



Request for Proposals (RFP)

Consultant: Development Director (Capacity-Building & Implementation Focus)

Organization: Transformative Changes

Location: Richmond Region, Virginia (Hybrid / Remote)

Contract Type: Consultant (Part-Time, Short-Term)

Anticipated Contract Period: 9 months

Estimated Budget: Up to \$12,000

1. Organizational Background

Transformative Changes (TC) is a Black-women-founded healing justice organization advancing health and racial equity across the Richmond region and Virginia. TC reimagines how communities respond to harm, crisis, and care by centering healing-centered engagement, youth leadership, and culturally grounded systems change.

TC works at the intersection of mental health equity, restorative justice, youth-led advocacy, and community care ecosystems. As the organization enters a new phase of growth guided by its 2025–2030 Strategic Plan, TC is investing in internal infrastructure to ensure sustainability, accountability, and long-term impact.

2. Purpose of the RFP

Transformative Changes seeks proposals from qualified consultants to serve as a **Development Director (Consultant)** to strengthen TC's resource development and fundraising infrastructure as part of a broader capacity-building effort.

This consultant will play a critical role in helping TC transition from a start-up model to a mature, data-informed, and financially sustainable organization by:

- Operationalizing fundraising and development goals outlined in the 2025–2030 Strategic Plan
- Strengthening grant management, donor engagement, and relationship-tracking systems
- Supporting diversified, multi-year fundraising strategies aligned with TC’s mission and values

This engagement is intentionally structured in phases. The **first 30–60 days** will focus on assessment, strategy development, and systems design. The **remainder of the contract period** will focus on **hands-on implementation and resource activation**, including grant writing, proposal development, donor and foundation cultivation, sponsorship outreach, and capacity transfer—while ensuring sustainability beyond the contract term.

This role is central to meeting the outcomes and indicators outlined in TC’s RMHF capacity-building grant.

3. Scope of Work (Phased: Strategy → Implementation)

Phase I: Strategy Development & Infrastructure Design (First 30–60 Days)

The consultant will:

- Conduct a rapid assessment of TC’s current fundraising, development, and relationship-management practices
- Translate TC’s [2025–2030 Strategic Plan](#) sustainability goals into a prioritized development roadmap
- Design a multi-year fundraising strategy across grants, foundations, individual donors, sponsorships, partnerships, and earned or fee-for-service revenue

- Identify short-term and long-term revenue opportunities aligned with TC's programs and values
- Establish clear fundraising goals, benchmarks, and success metrics tied to capacity-building outcomes

Phase II: Implementation & Resource Activation (Months 2–9)

Following approval of the development strategy, the consultant will support hands-on implementation, including but not limited to:

- Lead or co-develop grant proposals, letters of inquiry, and funding applications
- Build and manage a grant pipeline, including prospect research and funder outreach
- Support relationship-building with foundations, institutional funders, and aligned philanthropic partners
- Assist with sponsorship outreach and partnership proposals
- Support individual donor cultivation strategies, including appeals, giving campaigns, and segmentation
- Develop donor-facing proposals, pitch decks, and funding narratives
- Activate early wins and near-term revenue opportunities identified in Phase I

Implementation activities will be carried out in close collaboration with TC leadership to ensure alignment, transparency, and internal learning.

Development Systems, Infrastructure & Sustainability (Ongoing)

Across both phases, the consultant will:

- Strengthen grant tracking, reporting, and compliance systems
- Support implementation or refinement of a CRM system for donors, partners, and prospects
- Develop donor stewardship workflows, communications cadence, and cultivation strategies

- Align grant narratives, budgets, and reporting with TC's healing justice framework
 - Collaborate with leadership to strengthen budgeting, forecasting, and fundraising metrics
 - Support systems for operational reserve-building and long-term financial sustainability
 - Provide guidance on equity-centered, anti-racist fundraising practices
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Knowledge Transfer & Capacity Building (Final Phase)

To ensure sustainability beyond the contract period, the consultant will:

- Develop tools, templates, calendars, and documentation for ongoing use
 - Build internal capacity through coaching and technical assistance
 - Ensure clear handoff plans are in place so systems remain functional post-contract
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4. Deliverables

Expected deliverables may include (but are not limited to):

- Development strategy rooted in a mixed funding formula (grants, individual donors, sponsorships, events, and earned revenue)
- Resource development roadmap aligned with the 2025–2030 Strategic Plan
- Grant pipeline and prioritized prospect list
- Drafted grant proposals and/or letters of inquiry (final number to be scoped collaboratively during onboarding)
- Fundraising and donor engagement systems, including workflows, templates, and CRM setup support
- Grant tracking and management tools
- Donor, foundation, and sponsor-facing outreach materials
- Development calendars, dashboards, and reporting tools

- Final summary report documenting systems built, implementation progress, lessons learned, and recommended next steps

Deliverables will be refined collaboratively during contract onboarding to ensure feasibility within scope, timeline, and budget.

5. Desired Qualifications

Transformative Changes is especially interested in consultants who bring:

- Demonstrated experience in nonprofit fundraising and development leadership
- Experience supporting BIPOC-led, grassroots, or justice-centered organizations
- Strong understanding of foundation, government, and individual giving landscapes
- Experience building development systems (CRM, grant tracking, donor stewardship)
- Commitment to racial equity, healing justice, and anti-oppressive practices
- Ability to work collaboratively with small teams and community-centered organizations

Lived experience and nontraditional career pathways are valued.

6. Budget & Compensation

- **Total contract budget:** Up to \$12,000, dependent on scope and timeline
- **Payment structure:** Monthly invoices tied to agreed-upon milestones

This engagement is designed to balance strategy development with hands-on implementation and capacity transfer, **without functioning as a long-term staff replacement role.**

7. Proposal Submission Requirements

Interested consultants should submit:

- Cover letter describing interest and alignment with TC's mission
- Statement of qualifications and relevant experience
- Proposed approach to the scope of work
- Timeline and availability
- Budget or fee structure
- Resume or CV
- References (optional but encouraged)

8. Submission Timeline

- **RFP Issued:** January 18, 2026
- **Proposals Due:** February 13, 2026
- **Anticipated Start Date:** March 1, 2026

Proposals should be submitted electronically to:

carissa@transformativechanges.org

9. Selection Criteria

Proposals will be evaluated based on:

- Alignment with TC's mission and values
- Relevant experience and demonstrated capacity-building expertise
- Equity-centered and healing-informed approach
- Clarity and feasibility of proposed scope and timeline
- Cost-effectiveness and sustainability

10. Additional Materials (Optional but Strongly Encouraged)

- One brief case study (1–2 pages) describing a past or current engagement supporting nonprofit development, fundraising systems, or organizational capacity-building
- Up to two professional referrals who can speak to the consultant's collaboration style and impact, particularly in BIPOC-led or justice-centered settings

11. Commitment to Equity

Transformative Changes is committed to equity, inclusion, and justice in all of its practices. We strongly encourage proposals from Black, Indigenous, and People of Color; women; LGBTQIA+ individuals; people with disabilities; and consultants with lived experience in the communities we serve.

Transformative Changes reserves the right to select a consultant, request modifications, or decline proposals at its discretion.