



**American
Friends
Service
Committee**

Quaker action for a just world

1501 Cherry Street, Philadelphia, PA 19102
afsc.org

REQUEST FOR PROPOSALS: AMERICAN FRIENDS SERVICE COMMITTEE

Fundraising Consultant for
Pan Valley Institute

1. Project Overview:

The Pan Valley Institute (PVI) of the American Friends Service Committee (AFSC) seeks proposals from experienced fundraising consultants to assist us in achieving our goals of identifying sustainable income streams and enhancing the fundraising capacity of our staff and board.

2. Organizational Background:

The Pan Valley Institute (PVI) is an immigrant-led popular education organization based in Fresno, California. It emphasizes women, youth, and indigenous populations and expands its cross-generational work to other counties in the San Joaquin Valley, including Tulare, Merced, and Madera.

We foster active citizenship and offer intergenerational learning spaces for immigrants and refugees to realize their possibilities of becoming social actors of change, where immigrants and refugees can learn from each other, develop a sense of belonging, reclaim their cultural rights, and prepare for building caring and culturally thriving communities. Our work is guided by popular education, cultural exchange, participatory action research, and decolonial pedagogy principles.

3. Scope of Work & Timeline

The consultant will work with the Pan Valley Institute program director and staff team to complete the scope of work. Deliverables must include a written draft prospect list and fundraising plan. These will be used to create an ongoing development plan for a sustainable, independent organization.

To begin the project, the consultant must meet with PVI staff by September 5, 2024. The consultant will deliver the final products to the Pan Valley Institute team and Regional Director by January 31, 2025.

Discovery/Information Gathering

- Review critical internal documents, strategic plan, and current budget and finances to fully understand program priorities, budget needs, and funding goals.
- Conducting thorough research to identify potential income streams aligned with PVI's mission and programs, including but not limited to:
 - Individual donors (with a focus on California and CA Central Valley)
 - Philanthropy (with an emphasis on California-based funders, although regional and national funders may be in scope)

- Sponsorship opportunities
- Earned income sources
- Guide PVI staff and board members in creating a Development Plan that includes:
 - Developing comprehensive strategies to cultivate and solicit support from various donor sources, including individuals, foundations, corporations, and government agencies
 - Collaborating with PVI leadership to create realistic fundraising goals and timelines
 - The PVI team must review the plan draft by January 15, 2025, and finalize the plan by January 31, 2025.

4. **Project Budget Range:** \$6,000 - \$10,000

5. **Proposal Submission Requirements**

All proposals must be received by 5:00 pm PT on August 15, 2024. Proposals must be on time to be considered. Proposals should be no more than four pages in length and must address the complete scope of work and deliverables, and include the following sections:

- a. **Organization/Consultant Background** - Overview of relevant experience and qualifications in nonprofit fundraising, particularly in California’s Central Valley.
- b. **Description of proposed methodology** and approach for achieving the outlined objectives.
- c. **Timeline** for project implementation, including key milestones and deliverables. The contract will be from September 1, 2024, to January 31, 2025.
- d. **Budget** – detailed budget, including consultant fees and anticipated expenses.
- e. **References** from previous clients or projects.

6. **Proposal Evaluation Procedures**

The AFSC West Region Regional Director will hire the consultant in consultation with the Pan Valley Institute Team. The Pan Valley Institute Program Director will provide direct contract supervision and shall be the primary contact with the consultant.

Proposals will be evaluated based on the following criteria:

- Demonstrated expertise and track record in nonprofit fundraising, particularly identifying diverse income streams.
- Clarity and feasibility of proposed methodology and approach.
- Alignment with PVI's mission and values.
- Cost-effectiveness and value for money.

PVI will review and evaluate submissions based on the stated criteria upon receiving proposals. Shortlisted candidates may be invited for interviews or additional discussions. The final selection will be made based on the overall quality of the proposal and its alignment with PVI's needs and objectives.

7. **Inquiries**

Please get in touch with mnateras@afsc.org with any inquiries or for further information.

I appreciate your interest in supporting Pan Valley Institute's fundraising efforts. We look forward to receiving your proposals.

Pan Valley Institute (PVI)

Our History

The Pan Valley Institute (PVI) was founded in 1998 as a program of the American Friends Service Committee (AFSC) to strengthen the leadership capacity and foster the civic engagement of immigrants in California's diverse Central Valley.

Over the past 26 years, PVI's work has responded to the Valley's evolving demographic landscape, such as the arrival of ethnically and linguistically diverse indigenous migrants from Mexico and Central America, Hmong and Cambodian refugees from Southeast Asia, and more recently, refugee families arriving from Iraq, Palestine, Syria, and Iran. PVI's work is well-known for its cross-generational approaches, emphasizing women, youth, and Indigenous populations.

Who We Are

PVI is an immigrant-led, popular education organization based in Fresno, California. It emphasizes women, youth, and Indigenous populations and expands its cross-generational work to other counties in the San Joaquin Valley, including Tulare, Merced, and Madera. We foster active citizenship and offer intergenerational learning spaces for immigrants and refugees to realize their possibilities of becoming social actors of change.

We create places where immigrants and refugees can learn from each other, develop a sense of belonging, reclaim their cultural rights, and prepare for building caring and culturally thriving communities. The work is guided by popular education, cultural exchange, participatory action research, and decolonial pedagogy principles.

What We Do

Active Citizenship

The ArteVism Program uses art and culture as powerful tools for social change, engaging a broader public and empowering participants to become social actors of change. It focuses on addressing pressing social issues, promoting inclusivity, and building thriving and solidarity communities.

Economic Justice

We believe that working towards a Central Valley that provides economic and environmental security opportunities for all requires that we work at the critical intersection of three crucial issues: the relationship between food production and

migration, the ways large-scale agribusiness creates economic inequalities, and existing and new opportunities to promote immigrant economic mobility.

Looking ahead

PVI's work in the next ten years will focus on building Central Valley communities that value ethnic diversity and in which racial, economic, and social inequalities are not tolerated. Our work will advance building a more inclusive socio-political landscape in the Central Valley, one in which the voices of immigrants and refugees resonate.

We aspire to build communities where all belong. We want to see social exclusion and racism replaced by a culture that respects and values cultural and ethnic diversity, as well as immigrants' contributions.

With our community partners and allies, we commit to work for a more just and diversified economy that is not solely driven by agribusiness but provides economic security opportunities for all.

At PVI, we are committed to spending the next ten years creating a Central Valley in which immigrants, refugees, and other disenfranchised communities have a seat and a voice at the table where political decisions regarding their lives are made.

As an organization, our goals are to

- create a safe and welcoming cross-cultural popular education and participatory research learning center;
- affirm and strengthen solidarity networks, partnerships, and friendships;
- ensure PVI's financial stability.

About AFSC

Guided by the Quaker belief in the divine light of each person, the American Friends Service Committee works with communities and partners worldwide to challenge unjust systems and promote lasting peace. Our vision is a just, peaceful, sustainable world free of violence, inequality, and oppression. PVI's work is divided equally among AFSC's three Strategic Goals: just migration (50%), Just Economies (50%), and Just Peace (0%).

***Connect with us on the [web](#), [Facebook](#), [Instagram](#), [X \(Twitter\)](#) and [YouTube](#).
Please email us at PanValleyInstitute@afsc.org or call us at 559-222-7678.***