



## **REQUEST FOR PROPOSALS FOR**

### **A Feasibility Study for the Belfry Theatre Company's Capital Fundraising Campaign to be launched during the 50th Anniversary in 2025/26 Season**

#### **Background and Purpose**

The Belfry Theatre has been a cornerstone of the Victoria arts community for 50 years. As we approach this significant milestone, we will launch a major fundraising campaign to support our future initiatives, make necessary upgrades to our facilities and equipment that will support and enhance our operations and programming. We are seeking proposals from qualified consultants to conduct a capital campaign feasibility study.

#### **Objectives of the Feasibility Study:**

1. To determine fundraising potential, campaign duration and organizational readiness
2. Validate the case for support and campaign goal, and
3. Identify potential volunteers and lead gifts

This work should include strategic recommendations to prepare the Belfry Theatre to successfully execute a campaign at the highest possible level of achievement. It is possible that after the completion of the study, the Belfry Theatre may further engage the consultant in assisting with the campaign.

If the consultant wishes to be considered, the Belfry Theatre requests a written proposal that addresses the points detailed in this RFP to be submitted no later than **May 21**:

#### **Overview of the Belfry Theatre:**

The Belfry Theatre's mandate is to primarily produce contemporary theatrical works with an emphasis on Canadian playwrights. We are a professional producing theatre company and registered charity with a \$3M operating budget, a four show subscription series, plus additional presentations.

The Belfry is co-led by the Executive and Artistic Directors, it currently has a nine-person Board of Directors, with Fundraising, Governance, and Finance Committees. Staffing includes 13 FT employees, including a two-person Fundraising Department.

Our Executive Director has been with the organization three years, the Artistic Director 17 years, and our Director of Development for more than a decade.

Fundraising includes Corporate and In-kind sponsorship, major gifts, some monthly donors, Annual Fund direct mail, bequests, foundation grants and special events.

The Belfry's last Capital campaign raised \$1.2 Million from all sources including government funds in 2016-2018.

### **New Campaign Overview**

The Belfry seeks to undertake a campaign to raise funds primarily for necessary capital work: theatre lighting upgrades, building envelope, and partial roofing remediation.

### **Campaign Timing:**

The Belfry would like to kick off the campaign in November 2025-January 2026

We are in the quiet phases of the campaign and have secured a few major pledges. We are developing the case for support document.

### **Scope of Work:**

#### **Conduct feasibility study beginning May 21**

##### 1. Research and Analysis:

- Determine internal campaign readiness including assessing existing donor capacity.
- Assist in drafting a well-crafted compelling preliminary case for support to test and modify as part of the feasibility study.
- Work in tandem with the senior staff to conduct interviews/focus groups and/or surveys with key stakeholders, including board members, staff, donors, and community leaders.
- Help establish likely amounts that can be raised from top prospects and overall.
- Assist in creating a test gift table to validate/modify as part of the feasibility study.
- Develop a detailed report outlining budget, recommended strategies, and a suggested timeline for implementation.
- Present findings to the Belfry's leadership.

**Consultant Selection Criteria and Timeline:**

- Ability to begin the study May 21 and availability through October 15 to completion.
- Experience in capital expansion, endowment, annual campaign or comprehensive fundraising.
- Excellent reputation and strong relationship and knowledge of the Victoria philanthropic community.
- No competitive client conflicts.
- The proponent acknowledges that they will be required to enter into a confidentiality agreement in order to obtain access to confidential materials relevant to the work.

**Timeline:**

April 24:	RFP Release Day
May 21:	Proposal Submission Due
May 30 to June 7:	Interviews with top candidate
June 12:	Notification and contract to selected consultant, notify other bidders
July 8:	Study begins
October 7:	Final Report due
October 15:	Present the study to the leadership for approval.

**Proposal Submissions Expectations:**

Interested consultants should submit a proposal that includes:

**Cover Letter:**

- Name, address, telephone number of the consultant and/or firm
- Summary of interest in the project and the name of one or more individuals authorized
- Signature and city for the lead consultant to be utilized on the project

**Firm Overview and Capabilities:**

- An overview of the consultant's experience and approach particularly in the non-profit arts sector.
- Brief review of capabilities and experience
- How the firm differentiates itself from competitors
- Description of firm's feasibility study process
- Current client list
- Selected List of relevant feasibility studies/campaigns counsel has completed.

**Project Specific Items:**

- Names, bios and location of consultants to be assigned to the Belfry.
- Outline expectations of Board Members, Executive Director and staff during the study process

- Outline description of content to be included in the study report
- A detailed project plan, deliverables and timeline.
- Project fee and expenses (where possible provide a menu of options).
- Estimate of fees and expenses for future ongoing coaching and counsel (beyond the feasibility study) to implement recommendations articulated should your firm be awarded the project)
- Conflict of Interest: Full disclosure statement listing all potential conflicts of interest related to this proposal. Required even if no conflict exists.  
References from previous clients.

**Submission Instructions:**

Proposals should be submitted electronically to Isaac Thomas at [jobs@belfry.bc.ca](mailto:jobs@belfry.bc.ca) by May 21 with Subject Line: Proposal for Belfry Feasibility Study. Any questions regarding the RFP can be directed to Susan Stevenson at [Susan.Stevenson@belfry.bc.ca](mailto:Susan.Stevenson@belfry.bc.ca)

**Conclusion:**

We look forward to reviewing proposals and are excited about the opportunity to collaborate on this important initiative as we celebrate our 50th anniversary. Your expertise will play a crucial role in strengthening our theatre's future and its impact on the community. Thank you for your interest in partnering with the Belfry Theatre.