



THE COMMUNITY WELL

@THE PRESBYTERIAN CHURCH OF LAWRENCEVILLE

SEEKING A CONSULTANT FOR THE DEVELOPMENT AND IMPLEMENTATION OF THE COMMUNITY WELL: A REQUEST FOR PROPOSALS

BACKGROUND

Organization Summary. [The Community Well](#) (TCW) is a community center that exists on the footprint of [the Presbyterian Church of Lawrenceville](#), NJ (PCOL) and provides services to the community, many of them through partnerships with other community organizations. TCW came about after the church's strategic planning process of 2014 and began operating in 2016. The center is the church's attempt to reach out into the community, as well as to create new resources and vitality for its ministry. Examples of past programs: adult classes hosted by the Evergreen Forum, cooking instruction hosted by the Princeton Adult School, Music Together, Stroller Strides, YMCA basketball programs, Main Street Children's Chorus rehearsals. (Note: although our website includes pre-pandemic content, it provides a good sense of the center's activities and its mission; see [communitywellnj.org](#).)

TCW is currently a subsidiary of PCOL but aims to become a separate legal organization for the purpose of securing grant funding from secular entities. The Center exists not only to provide services that the community needs, but to engage those who access the center to become involved in service to the community.

Situation/Background. PCOL completed a \$2.8 million capital campaign in the spring of 2021 and will be adding substantial new construction to its facilities, primarily to provide new space for TCW. This represents the need and opportunity to create a new program plan and business infrastructure, to be ready at a "Grand Opening" after construction is complete (estimated to be early to mid 2023), which will enable the center to meet its operational goals. TCW was gaining significant traction pre-pandemic; this period of time has allowed leaders to create a new business model during a period when the center's activities were greatly decreased, and we are now slowly resuming in-person operations.

Consultancy. PCOL/TCW seek a consultant who will work with the Pastor, the Community Well Development Team (CWDT), and other leaders to design and implement this new program plan for the center, and to create the necessary business systems so that it flourishes. While we anticipate this consultant to be a short term position, the consultant could be considered as a candidate for the role of executive director as well, following the term of this consultancy and the successful launch of TCW. A thorough business plan (see link below) has been written to guide the work and articulate the goals to be accomplished. Helpful qualifications include:

- Experience in building a business and in business systems (accounting, marketing, website functionality, organizational development, etc.)
- Executive experience with community centers or similar organizations
- Non-profit experience
- Ability to secure additional expertise needed to achieve deliverables and other organizational goals.
- Flexibility and a can-do attitude.

DELIVERABLES

Primary, as lead:

- With the Pastor and CWDT, evaluate the business plan and provide feedback about needed alterations in order to maximize TCW's benefit to PCOL and the community.
- Develop revenue models and metrics to measure success and progress, as well as advising on potential funding streams to support TCW (i.e. State, federal, or private grant programs).
- Develop a comprehensive program plan that will maximize the use of PCOL's existing and new space to further the mission of TCW, in consultation with current part-time TCW Director and Pastor.
- Provide for and guide a process for creating an appropriate legal structure (e.g. 501c3) for TCW, as a separate entity from the church.
- Assist and advise the Pastor and CWDT in doing marketing research to determine what services are most needed.
- Design and implement a PR and marketing campaign for TCW's services, before and after grand opening.
- Develop the web infrastructure for reservation and payments system for TCW programming, using other consultants or resources if necessary.

Secondary, and with other staff/consultants:

- With the current part-time Director of the Community Well and the Pastor, develop partnerships with existing partner organizations and new organizations who will be part of the service provision within TCW.
- Develop a plan for providing physical wellness programming (e.g. Yoga, Pilates, etc.), possibly with another consultant, by creating our own capacity for those services or using a partner organization to provide them.
- Assist the Pastor and CWDT in recruiting members of the governing board for the new organization.
- Work with PCOL staff to develop appropriate financial management/accounting systems and staffing for TCW and the church, as well as establishing best practices for maintaining TCW as a distinct entity
- Consult with the CWDT and other leaders on a staffing plan for the center.
- Assist the CWDT and other leaders in hiring a permanent full-time Executive Director for the center, with appropriate overlap with consultant for transition.

Anticipated period of consultancy: We anticipate approximately 10 months at an average of 6-8 hours per week, beginning in early spring, but final contractual arrangement to be determined in conversation with consultant. Responsible to the Pastor/Head of Staff and the Community Well Development Team.

HOW TO SUBMIT A PROPOSAL

Interested persons should submit a brief proposal, including qualifications, to the Rev. Jeffrey Vamos at jvamos@pclawrenceville.org, including fee requirements. Proposals will be due March 15, 2022. Candidates should feel free to contact us with any questions.

FURTHER INFORMATION

For further information, you can download the "Plan and Vision" document (business plan) in its full or abridged form at: <https://pclawrenceville.org/plan-and-vision/>