



# BC Epilepsy Society

---

## **STRATEGIC PLAN 2019 – 2024**

### **Request for Proposals**

April 2019

Contact:  
Kim Davidson  
Executive Director  
BC Epilepsy Society  
2500 – 900 West 8<sup>th</sup> Avenue  
Vancouver, BC V5Z 1E5  
1-604-875-6704 ext. 3  
[kim@bcepilepsy.com](mailto:kim@bcepilepsy.com)

## TABLE OF CONTENTS

Timeline	3
Background	3
Purpose	4
Scope	4
Anticipated Process for Strategic Plan Development	5
Proposal	6
Criteria for Evaluating Success of the Project	7-8
Application Review Criteria	9
Reference Checks	10

## **TIMELINE**

April 1, 2019	Release Request for Proposals
May 6, 2019	Consultant Questions Due
June 3, 2019	Proposal Deadline <i>Proposals to be submitted via email to Kim Davidson at <a href="mailto:kim@bcepilepsy.com">kim@bcepilepsy.com</a></i>
June 10-14, 2019	Consultant Interviews
June 17, 2019	Consultant Selected and Advised
July	Strategic Planning Session (2 Days)
August 5, 2019	Consultant's Report Due

## **BACKGROUND**

The BC Epilepsy Society (BCES) is a not-for-profit charitable organization whose mission is to improve the quality of life for those living with epilepsy. It is estimated that 30,000 people live with epilepsy in British Columbia. The current Vision, Mission & Values can be found in the attached Appendix "A".

With a staff roster of 5, BCES provides education and support to persons living with epilepsy and his/her family, school, workplace & social/recreational programming. Our annual operating budget funded mostly through BC Gaming, foundations, private donors and other fundraising efforts.

For more information, please visit [www.bcepilepsy.com](http://www.bcepilepsy.com)



---

## **PURPOSE**

BCES is seeking proposals from qualified consultants and/or consulting firms to assist in the development of a five-year comprehensive strategic plan that will focus on the organization's values, services and vision for the future.

Proposals must be received no later than June 3, 2019 at 4:30pm to Kim Davidson at [kim@bcepilepsy.com](mailto:kim@bcepilepsy.com). Please quote "RFP Strategic Plan" in the subject line.

## **SCOPE**

The consultant shall, at minimum accomplish the following:

### **Planning Activity and Final Deliverable**

1. Design and execute a strategic visioning and comprehensive planning process including consultation with BCES Board of Directors, staff, users of BCES services and key community partners
2. Develop an actionable five-year strategic plan
3. Develop recommendations regarding the plan's implementation and support structure

### **Research**

It is anticipated that these tasks will be accomplished through a combination of activities, such as:

- Interviews and/or other method that will be useful in receiving stakeholder and community input
- Facilitated group meetings with partners to create consensus regarding a strategic plan (including goals, objectives, strategies, and tactics)
- Review and present available related data and stakeholder strategic plans as well as any relevant research and best practices



# BC Epilepsy Society

---

## **The consultant will have knowledge and experience in:**

- Non-profit trends/issues
- Research methodology
- Public consultation
- Market research
- Statistical analysis
- Presentations
- Working with multiple stakeholders
- Demonstrated knowledge of the epilepsy/healthcare/community support sector in British Columbia

## **ANTICIPATED PROCESS FOR THE STRATEGIC PLAN DEVELOPMENT**

BCES seeks the consultant's recommendations regarding the best process to develop an actionable strategic plan to be conducted in two stages.

### **Stage 1. Vision and key Strategic Directions and Goals**

- Identify key strategic directions & goals after consultation with clients, inclusive of persons living with epilepsy, Board of Directors, staff and key community partners.
  - This stage should produce the substantive documentation and solutions needed for informing the strategic planning process.

### **Stage 2. Write the Strategic Plan**

- Utilizing information from the first stage, this stage will include the development of an actionable strategic plan that will serve as the overall blueprint for BCES action plans for the next 5 years.
- This plan should include:
  - An Executive Summary of the main findings, including key recommendations numbered and priority ranked
  - A comprehensive detailed plan that identifies:
    - Vision & Mission
    - Key Strategic Directions
    - Goals
    - Objectives
    - Strategies



# BC Epilepsy Society

---

- Tactics
- Stakeholders and their roles
- Measures
- Outcomes

## PROPOSAL

Proposals must include the following:

### General Information

The consultant understands a single consultant must conduct the scope of the work requested. The proposal should provide the consultant name, title, address, telephone number and email address.

### Consultant Qualifications

To accomplish the scope requested, the consultant will need to possess the following qualifications:

- Experience at successfully developing consensus-based strategic plans
- Knowledgeable of collective impact or collaborative strategic initiatives
- Strong facilitation skills
- Knowledge of the non-profit sector and issues
- Knowledge of the current healthcare sector
- Experience at creating neutral environment for, and soliciting input from, individuals from various sectors
- Knowledge in marketing, branding, communications, and branding
- Knowledge in resource development

### Work Plan

The proposal should contain a detailed description of the activities to be conducted by the consultant in order to complete the requested scope of work, including the specific activities to be conducted at each stage:

- A timeline for the activities at each stage
- Milestones and deliverables tied to those activities
- A detailed budget for each stage, along with a proposed payment schedule tie to project milestones and/or deliverables. Overall budget should not exceed twelve thousand dollars (\$12,000).

## **Criteria for Evaluating Success of the Project**

The Board of Directors will deem this a successful project when they are given a clear report, which outlines the strategic directions, areas of improvement and a recommended action plan. Previous strategic plans will be provided to the consultant as background information upon request.

## **References**

The proposal should include three references of individuals who can speak to their experience with the consultant in conducting projects of similar scope. Information regarding each reference should include the individual's name, address, telephone number, and email address.

## **Previous Work Product**

The proposal should include at least two samples of written works similar to the scope of work requested within this RFP (e.g., strategic plan).



# BC Epilepsy Society

---

## CONSULTANT, STRATEGIC PLAN

### APPLICATION REVIEW CRITERIA

The proposals will be reviewed and evaluated based on the following criteria:

1. Qualifications (35 points)	<ul style="list-style-type: none"><li>• The consultant has the qualifications needed to successfully complete the scope of work</li><li>• The consultant has prior experience working on similar projects</li><li>• The consultant has extensive working knowledge of epilepsy, healthcare and community services in BC</li></ul>
2. Scope of Proposal (30 points)	<ul style="list-style-type: none"><li>• The proposal demonstrates an understanding of the project objectives and desired results</li><li>• The proposal illustrates an approach to the scope of work that will likely lead to the successful development of an actionable strategic plan</li><li>• The proposal illustrates the consultant's ability to successfully execute the proposed approach</li><li>• The proposal includes an appropriate process to interact with the Board members, staff, constituents and community stakeholders</li></ul>
3. Work Plan (25 points)	<ul style="list-style-type: none"><li>• The proposal adequately details project activities and milestones or deliverables associated with each stage of the scope of work</li><li>• The proposal includes a detailed timeline for each stage</li><li>• The work can be completed within the project timeline</li></ul>
4. Budget (10 points)	<ul style="list-style-type: none"><li>• The proposal includes a detailed budget for each stage of the scope of work</li><li>• Proposed costs are reasonable</li><li>• Proposed schedule of payments corresponds appropriately with tasks, milestones or deliverables</li></ul>

## REFERENCE CHECKS

Information from references will be evaluated using the following criteria. The evaluation will be labeled as satisfactory or unsatisfactory.

### References

- The references would hire the consultant again
- The original Scope of Services was completed within the specific timeline
- Interim deadlines were met in a timely manner
- The consultant was responsive to the referee's needs
- The consultant anticipated problems and solved them quickly and effectively
- The original Scope of Services was completed within the project budget



# BC Epilepsy Society

---

## **APPENDIX A**

### **HISTORY**

The BC Epilepsy Society was founded in 1959 by pediatric neurologist Dr. Norman Auckland, who believed that the more people with epilepsy understand their seizure disorders, the better they will be able to help themselves.

### **VISION**

Improving Lives. Inspiring Courage.

### **MISSION**

To empower, educate and support British Columbians living with epilepsy and their families, and support research to make their lives easier.