

221 Pembina Avenue

Hinton, Alberta T7V 2B3

Request for Proposals (RFP)

For Leadership West Yellowhead 2.0 Program

Community Action Projects

**Date Issued**: September 1, 2023

**Response Due Date**: November 30, 2023, by 4:00 pm

**Contact:** Send RFP Responses to: Nancy Robbins, General Manager

Subject Line: Leadership West Yellowhead 2.0 Program Community Action Projects RFP

Email: [nrobbins@albertacf.com](mailto:nrobbins@albertacf.com)

**Questions:** Questions may be directed to Nancy Robbins at the email above

**Request for Proposals (RFP) for Leadership West Yellowhead 2.0 Program**

**Overview**

Leadership West Yellowhead is a community leadership program offered by Community Futures West Yellowhead. It was previously offered through our organization from 2008 to 2012. This new edition of the program would run from September to March in fiscal years 2023/2024 and 2024/2025 and consists of three components: Learning Days, Community Action Projects, and Mentorship Program.

In late 2007, CFWY embarked on a pilot project, titled Leadership West Yellowhead. The objectives of the pilot project and the subsequent three-year continuation of the program were to determine an effective method of increasing community leadership capacity in the West Yellowhead, and to develop a community leadership program, the outcomes of which would significantly contribute to the ensuring the sustainability of our region. Re-introducing this program will strengthen our local businesses, non-profits, and municipalities by ensuring that participants see the cooperative role that leaders play in the success of our rural communities.

Highlights from the pilot project and three-year program include:

* Development of a high-quality community leadership program, founded on a strong curriculum that has been widely acclaimed by program participants and their employers
* Achievement of the Western Economic Diversification Minister’s Award for Innovation and Excellence in October 2008 at the Community Futures Alberta Symposium
* Recognition of the project’s outstanding merit at the Community Futures National Symposium in May 2009.
* 57 new leaders from diverse backgrounds and from all sectors in the West Yellowhead region who continue to work, live, and play in the West Yellowhead.
* Completion of 15 community action projects for non-profits in the West Yellowhead region.

The return of the Leadership West Yellowhead program is needed in our region. Our region is witnessing a more silent transition through demographics. Organizations are operating with a bare minimum number of volunteers, board members, and individuals who are willing and /or qualified to take guiding roles. This is also seen in our small difficult to fill or sit vacant, waiting for individuals to step forward. Members of our communities who have held such positions are suffering from burn-out (from years of fulfilling their commitments through a pandemic) or are retiring and leaving the community. A new generation of leaders must be cultivated to continue in these important and essential organizations. Increasing leadership potential is also an excellent retention tool for current employees and for business owners looking to increase organizational capacity in their businesses.

The ongoing sustainability of our communities is uncharted at this point. Skilled labour shortages, reduced cash flow (public, private, and household), empty retail locations, unprecedented number of businesses for sale, loss of professionals and shifts in the population are symptomatic of this transition. Left unaddressed, these influences could lead to a loss in the viability of our mainstream economic drivers as our communities are struggling to rebound after the pandemic.

Proposed outcomes for Leadership West Yellowhead 2.0 include:

* Increased community capacity throughout the West Yellowhead region because of an enhanced community leadership program.
* Availability of widely accessible, high quality learning opportunities at workshops and through the comprehensive program that promotes community leadership concepts to a broader audience
* Development of ongoing engagement of a strong diverse regional network of civic-minded leaders, spanning the region’s geographic area and crossing sectoral boundaries
* Skilled assistance to several non-profits through the completion of the Community Action Projects by program participants
* Attraction and retention of employees in the West Yellowhead in small businesses who desire to build capacity through leadership training

**Introduction and Background**

Community Futures West Yellowhead (CFWY) is a non-profit organization that is dedicated to building an economically diverse future for the communities of the West Yellowhead. Staffed by seasoned business professionals, and guided by a volunteer Board of Directors, we are more than just a business lender. We have over 30 years of experience helping rural entrepreneurs grow and thrive as small business owners. We understand where you are now, and where you want to go in the future.

Our services for small businesses are designed to help the West Yellowhead region residents start, grow, expand, franchise, or sell their business. With a number of specialized business training programs, regular business networking events, community economic development projects and flexible business loans to offer, we are here to help you achieve your business goals.

Community Futures West Yellowhead (CFWY) is funded by Prairies Economic Development Canada (PrairiesCan). Community Futures Network of Canada supports small business and rural economic diversification since 1986 and now has 267 offices across the country.

CFWY helps entrepreneurs and small business owners throughout the West Yellowhead region, including Edson, Yellowhead County, Hinton, Jasper, and Grande Cache and its surrounding enterprises and cooperatives in the Municipal District of Greenview.

Our ultimate goal is to help the West Yellowhead grow and thrive economic diversification – we help businesses across all industries. Rural Economic Diversification is the core of what we do. We work alongside community lenders and other key stakeholders to create Community Economic Development plans and implement projects that support value-added activity and expansion into new sectors. We take the pulse of our business community and provide guidance on business retention and succession planning strategies.

**Project Design**

CFWY is seeking proposals for Community Action Projects for the Leadership West Yellowhead 2.0 program to assist in the delivery of the Leadership West Yellowhead 2.0 program in the following capacity from January 2024 to June 2024:

Community Action Projects are an integral part of the program’s curriculum. They provide participants with the opportunity to practice personal leadership skills, while achieving a tangible outcome for a community organization. Sponsoring organizations will benefit from the efforts of motivated and engaged teams of emerging leaders who want to make a difference in the region.

Community Action Projects will first be approved by CFWY, and preference will be given to projects that focus on the Government of Canada and PrairiesCan priorities as follows:

1. Inclusiveness with a focus on one or a selection of the following demographic groups:
   1. Women
   2. Youth (15 to 29)
   3. Indigenous Peoples
   4. Persons with Disabilities
2. Cluster Growth with a focus on one or a selection of the following industries:
   1. Clean Technology
   2. Clean Resources
   3. Life Sciences
   4. Value-Added Agriculture
   5. Advanced Manufacturing
   6. Digital Technology

Projects can be applied to multiple priorities.

It is a priority of the CFWY Board of Directors to focus on economic pandemic recovery in the West Yellowhead region. Exceptions will be made to the above criteria for projects that focus on economic pandemic recovery in the region; however, effort should be made by the applicant to cover as many of the Government of Canada priorities as possible.

**Project Teams**

Leadership West Yellowhead 2.0 program participants will be divided into teams of 4 or 5 members, based on diversity of backgrounds, skills, and community interests. Each member will devote a total of approximately **30 hours over 6 months** to the project. Participants will work on this project during the time of their program (approximately January to June).

The scope of the project should be chosen so that it is roughly equivalent to a two-week project completed by a single full-time employee. Please remember that our program participants will complete this project in addition to the core program learning, their full-time employment, and the demands of their daily lives.

As Project Sponsor, we ask that you appoint a Project Support Person who will be responsible for communication with one individual of the Project Team and who will also ensure that your needs are met during the project. Past years have shown that projects are successful when there is frequent communication and direction between the project sponsor and the project team.

**Project Selection Criteria**

All proposals must demonstrate a benefit to the communities of Jasper, Hinton, Edson, Grande Cache and its surrounding cooperatives and Yellowhead County specifically or the West Yellowhead region.

Sponsoring organizations must demonstrate both *capacity* and *commitment* to supporting the project as required throughout through the entire 6-month period from January to June 2024.

A Project Support Person must be designated by the sponsoring organization. This person will be the primary liaison between the project team and the organization.

One participant of the project team will be assigned the role as Project Liaison with your organization. Program participants will have to report to LWY once a month regarding the status of the project. We ask that you ensure that there is contact at least once a month with the Project Liaison regarding this contact.

Community Action Project Proposals must be well-defined with the specified criteria included in the Request for Proposals. The project’s scope must be limited such that it is realistic to achieve the desired outcomes within the timeframe of the program and within the time allotted as described above.

Project Proposals which require fundraising will not be considered, as they may put participants in a conflict-of-interest situation.

Community organizations, business, charities, and non-profits in Edson, Grande Cache and its surrounding cooperatives, Hinton, Jasper, and Yellowhead County are eligible to submit project proposals.

**Please see our website at website link here for Previous Community Action Project Proposals between 2008 and 2012**

**Schedule**

September 1, 2023 – Community Action Projects Request for Proposals open for Submission

November 30, 2023 - Community Action Projects Request for Proposals closed at 4:00 pm

December 15, 2023 – Notification to accepted proposals for Leadership West Yellowhead 2.0 participant consideration

January 31, 2024 – Decision on selected Community Action Projects by participants

February 5, 2024 – Notification to selected organizations on acceptance of Community Action Projects for Leadership West Yellowhead 2.0 completion

February 21, 2024 – attendance at Learning Day #2 to work on Community Action Project with participants

April 30, 2024 – Mid program check in with participants and organizations by CFWY staff on progress of Community Action Projects

June 19, 2024 – attendance at Learning Day #6 if required by organization and participants

June 26, 2024 – attendance at Closing Retreat to see public presentation of Community Action Project results

**Contractor Requirements**

Preference will be given to submissions that work and reside in the West Yellowhead region.

Organizations that require expenses and materials for their projects should expect that this be covered by the organization and not the program participants or Community Futures West Yellowhead.

**Proposal Requirements**

Proposals for Community Action Projects must be submitted with the following elements for consideration:

1. Organizational Description: Includes your vision and mission, what activities do you undertake, who are your clients and where are you located in the West Yellowhead.
2. Project Background: Define the initiative or problem that you are proposing for the Community Action Project and how it fits with the priorities listed above.
3. Project Purpose: The goal that your organization hopes to achieve with this Community Action Project
4. Success Measures: List of the Key Performance Indicators (KPIs) that you wish to achieve for your organization for this project
5. Project Benefits: List the benefits for your community and/or the region
6. Project Budget: Not required but if there are expenses, how will they be covered by your organization
7. Project Support: List the contact for this project from your organization and how will you support the Project Team
8. Other information: This is for you to share with CFWY and the project participants on your project and organization – it’s your pitch why we should complete your project.

Interested parties should submit their responses to Nancy Robbins, General Manager, via email no later than 4:00 PM on November 30, 2023.

Proposals received after the due date and time will be deemed non-responsive and will not be considered

All proposals shall remain valid for ninety (90) days following the final date of submission. All proposals become the sole property of CFWY

**Selection Criteria**

Proposals received will be evaluated by CFWY on the following selection criteria:

* Understanding and scope of the Leadership West Yellowhead program and the learning days
* Original and creative vision
* Ability to meet the expected timeline for completing the project
* Cost-effectiveness
* If you have any alternative solutions or suggestions for the direction of this project, please submit them with your proposal

**Contract Terms**

CFWY will create a Memorandum of Understanding (MOU) between the organization for their project and CFWY.

Not all projects selected by CFWY will be selected by the Leadership West Yellowhead participants on Learning Day 1 for completion.

**RFP Timeline**

September 1, 2023 – opening of RFP

November 30, 2023 – closing of RFP

December 15, 2023 – selection of Community Action Project by CFWY

December 31, 2023 – completion of MOU between organizations and CFWY

January 31, 2024 – selection of Community Action Project by Leadership West Yellowhead participants

**Other considerations**

Proposals will be viewed by CFWY Staff and once selected, the respondent will be notified. Evaluation of proposals will be under the jurisdiction of CFWY. CFWY will evaluate proposals submitted and engage in interviews and/or discussion with the respondents deemed most qualified.

After the completion of the RFP process, CFWY will select the respondent that best represents itself as capable of meeting the needs of CFWY. CFWY reserves the right to reject any or all submissions or to waive any minor defects or irregularities in any submission. CFWY further reserves the right, without prior notice, to supplement, amend, or otherwise modify this RFP.