



**CANADIAN CENTER
FOR WOMEN'S
EMPOWERMENT**

**CENTRE CANADIEN
POUR L'AUTONOMISATION
DES FEMMES**

Request for Proposal (RFP)

Consultant Services for Business Model Development and Revenue Strategy

Application closing date: August 2, 2026

1. Background

The Canadian Center for Women's Empowerment (CCFWE) is a national, charitable non-profit organization solely dedicated to addressing economic abuse and advancing economic justice. Based in Ottawa, CCFWE works to dismantle the systemic barriers that prevent survivors from accessing economic safety, financial security, and long-term independence.

CCFWE's work is grounded in survivor-informed practice, trauma-informed research, equity, and systems change. The organization works across research, policy, public education, financial empowerment, technology, and community collaboration to help ensure that survivors are not left to navigate financial harm alone.

Through its programs and partnerships, CCFWE supports survivors, service providers, financial institutions, policymakers, employers, and community organizations to better recognize and respond to economic abuse. This includes work on coerced debt, financial exploitation, employment sabotage, access to banking, safe technology, and the policy gaps that keep survivors trapped in unsafe situations.

Learn more through CCFWE's website www.ccfwe.org

2. Purpose

CCFWE is currently exploring growth strategies to strengthen revenue and long-term organizational sustainability. This includes a high-level review of current operations to identify mission-aligned opportunities for earned income, paid services, strategic partnerships, sponsorships, and social enterprise development.

By the conclusion of the engagement, CCFWE will have a clear and actionable business model that identifies sustainable, mission-aligned revenue opportunities and provides a roadmap for implementation. The organization will have defined service offerings, value propositions, and outreach approaches that enable staff to communicate, market, and deliver these offerings confidently.

The project is expected to begin upon contract award and **be completed by October 15, 2026**.

3. Objectives

The selected consultant will support the organization in:

- Developing a sustainable and mission-aligned business model that includes
- Identifying revenue-generating opportunities;
- Clarifying and articulating the organization's value proposition;
- Establishing pricing strategies and delivery models;
- Creating tools and messaging that support business development and partnership opportunities;
- Providing training on how the team can implement the model.

4. Scope of Work - *Business Model and Revenue Strategy*

The consultant will assess the organization's current assets, services, audiences, and market opportunities and develop a sustainable, mission-aligned business model, including recommendations for revenue diversification.

Deliverables:

- Business model and Revenue diversification strategy that includes a short-, medium-, and long-term revenue opportunities roadmap

The Business Model and Revenue Strategy will consider the following components:

A. Value Proposition,

Develop a clear and compelling articulation of CCFWE's value and how it is communicated and sold across different audiences. This includes designing the organization's external messaging, audience segmentation, and outreach approach, as well as supporting internal capacity to communicate and promote offerings consistently.

This includes:

- Messaging and pitch materials for different audiences (e.g., funders, partners, clients, training participants)
- Market segmentation and priority audience identification
- Sales and outreach strategy respectful of the organization's core values and non-negotiables
- Internal pitch tools and talking points for staff
- Conversion pathways from interest to paid engagements and partnerships

Deliverables:

- Audience and segmentation framework
- Sales and outreach strategy
- Pitch deck and adaptable presentation materials
- Key messaging toolkit for staff

B. Consulting and Service Delivery Model

Work with staff to clarify our consulting and service delivery models to design structured, scalable service packages

Deliverables:

- Defined service packages and consulting offerings
- Scope of work templates
- Process maps for client engagement and delivery
- Recommendations for staffing and operational implementation

C. Implementation Support

Provide knowledge transfer and practical support to ensure internal adoption of the new model.

Deliverables:

- 1–2 interactive staff workshops
- Implementation guidance and priorities roadmap
- Recommendations for next steps post-engagement

6. Timeline

Proposal submission deadline	August 2, 2026
Consultant selected	August 30, 2026
Project start	September 15, 2026
Draft business model and recommendations	September 30, 2026
Review and feedback by CCFWE	November 1, 2026
Final deliverables completed	December 30, 2026

7. Budget

Proposals are requested to include a detailed budget, including:

- Professional fees;
- Estimated hours and workplan;
- Any additional expenses;
- Applicable taxes.

8. Consultant Qualifications

The ideal consultant or consulting firm will demonstrate:

- A master's degree in entrepreneurship, innovation, or an MBA a related management discipline;
- A team with proven a minimum of 10 years experience developing or scaling business models and revenue strategies for charitable, not-for-profit, and social purpose organizations;
- Expertise in service design, pricing, and earned-revenue and monetization strategies;

- Experience designing consulting offerings, advisory services, and productized or platform-based services;
- Expertise in building partnerships across the private, public, and philanthropic sectors, and in marketing and positioning services to paying clients, funders, and customers;
- A demonstrated ability to translate strategy into practical, implementable tools, frameworks, and roadmaps.

Experience working with organizations focused on gender equity and women's economic security, trauma-informed practice, social justice, or economic empowerment is considered an asset.

9. Proposal Requirements

Proposals should include:

1. Executive summary and understanding of the project.
2. Description of proposed methodology and approach.
3. Detailed workplan and timeline.
4. Description of relevant experience and qualifications of people who will undertake the work.
5. Names and contact information for at least two references.
6. Proposed budget and fee structure.

10. Submission Instructions

Proposals should be submitted to hr@ccfwe.org with the subject line "Proposal for business model" by 11:59 p.m. EST on Friday, August 2, 2026.

CCFWE is committed to equity, diversity, inclusion, accessibility, anti-racism, and creating a respectful workplace for people of all genders and backgrounds. We welcome applications from candidates with diverse lived experiences, professional experiences, perspectives, and from members of equity-deserving communities.

As an equity-seeking organization, CCFWE does not use artificial intelligence or automated screening tools to review, rank, or shortlist proposals. All proposals will be reviewed by people through an equity-informed recruitment process.

CCFWE is committed to protecting applicants' personal information. Personal information collected during the recruitment process will be used only for hiring purposes and handled in accordance to applicable Canadian privacy laws.

