



## Request for Proposal (RFP) for Fundraising Consultant

### Who We Are

The [Pet Sustainability Coalition](#) is a highly successful and rapidly growing 501(c)(3) based in Boulder, CO. We serve the global pet industry and our mission is to advance pet businesses and the industry as a whole through the promotion of improved environmental and social practices. The Coalition is composed of 200 member companies across the world. PSC is committed to measuring, improving, and celebrating our positive impact on the environments and communities where our members do business.

Founded in 2013, PSC's expansion has largely been financed through a strong membership model with annual dues and event sponsorships. As the only sustainability organization serving the \$1.5 billion global pet industry, PSC is uniquely positioned to provide leadership and convening abilities in order to address large-scale environmental and social issues in the industry.

PSC has thrived through corporate membership and a robust event sponsorship program, both largely supported through corporate marketing budgets. As we have grown, we recognize that our work provides compelling funding opportunities for private philanthropy, including individuals, grant-making foundations, and corporate foundations. Donors focused on the issues of sustainable ingredient sourcing, sustainable packaging, greenhouse gas emissions, climate change, biodiversity, and DEI challenges could profoundly impact our work. Additionally, as our operations and reach have become broader and more sophisticated, the need for independent and diversified funding sources becomes more critical. For more info about PSC, [see below](#).

### Project Summary:

PSC is seeking a fundraising consultant or firm with a proven track record in developing fundraising plans, internal capacity building, individual and foundation major gift solicitation, and ongoing fundraising support for small organizations in the environmental and sustainability space.

The consultant's responsibilities will focus on the creation of a philanthropic giving program to support the strategic priorities of PSC. This will include:

#### Phase 1, Internal: Current State Assessment, Case Development, and Prospect Identification

- a. Refining the existing Case for Giving and expanding into a pitch deck based on the fundraising plan.



- b. Developing a qualified prospect list that includes potential donors aligned with PSC's funding needs. This prospect list should focus on private foundations and individuals, but also include other environmental and social funding entities such as governments grants, collaborative partnerships, foundations, and corporations.
- c. Given our history of strong corporate support, provide strategic guidance on corporate sponsorship as an element of a philanthropic giving program.

#### Phase 2, External: Implementation of an effective, durable philanthropic giving program

- a. Conduct training on fundraising and coaching for the PSC Executive Director, board, and staff.
- b. Working with the Executive Director, leading the cultivation and solicitation of individual and foundation gifts to achieve 12-18 month fundraising goals (\$100,000 for sustainable packaging initiatives, \$100,000 for sustainable ingredients sourcing initiatives, \$250,000 for unrestricted support).
- d. Help PSC develop a multi-year development plan and implementation strategy to build a fundraising program that generates \$1M annually for targeting initiatives and unrestricted support.

#### Experience Required and Process of Evaluation

All accepted proposals will be reviewed by the Selection Committee and will be evaluated with the following criteria:

1. Demonstrated fundraising success in working with small, rapidly growing nonprofits. Experience and extensive networks among environmental and sustainability funders are essential. Experience working with coalitions and member-funded organizations is an added benefit.
2. Demonstrated success cultivating and soliciting large gifts from individuals and private foundations.
3. Cost effectiveness.



### Timeline

The proposed timeline for the project engages consulting support in two phases through 2022:

Proposals Due	April 30, 2022
Candidates interviewed & Selected	May 15, 2022
Phase 1:	Late June - July 2022
Kickoff	
Develop Case For Giving	
Needs Assessment	
Prospect Identification & Early Cultivation	
Phase 2:	August - December 2022
Active Cultivation & Solicitation - key initiatives	
Foundational work to establish ongoing program	

### Submission Requirements

Please submit proposals electronically to:

Anne Klein & Caitlyn Dudas at [admin@petsustainability.org](mailto:admin@petsustainability.org)

Please include:

1. Cover letter.
2. Experience and qualifications, including the resume of the professional providing direct service for this project.
3. Clear demonstration of understanding of environmental issues and funding sources in the sustainability arena.
4. A proposed project budget tied to Phases 1 & 2 of the project timelines.
5. References from clients for whom the consultant has performed similar work



## ABOUT PSC

### Vision

We envision a thriving and collaborative pet industry that creates positive impact for the communities and environments where we do business

### Mission

We advance business through profitable environmental and social practices.

### Core Values

*Transparency:* As a nonprofit we operate with transparency to our members and to the public so that they can hold us accountable for what we do and how we do it.

*Collaboration:* We value inclusive collaboration with manufacturers, suppliers, distributors, brands and retailers that leverages existing sustainability knowledge and experience as well as innovating solutions for sustainability issues facing the pet industry.

*Authenticity:* We know that sincere sustainability means more than marketing and quick wins; we promote continual sustainable improvement that directly reduces the impact of pet products on the global environment and communities.

*Implementation Focused:* We value genuine sustainability improvement that favors implementation and action-oriented participation by member companies.