

# *City of Charleston*

## *Procurement Division*

75 Calhoun Street, Suite 3500  
Charleston, SC 29401



### ADDENDUM #1 Q&A

T: (843) 724-7314  
F: (843) 720-3872

**DATE:** July 15, 2020  
**TO:** All Bidders  
**FROM:** Robin B. Robinson  
**RE:** 20-P032R – Professional Fundraising Services RFP

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This addendum #1 Q&A to the solicitation is being made for the following reasons:

**Q-1 As we draft a proposal, we find we can give you the most targeted proposal if we can talk with the person who is the most connected with the project's outcomes. Would you be willing to answer some of our questions—or should we speak with someone at the Palmetto Project? Or someone from the Mayor's office?**

**A-1** All questions have to be submitted in writing to me. Vendors are not allowed to speak with anyone about the RFP during the RFP process.

**Q-2 What do you see as the major challengers the Homeless to Hope Fund will face as it develops this fundraising plan?**

**A-2** I do not see challenges in developing in plan, the challenges may come in executing the Plan. The City of Charleston like many other communities are experiencing economic challenges and thus the level of giving may be adversely impacted.

Ensuring the audience understands the impact giving has to improving opportunities for the organizations that provide services to those who find themselves unsheltered or at risk of homelessness.

**Q-3 What is Homeless to Hope's vision that will be propelled by increased fundraising?**

**A-3** Improved opportunities to provide services to unsheltered individuals, improving the system by which services are provided and strengthening the One Stop Center to provide concentrated/comprehensive services that transitions persons from homelessness to housing.

**Q-4 What are the organization’s fundraising efforts today aside from the concert and telethon? Does Homeless to Hope have a donor database?**

**A-4** Yes, there is a donor base that has been established as a result of the Commission members who comprise the Mayors Commission on Homelessness and Affordable Housing. There have also been smaller annual efforts pursued to compliment the annual efforts. The Turkey Trot, and direct financial requests made to local corporations.

**Q-5 Is there staff at the City or the Palmetto Project to implement the fundraising plan?**

**A-5** It is the primary responsibility of the Responsive Bidder to facilitate the implementation of the plan. The Mayors’ Commission on Homelessness and Affordable Housing will supplement the efforts and assist in achieving the defined goal.

**Q-6 Is there a \$700,000 matching gift that has already been identified or pledged?**

**A-6** There is a \$700,000 gift that has been pledged to the future Navigation Center.

**Q-7 What is the annual budget for the project and what is the total budget for the project (if multi-year)?**

**A-7** Budgets are to be proposed by applicants.

**Q-8 We are located in Ohio, and have a Women’s Business Enterprise certification through the Women’s Business Enterprise National Council. Does the City of Charleston accept certification from WBENC? Or would we need to seek certification through the city’s Minority/Women Business Enterprise or the State of South Carolina?**

**A-8** The City does accept other National Certifications, provided that the City’s WMBE Application is completed and the required documents including a copy of all other certifications are attached.

**Q-9 Are current fundraising efforts staff driven or volunteer-driven?**

**A-9** The fundraising efforts have been facilitated by the Fundraising Consultant in concert with the volunteer Commission known as the Mayors’ Commission on Homelessness and Affordable housing.

**Q-10 How much money has been raised per year since 2016?**

<b>A-10</b>	2018-Gross- \$185, 673 -Net - \$129, 918	2019-Gross- \$186, 896 -Net- \$104, 502	2020-Gross-\$205, 132 -Net- \$160, 853
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**Q-11 What is the overall fundraising goal?**

**A-11** The fundraising goal is determined each year and is done in concert with the Fundraising Professional, the Mayors' Commission and the City of Charleston.

**Q-12 Are there other events besides the telethon?**

**A-12** This was answered in a previous question. A4.

**Q-13 Are there direct mail campaigns?**

**A-13** There are direct requests made to certain corporations. There is not a direct mail campaign.

**Q-14 Is there a major gifts program? Leadership annual giving program?**

**A-14** There is not a "program." However, there is a committee that was established comprised of members of the Mayors' Commission and other community stakeholders that seek donations in excess of a specified amount of funding.

**Q-15 Is there a current stewardship plan?**

**A-15** No.

**Q-16 What is the number of individual donors and their average gift?**

**A-16** 262 individual donors. Average gift of \$171.

**Q-17 What is the number of corporate foundation donors and their average gift?**

**A-17** 13 corporate donors. Average gift of \$7,127.  
5 foundations. Average gift of \$11,000.  
6 community organizations. Average gift of \$1,925

**Q-18 How much revenue is generated by grants?**

**A-18** No grants to date.

**Q-19 How much is received through government support and the breakdown of city/county/state?**

**A-19** The city of Charleston provides in-kind staffing support. Otherwise, all funds are currently raised through private/corporate donation.

**Q-20 What are the current sponsorship levels?**

**A-20** The sponsorship levels vary. On average the larger sponsorships have been between \$25k - \$40k.

**Q-21 To clarify, one reference section (page 25) asks for 10 references specifically in South Carolina and the Scope of Work (page 29) asks for three. Are these 2 separate requests or should we provide one or the other?**

**A-21** The 10 references in South Carolina is not for this RFP. Please disregard this request. Please provide a minimum of 3 references.

**Q-22 What is the total annual budget currently for Homeless to Hope? Of this budget, what is the anticipated funding from government versus all other sources?**

**A-22** Please see prior question that answers this question

**Q-23 What are the stipulations placed on the \$700,000 matching amount? For example, does the donor request a one-to-one match (i.e. needing to raise \$700,000 in order to receive \$700,000 in matching funds) or is there another ratio. Is this matching amount coming from individual philanthropy or a foundation, or are these government funds?**

**A-23** The goal is to secure a one to one match. The donation is derived from a private contribution.

**Q-24 What was the total dollar amount collected through the May 2020 telethon?**

**A-24** This question was previously answered. See Q&A 10.

**Q-25 Does Palmetto Project maintain a “Homeless to Hope” database of individual donors? If so, what is the total number of individual donors?**

**A-25** Yes, Palmetto Project maintains a donor database. There are 262 individual donors. There are 286 donors total (including corporate donors, foundations and community organizations).

**Q-26 Does Homeless to Hope currently utilize the services of a marketing/communications group to prepare current materials, website, etc.?**

**A-26** The Mayors' Commission utilized a professional organization to conduct the annual pursuits, which included marketing and communication. Social media, television and radio mediums were used to communicate the message of the campaign.

**Q-27 Could you clarify the actual number of references you require? On page 25, the RFP requires a minimum of 10 references while item (h) 10 on page 29 requests 3 references.**

**A-27** See A-21

If you have any questions, please feel free to call 843-724-7312 or 724-7314. Thank you in advance for your cooperation.

\_\_\_\_\_  
Signature of Acknowledgement

\_\_\_\_\_  
Date

\_\_\_\_\_  
Company Name