Request for Proposals (RFP): Financial Sustainability Consultant

Issued by: Georgia Water Coalition
Issue Date: December 9, 2025
Proposals accepted on a rolling basis until the position is filled.

Introduction

The Georgia Water Coalition (GWC) is seeking proposals from qualified Financial Sustainability Consultants to help expand and strengthen the Coalition's fundraising program. The consultant will support GWC's long-term financial sustainability by identifying new funding opportunities, developing funder relationships, preparing letters of inquiry (LOIs) and grant proposals, and exploring options for establishing a future endowment or reserve fund.

Background

The Georgia Water Coalition is an alliance of more than 260 organizations committed to protecting and ensuring clean water for Georgia's people, wildlife, and environment. Founded in 2002, GWC unites environmental, civic, and community groups across the state to advocate for responsible water management, conservation, and equitable policy.

GWC has historically relied on foundation grants, member support, and partner contributions. As the Coalition looks to its next chapter, it aims to diversify funding sources, cultivate new philanthropic partnerships, and lay the groundwork for a sustainable funding model that supports long-term advocacy and programmatic work.

Scope of Work

The consultant will work closely with GWC's Director of Operations and Fundraising Committee members to:

1. **Fundraising Strategy & Revenue Generation**
    - Develop a plan to secure a minimum of $80,000 in new revenue during the contract period.
    - Develop a long-term strategy to diversify GWC's funding stream.

- Identify and research potential foundation, corporate, and major donor prospects aligned with GWC's mission. All prospects must be new to GWC and are not currently being solicited by or giving to our fiscal agent or members of the Leadership Team.
- Provide monthly updates to the GWC Leadership Team including details on pending proposals, secured funding, as well as any upcoming deadlines.

2. **Proposal & LOI Development**
    - Prepare and submit a minimum of 10 letters of inquiry (LOIs), concept notes, and brief proposals on behalf of GWC.
    - Assist with preparation and submission of full proposals based on invitations or identified opportunities.
    - Create a timeline for GWC Leadership with a new grant reports schedule.
3. **Donor Engagement**
    - Make strategic introductions or facilitate connections with relevant program officers, donors, or philanthropic networks.
    - Advise on stewardship and cultivation approaches for new and existing funders.
4. **Endowment/Reserve Fund Exploration**
    - Assess feasibility and best practices for establishing an endowment or reserve fund to support GWC's long-term financial health.
    - Provide recommendations on structure, policies, and potential seed funders or mechanisms.

Deliverables

The consultant shall provide the following deliverables by the end of the contract period:

1. **Fundraising Outcomes**
    - A minimum of $80,000 in new revenue, secured or with contracts pending, generated through foundations, corporations, or other major donors.
    - Submission of Letters of Inquiries (LOIs) to a minimum of 10 new funders.
    - Submission of full grant proposals to new funders, based on invitations from LOIs or other opportunities.
    - Development of a 3-year founding strategy to diversify GWCs funding streams.

2. **Endowment/Reserve Fund Exploration**
    - Comprehensive report on feasibility for endowment/reserve fundraising including recommendations on target donors, timeline, and fundraising approach.
3. **Final Report Presentation**
    - Comprehensive presentation to Leadership Team summarizing outcomes and status of the above deliverables.

Consultant Qualifications

- Minimum of 5 years of experience in nonprofit fundraising or philanthropic advising.
- Demonstrated success securing grants or major gifts from foundations and/or individual donors.
- Knowledge of foundations and funders outside of Georgia.
- Strong writing skills, particularly in crafting concise and persuasive LOIs and proposals.
- Experience working with environmental or conservation organizations preferred.
- Familiarity with coalition-based or networked organizations is a plus.
- Understanding of Georgia's environmental landscape and regional philanthropic community.

Proposal Requirements

Interested consultants should submit:

1. **Cover Letter** summarizing qualifications and interest in working with the GWC.
2. **Proposed Approach and Work Plan**, including how you would address each element of the scope of work.
3. **Timeline** for deliverables over a 12-month engagement period.
4. **Budget and Fee Structure** (hourly or project-based).
5. **Qualifications and Experience** (resume or firm background).
6. **References** from at least two clients for whom you have provided similar services.

Timeline

Milestone	Date
Issue Date	Dec. 9, 2025
Proposals Accepted on Rolling Basis	
Anticipated Start Date	January 2026
Project Duration	12 months

Evaluation Criteria

Proposals will be evaluated based on:

- Relevant fundraising and philanthropic experience.
- Demonstrated understanding of GWC's mission and work.
- Quality and feasibility of the proposed approach.
- Cost-effectiveness and clarity of budget.
- References and previous results.

Submission Instructions

Please submit your proposal as a single PDF to:

> Emma Alligood, GWC Director of Operations
> Email: emma@gwf.org
> Subject line: "RFP – Financial Sustainability Consultant Proposal"

Questions may be directed to Emma Alligood at emma@gwf.org.