

RISE Solicitation: Support in Development of a Sustainability Plan

Responses due by: 5pm EDT, March 31, 2020

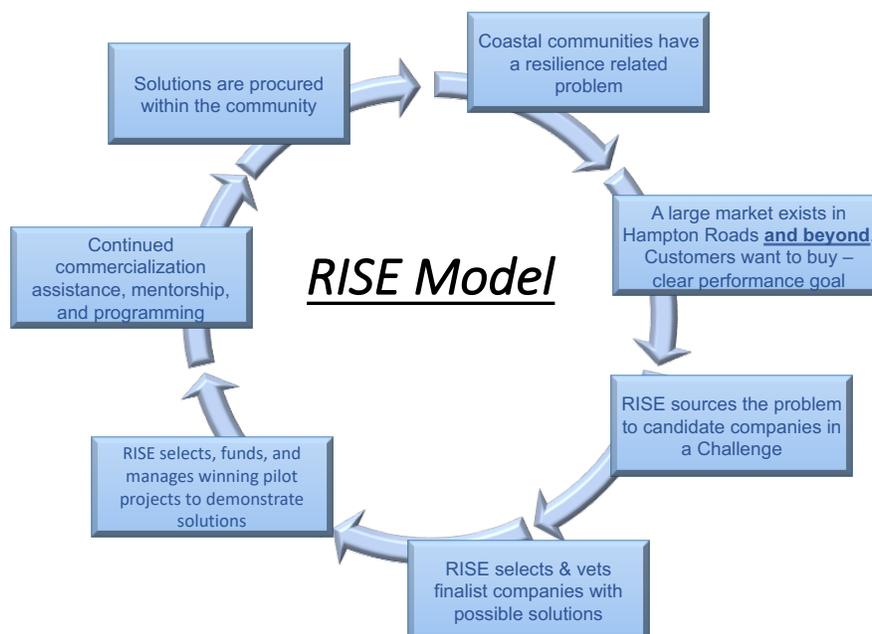
RISE is a 501(c)(3) non-profit, economic development organization with a mission to accelerate innovation and business growth around solutions to coastal communities' resilience challenges.

RISE supports the development of a new industry cluster around resilience in the Hampton Roads region. RISE's goal is to position the region as a leading living laboratory/resilience innovation hub for entrepreneurs with innovative resilience-building technologies, products and services to validate, demonstrate and built into viable businesses.

RISE achieves this by:

- Surfacing resilience challenges faced by organizations operating in coastal environments,
- Conducting global competitions for entrepreneurs with innovative solutions,
- Brokering access to the Hampton Roads region's living laboratory to resilience innovators,
- Accelerating the growth of businesses offering innovative solutions to coastal resilience challenges,
- Providing access to funding, pilot sites, infrastructure, key stakeholders, and regulatory guidance.

Our process can be encapsulated in the figure below.



RISE has recently completed a strategic organization-wide refresh. Through this process, we have further honed in on our specific point of view, refined our value-add, and crafted a plan for growth that moves us - and our work - forward.

Our next step is to take that information and use it to shape, communicate and disseminate this next phase of innovation to position RISE for long-term sustainability. We require a partner who can complete the following tasks:

- 1) Crafting a Thought Leadership strategy
The strategy should include a distillation of our strategic redesign into easily accessible and digestible collateral. It should include a general narrative tool, a distilled version that can live on our website for investors, partners and solution-builders to find and a potential document for prospective funders and partners (one of our key targets). This should also include graphic design of the collateral materials and recommendations for website changes to clearly articulate RISE's value-add.
- 2) Funder Scan
To move RISE into the next chapter of supporting replicable and scalable resilience solutions, we need to partner with funders who support this vision. Using the information from our strategic refresh, we require a scan of potential funders aligned with the type of capital we can attract (grants and/or some venture-level support.) That scan should include a streamlined list of partners who are a natural fit for us, shortening the fundraising cycle by creating more targeted outreach.
- 3) Support the development of RISE's Sustainability Plan
The materials and findings from 1 and 2 above will be incorporated into RISE's 3-year Sustainability Plan. This Plan will be prepared by RISE with support and guidance from the consultant.
- 4) Event Plan
Identify year-long event plan to ensure participation and presence at key conferences and other gatherings.

Submission:

Responses are due by 5pm EDT, March 31, 2020. Please email your proposal and all questions to barbarawalker@riseresilience.org. Responses should include:

- 1) Evidence of respondent's prior relevant experience
- 2) Impact and outcome examples
- 3) Cost descriptions and estimates