



# Request for Proposals: Strategic Planning

## **Introduction**

RECLAIM is seeking proposals from experienced strategic planning consultants to design and facilitate key stakeholder conversations, to frame and summarize key findings, and to support an internal planning committee in creating a 3–5-year strategic plan for the organization. RECLAIM intends to involve staff, board members, recipients of our services, and various community partners as stakeholders in this process. Responses to this Request for Proposals are due on or before December 1, 2023. We welcome responses from all qualified applicants, particularly from consultants who are committed to racial and social justice and who have experience working with nonprofit organizations.

## **About RECLAIM**

RECLAIM was founded in 2009. RECLAIM’s current strategic plan was created in 2019 and is in its final year of implementation. A priority of the current strategic plan was to improve organizational systems, including restructuring the organization’s leadership. In 2021 the Board of Directors supported the hiring of a Clinical Director (to supervise all aspects of our mental health clinic) and an Executive Director (to supervise all administrative, operations, and development work). Having successfully navigated our leadership transition, RECLAIM is excited to define its focus and goals for the next 3-5 years. RECLAIM operates with a staff of 10 and a budget of \$1.1M. The organization is in St. Paul and provides both in-person and online services throughout Minnesota.

RECLAIM provides mental health care to queer and trans youth. We serve youth ages 12-25 and their families by providing individual, couples, family, and group therapy. We specialize in assisting youth with gender identity and sexual orientation exploration, in addition to treating other mental health concerns impacting youth and young adults such as anxiety, depression, and pervasive trauma. RECLAIM is one of the only organizations in Minnesota that offers financially accessible, specialized mental health care to this population. Beyond our therapy work, RECLAIM engages in community events and offers training and consultation services to help our partners improve their ability to work with queer and trans folks. RECLAIM offers an equity-based sliding scale for all our services; since January 2022 we’ve waived over \$51,000 in client fees that would have otherwise prevented them from accessing care. More information about RECLAIM can be found at [www.reclaim.care](http://www.reclaim.care).

## **Mission, Vision, and Values**

RECLAIM’s mission is to increase access to mental health care for queer and trans youth so they may reclaim their lives from oppression in all its forms.

Our vision is that all queer and trans youth enjoy a thriving mental health foundation to live liberated, authentic lives in community.

The following six values currently guide our work:

- Collective Liberation – we are all connected. A rising tide lifts all boats.
- Healing Justice – we are part of a movement that believes that healing is political.
- Abundance – we have what we need. We are enough.
- Relationships – we believe that healing happens in community.
- Gratitude – we exist because of the generosity of our community.
- Emergence – we are works in progress – from seed, to bud, to bloom.

### **Scope of Work**

The consultant will work with select staff and board members (Strategic Planning Committee) to develop and facilitate a process for strategic planning, ultimately resulting in a written strategic plan for the next 3-5 years. The plan will include goals and objectives that build on current and prior work and that are consistent with the current and potential capacity of RECLAIM. In conjunction with our Strategic Planning Committee, the consultant will:

- Develop the planning process, including key elements, key stakeholder voices, deliverables, and timeline.
- Organize and facilitate conversations with key organizational stakeholders.
- Document, summarize, and frame input from stakeholder conversations.
- Support the Strategic Planning Committee in creating an actionable strategic plan that includes a shared mission, vision, and values; measurable and realistic goals; and objectives and strategies to support the completion of those goals.
- Support the Strategic Planning Committee in developing a plan to disseminate the strategic plan to RECLAIM'S community.

While the process is still being developed, it is anticipated that the consultant's activities and deliverables will include:

- A planning process document and timeline.
- Organization and moderation of key organizational stakeholder conversations.
- A key-findings report with recommendations to RECLAIM's Strategic Planning Committee.
- Consultation with the Strategic Planning Committee to facilitate the creation and dissemination of RECLAIM's strategic plan for the summer of 2024 and beyond.

### **Submitting a Proposal**

RECLAIM seeks proposals from experienced consultants who specialize in strategic planning for nonprofit organizations. Responses to this Request for Proposals are due by December 1, 2023, and should include:

- A description of qualifications and capacity to do this project, including:

- Experience and expertise in strategic planning with nonprofits.
- Experience and familiarity with LGBTQ+ and BIPOC communities.
- Knowledge and understanding of the Twin Cities Metro Area and communities throughout Greater Minnesota.
- Experience convening stakeholder groups for input.
- A description of how the consultant intends to accomplish this assignment, including any ideas for enhancing or improving RECLAIM's efforts to undertake this process.
- A draft timeline of the strategic planning process.
- A draft estimate and full budget of what the project will cost.
- Appendices:
  - A sample list of client references similar to RECLAIM, a short description of the work performed, and the time required to complete said projects.
  - Resumes or brief biographical summaries of all personnel who will work on this project.

**The deadline for submission is December 1, 2023.**

Questions regarding this RFP, as well as completed proposals, can be emailed to RECLAIM's executive director, Ryan Fouts, at [ryan@reclaim.care](mailto:ryan@reclaim.care).