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CAUSE DEVELOPMENT

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Memorandum

To: Marty Elquist
From: Steve Greeley
Date: April 12, 2017
Subject: DCA budget breakdown

Dear Marty –

We are glad to provide you with some additional information on the pricing included in our proposal.

The budget that we have proposed is a fixed fee contract, and we typically bill our clients in equal monthly installments while providing reports on the activities and progress that has taken place during each billing timeframe. This provides our clients with budget certainty and an ongoing understanding of what their dollars have produced.

We construct our budgets based on the personnel needed for each component of an assignment and the projected hours needed to execute their roles. We have tiered billing rates based on the expertise of staff, and these rates are our sole source of income, meaning that they cover both staff and overhead costs. A complex strategic facilitation assignment such as this requires senior staff for all components.

Each component of the budget we've provided for this assignment is an aggregate projection of all DCA staff hours (costs) involved in its execution. This supports teamwork among our consulting staff, which is essential in producing creative, deeply informed strategies. The hourly projections are as follows:

Assignment Component	Total Projected DCA Staff Hours
Landscape Review and Initial ECAC Input	82
Council Retreat	32, including prep
Subcommittee Facilitation	72, total, for three subcommittees

Development of Updated Strategic Plan / Funding Proposal	33
Final Group Meeting	20, including prep
Project Management, Staff Strategy Planning Sessions	25
Total Anticipated DCA Staff Hours	264

We may spend more time on any given part than planned. (This often happens because we are very conservative in estimating our time commitments.) However, we never bill for such overruns. Our commitment is to get to the best result for our client so that they may achieve enduring, transformative success.

If you would like to speak with some of our previous clients I offer the following references.

1. Tracy Zimmerman
President
North Carolina Early Childhood Foundation
Raleigh, NC
(919) 987-1370 ext. 312
tzimmerman@buildthefoundation.org

We served the Foundation in creating a strategic plan to strengthen statewide support for early childhood development and education in North Carolina. I have attached a copy of a publication that summarizes the plan, which is being implemented successfully and has attracted considerable investment. The Foundation's website is www.buildthefoundation.org.

2. Cindy Arenberg Seltzer
President and CEO
Children's Services Council of Broward County
Fort Lauderdale, FL
(954) 377-1675
carenberg@cscbroward.org

We guided the creation of an early childhood strategic plan for Broward County, one of the nation's largest and most diverse counties, and recently assisted the development of a strategic plan for participation in the Campaign for Grade-Level Reading, which resulted in Broward being selected for a Pacesetter Community Award.

Of course, you can also talk with Karen Barsell too if you'd like! Please contact me if you have further questions. We hope to begin working with you soon.