3. Strategic Priorities

To fulfill the organisation's vision and mission, strategic priorities have been identified as key to success:

1. Service Delivery:

- Providing a responsive user-led service with minimal barriers to engagement.
- Working with partners to provide flexible and accessible opportunities
- Assisting parents to access and engage with external and partner provision of services.
- Working with partners to deliver programmes aimed at improved skills over a range of themes e.g. Confidence, ABE, financial.
- Working with partners to deliver a range of programmes that will achieve outcomes in parenting skills.
- Supporting and developing volunteers and assisting them to achieve personal goals.
- Based on our marketing strategy, providing information to encourage people to engage with our services and raise awareness of opportunities through radio stations, local press releases, website and posters.
- Continuing to develop and expand political links and opportunities to participate in debate and influence policy and strategic direction.

2. Efficiency and Stability:

- Developing new income streams through fundraising.
- Risk assessing to ascertain impact of potential liabilities and unforeseen circumstances.



3. Continuous improvement and development:

- Ensuring staff are supervised and supported.
- Maintaining Volunteer Friendly Award.
- Attending and participating in Third Sector and multi-agency meetings.
- Participating in and being aware of local and national politics and the influence of service delivery and responses.

4. Current Funding Arrangements

At present, Fife Gingerbread receives over half its income in grants from Fife Council. This is further enhanced by significant funding from the BIG Lottery Fund grants and a mix of other grants of varying size. Like all third sector organisations, our grant funding is time-limited and subject to the financial pressures facing the public sector and charitable trusts.

Fife Gingerbread's staff and volunteers also secure additional funds from other sources such as sponsorship and community fundraising. While this is very welcome it currently represents only a small percentage of our overall income.

To reduce organisational risk, Fife Gingerbread would like to generate income through a wider range of sources. The Board has considered a range of options which led to the decision to engage the services of experienced professional fundraisers, (either a company or an individual) to help us to achieve our financial objectives. Our initial aim is to focus fundraising efforts around our 30th anniversary in 2017 and a celebration of 30 years of successfully supporting families in Fife.

5. What we will provide

We will provide an introduction to the organisation and access to our staff, our Board and to relevant volunteers. All reasonable requests for further information and assistance throughout the duration of the contract will be provided, where possible.

6. Requirements

Fife Gingerbread is seeking a fundraising professional or specialist fundraising company to increase Fife Gingerbread's income. The successful candidate / company will be expected to:

- Present a professional image of Fife Gingerbread.
- Operate ethically in support of Fife Gingerbread's Vision, Mission and Values.
- Organise and plan a series of fundraising events to maximize the opportunity offered by our 30th year anniversary in 2017.
- Build a database of suitable donors and supporters, which will become the property of Fife Gingerbread.



- Suggest and where appropriate and agreed, develop other revenue streams, including individual and corporate sponsorship and legacy gifts.
- Identify ways to enhance subscription membership of the organisation.
- Advise on ways to maximize the opportunities to generate funds, offered by our reach of volunteers and membership.

A budget of £25,000 including VAT and all expenses is available for this work. The successful candidate / company will be expected to work with the Board and the Finance Sub-Committee, whose remit includes financial management. This may involve attendance at relevant Board or committee meetings as required.

7. Terms of Contract

If an individual is chosen, the successful candidate will act as a service provider, not an employee of Fife Gingerbread and will therefore be expected to meet his/her own employment costs. The successful candidate / company will be expected to be a member of a recognised professional body (such as the Institute of Fundraising) and also to provide full professional indemnity for the work.

It is anticipated that the initial contract will run until 31 December 2017. It will be subject to an ongoing quarterly review by Fife Gingerbread. If the successful candidate / company fails to achieve the targets agreed with Fife Gingerbread at the outset, we reserve the right to terminate the contract without any future payments being due.

Potential candidates / companies should include their standard contract terms and conditions with their tenders.

8. Tenders

The tender should be in English and include:

- A detailed plan of fundraising for the period Nov 1 2016 to 31 December 2017 stating clearly how you will address our requirements listed above. Where appropriate, this should include an *estimate* of the income that could be generated from each action.
- A timetable for the delivery of the plan.
- A breakdown of the budget that will be required to deliver your plan.
- An indication of the inputs required from Fife Gingerbread.
- Experience of successful fundraising for organisations similar to Fife Gingerbread including information on all personnel who will be involved in this assignment.
- References for customers with requirements similar to those detailed in this document. Candidates / companies should provide the full name and address, nature of business, point of contact and telephone number of at least two existing / previous clients.



No attempt will be made by Fife Gingerbread to approach the referees provided without prior permission from the candidate / company.

Fife Gingerbread does not bind itself to accept the lowest tender and is not obliged to accept any of the tenders.

Tenders should be submitted by email or hard copy delivered by hand or through the post, marked **For Attention of Rhona Cunningham** and sent to either:

Fife Gingerbread
Greig Institute
Forth Street
Leven
KY8 4PF

or

rhona@fifegingerbread.org.uk

Companies / candidates providing hard copies of their tenders are asked to provide four copies of their document(s).

If potential candidates / companies have any queries concerning the invitation to tender or require further information, they should contact Rhona Cunningham on rhona@fifegingerbread.org.uk or 01333 303124.

The deadline for submitting a tender is 30th September 2016.

9. Confidentiality

Please note that information contained within this document and information you may be privy to, as part of the tender process and as part of any possible future contract, are strictly confidential and are supplied on the understanding that they will be held confidentially and not disclosed to third parties, without prior written consent from the Fife Gingerbread Strategic Manager.



10. Selection Process

Selection will be based on quality and cost and the extent to which the candidate / company can demonstrate the ability to meet our requirements and a desire to learn about our business, and help us grow our revenue streams.

The successful bid will evidence the following criteria:

- Knowledge and proven experience of:
 - Successful fundraising, particularly with establishing a donor and legacy base
 - Successful and profitable networking in Scotland, particularly in the Fife area
 - Event promotion, marketing and management.
- Database construction and management.
- Ability to work independently and within a small team.
- Ability to communicate information clearly.
- Demonstration of reliability and commitment to client service.
- The submission of any other relevant information and referees.

Short listed candidates / companies will be interviewed at Fife Gingerbread's office on Friday 7th/14th October and will be required to make a brief (10-minute) presentation to demonstrate how they meet the requirements of this brief and what they will contribute in a given timeline to the work of Fife Gingerbread. This will be followed by a question and answer session of approximately 20 minutes.

11. Appointment

We are intending to make an appointment after the interview process and would expect the successful candidate / company to be able to provide services from 1st November 2016

Rhona Cunningham
Strategic Manager
September 2016

