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CAPITAL CAMPAIGN CONSULTANT REQUEST FOR PROPOSAL

Background of Denver Public Schools Foundation:

Denver Public Schools (DPS) Foundation is the strategic fundraising partner of Denver Public Schools. DPS Foundation knows our city and our communities are strengthened by each student who graduates ready to lead a successful life. Our goal is to help make sure every student, in every school, has the tools and resources to reach their highest potential. As the strategic fundraising partner for DPS, we work together to find and fund the highest impact investments. We engage our community, educators, and DPS to accelerate progress and we help to find the most impactful ways to empower teachers, fuel engaged learning, and support students and their families. We strive to live by our [Core Values](#) and see them as a commitment to ourselves, to DPS, and to the students and families we have promised to serve. For additional information about our organization, please visit www.dpsfoundation.org.

Project Information & Overview:

Denver Public Schools Foundation is seeking applications for consultant firms to manage a capital campaign for Denver Public Schools, specifically at Denver School of the Arts (DSA). The goal of the capital campaign is to address the expansion and renovation at the newly purchased Johnson and Wales Park Hill campus in response to the growing demand for students attending Denver School of the Arts. DPS, in partnership with Urban Land Conservancy (ULC), has a unique opportunity to be a part of preserving the educational legacy of the historical Park Hill campus that has been home to programs such as the Colorado Women's College, DU Law School, and most recently, Johnson and Wales University.

DSA has consistently experienced capacity issues and has approved a plan for annual incremental student growth over the next five years. DSA's capacity limitations at their existing 208,000 square foot facility, located on the north side of Montview Boulevard in the South Park Hill of Denver, will be addressed in the expansion program.

This anticipated growth in the coming years will include increased offerings in specialized programs to students as young as the 6th grade. As a result of this additional programming, the school identified their existing location could not accommodate their increasing facility needs.

With Johnson and Wales University vacating their Denver campus directly to the south of the existing Denver School of the Arts, the opportunity arose to purchase four buildings to create a new south campus for DSA.

There is a dual vision for this project:



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- Increase access to high quality arts programming for low income students and students of color
- Build a year-round community arts hub on the campus to enhance arts programming for students district-wide

Estimated Costs:

Anticipated renovation costs: \$5-\$10 million over multiple years

Anticipated funding sources:

- 2020 bond premium--This project may comprise 25-30% of total bond premium. Bond premium has historically been used to fund projects unforeseeable at the time of the Community Planning and Advisory Committee (CPAC) process but arise prior to the next bond initiative
- Potential to fundraise from philanthropic partners for portion of costs
- Allocation between these two funding sources has not yet been determined though bond funding would be utilized first

Anticipated Project Timeline:

Groundbreaking on the new projects will begin in summer 2022, with plans for the new space to open by August 2023. We anticipate this project being completed in a minimum of three phases with the following timelines:

- Phase 1: June 2022 Fundraising begins, Construction begins Summer 2022
- Phase 2: June 2023 Fundraising continues, Construction continues Summer 2023
- Phase 3: June 2024 Fundraising culminates, Construction continues Summer 2024

Proposal Format and Requirements:

We are seeking a consultant firm to help Denver Public Schools Foundation prepare and implement a capital campaign and explore what financial goals might be feasible within a capital campaign. Because of potential project timing, we want to begin planning for a capital campaign as soon as possible, and fundraising will be ongoing.

Please address the following topics, in order, in a proposal of five pages or less. You may submit additional information on your firm, but only the proposal itself will be submitted initially to the Selection Committee.

Before applying, please ensure your firm meets the requirements within this request including short feasibility study and implementation of the capital campaign project. We are only seeking responses from consultant firms who will actively fundraise and work directly with prospects for funding.



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Projects will include:

- Conduct short feasibility study to gauge community input and prospect development
- Develop campaign plan, including specific goals for dollars raised, milestones, and solicitation strategies
- Develop a campaign calendar
- Develop campaign budget targets
- Assist in the development of campaign materials
- Overall campaign management and organization including pipelines, prospect tracking, strategy, task assignment, and maintenance of timelines
- Train appropriate DSA leadership, DSA staff, DPS leadership, and DPS Foundation staff to support campaign solicitations and cultivation
- Present recommendations to DPS leadership, DSA leadership, and DPS Foundation leadership
- Manage budget and reporting to DPS Foundation
- Actively cultivate donor relationships and make solicitations for capital campaign project
- Write campaign correspondence including solicitation proposals, meeting requests, and meeting follow-up

DPS Foundation and the selected consultant firm will both reserve the right to terminate the agreement if deadlines and outcomes are not being met within the anticipated phase timelines.

Fee Structure:

This position will be filled as a contractor position during three (3) calendar years or until the project is funded, whichever comes first. Please provide information on your proposed fee structure listing fees based on the scope of the project discussed in this request. Separately, state the types of anticipated reimbursable costs and provide an estimate. This structure should be expressed as a “fee not to exceed” figure which itemizes all services included in the proposed fee, as well as an itemized list of what would be considered “additional services” if requested. Fee structures should be structured to be renewed annually, contingent upon project deliverables being met.

Proposal Submission Requirements:

DPS Foundation is the final decision maker regarding selection of the fundraising consultant and reserves the right to reject any or all proposals. Please submit one electronic copy of your proposal as outlined below:

- Cover letter



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- Firm's qualifications for campaign feasibility and consultancy for similar sized schools or organizations, specifically highlighting any work done reflecting expertise and special knowledge of the philanthropic landscape and donor base in metro Denver
- Biographies of the proposed project team to include names, titles, qualifications, and experience
- Proposed timeline for work
- Proposed fees by phase with a detailed breakdown of consulting fees, reimbursable expenses (travel), and any proposed additional services for DPS Foundation's consideration
- Provide detail on the firm's diversity, equity, inclusion, and belonging work
- Three (3) professional references, preferably highlighting work within Colorado
- Detail type(s) and amount of business liability insurance carried
- Any other requests and/or anticipated costs

Should your firm choose to not participate in submitting a proposal, please notify DPS Foundation in writing or email.

Proposals will be evaluated on the quality, clarity, and approach to the opportunity, along with relevant experience and references, and clarity of project fee structure. Proposals are due no later than close of business on May 6, 2022 to info@dpsfoundation.org. *Any questions or inquiries regarding submission requirements or logistics should be in writing and sent to shazel@dpsfoundation.org prior to April 27, 2022. Responses to inquiries will be made by May 2, 2022 to all parties indicating an interest in submitting a proposal.*

Please put "DSA Capital Campaign" in the subject line. No hard copies will be accepted.

For additional information, please call or email: Sara Hazel, Vice President of Development of DPS Foundation, at (720) 423-3897 or shazel@dpsfoundation.org.

Anticipated Timeline:

RFP Release: April 22, 2022

Finalists Notified: May 11, 2022

Finalist Interviews (virtual): May 16-20, 2022

Decision Made: May 20, 2022