



## **The State of the Sector: A Research & Engagement Study for New Brunswick's Non-Profit Community**

### **REQUEST FOR PROPOSALS**

United Way Maritimes | May 2026

#### **1. Introduction**

United Way Maritimes, in collaboration with the Non-Profit Advisory Committee established by the Economic and Social Inclusion Corporation (ESIC) as part of Overcoming Poverty Together 4, is seeking proposals from qualified consultants or organizations to undertake a comprehensive research and engagement initiative focused on non-profit organizations across the province of New Brunswick.

The objective is to generate robust quantitative and qualitative data to assess the feasibility, value, and structure of a potential provincial association representing the non-profit sector. While New Brunswick's broader social economy includes cooperatives and social enterprises, this study centres on the non-profit sector as its primary scope.

#### **2. Background**

New Brunswick's non-profit sector is a vital part of the province's social economy, delivering social, economic, and community outcomes across urban and rural communities alike. Despite this, the sector currently lacks centralized representation, coordinated advocacy, and comprehensive, up-to-date data.

This project will support evidence-based decision-making and inform a provincial forum planned for Spring or Fall 2027, where findings and recommendations will be presented. The project will be carried out in collaboration with key stakeholders, including the Economic and Social Inclusion Corporation (ESIC), Regional Service Commissions across New Brunswick, and sector networks and community partners.



### **3. Objectives**

#### **3.1 Sector Mapping & Data Collection**

The selected proponent will quantify the number, type, and geographic distribution of non-profit organizations across New Brunswick, and identify sector characteristics including budget size, staffing, volunteer capacity, and areas of activity. All data, findings, and related materials produced through this engagement will be owned by Non-Profit Advisory Committee and made accessible to sector stakeholders upon project completion.

#### **3.2 Needs Assessment**

The proponent will assess sector needs in relation to advocacy, funding access, capacity building, shared services, policy representation, and any other needs that emerge through the engagement process.

#### **3.3 Stakeholder Engagement**

The proponent will engage non-profit leaders, staff, volunteers, and community partners through surveys, focus groups, and key informant interviews.

### **4. Scope of Work**

#### **4.1 Research Design**

Develop a mixed methodology (quantitative and qualitative), ensuring a bilingual (English/French) approach and inclusive representation of rural communities, Indigenous peoples, and linguistic minorities.

#### **4.2 Data Collection**

Conduct province-wide engagement with the non-profit sector through a combination of methods, which may include survey distribution, virtual and/or in-person focus groups, and interviews with key stakeholders. Proponents are encouraged to consider whether existing data and prior sector consultations can be meaningfully synthesized before new primary research is initiated, in order to minimize engagement fatigue and demonstrate respect for the time and trust of participating organizations.



#### **4.3 Data Analysis**

Conduct statistical analysis of quantitative data and thematic analysis of qualitative findings to inform provide value proposition for the work of the Non-Profit Advisory Committee in their efforts to support the development of a provincial association.

#### **4.4 Reporting**

Produce interim report(s) and a final report that includes an executive summary, data findings, sector analysis, and recommendations.

#### **4.5 Forum Preparation**

Support preparation of materials for the 2027 provincial forum, including a presentation deck, summary briefs, and key messaging.

### **5. Deliverables**

<b>Deliverable</b>	<b>Description</b>	<b>Timeline</b>
Project Plan	Methodology, timelines, engagement strategy	Month 1
Survey Tools	Bilingual survey instruments	Month 2
Engagement Summary	Summary of consultations	Mid-project
Draft Report	Preliminary findings	Month 5
Final Report	Complete analysis and recommendations	Final phase
Forum Materials	Presentation and summary documents	Pre-forum 2027

### **6. Timeline**

- RFP Issued: May 1, 2026
- Proposal Deadline: May 22, 2026
- Proposals reviewed by Non-Profit Advisory Committee: May 29
- Proponent contracting with United Way Maritimes: June 5
- Project Start: June 8, 2026
- State of Report Delivered by December 2026
  - A potential second phase to be discussed here
- Presentation at Forum in 2027



## **7. Budget**

A total budget of **\$30,000 CAD** is available for this project. Proponents must submit a detailed budget including professional fees, travel (if applicable), engagement costs, and bilingual delivery. Preference may be given to proposals that demonstrate cost-efficiency and leverage existing partnerships.

## **8. Proposal Requirements**

### **8.1 Organizational Profile**

Provide organizational background and experience, including relevant projects in the non-profit sector, social economy, or public policy research.

### **8.2 Methodology**

Describe the proposed approach, engagement strategy, and data collection tools.

### **8.3 Work Plan**

Outline the timeline and key milestones.

### **8.4 Team**

Identify key personnel and their roles.

### **8.5 Budget**

Provide a detailed cost breakdown within the \$30,000 CAD budget envelope.

### **8.6 References**

Include a minimum of 2 to 3 references from relevant prior engagements.



## 9. Evaluation Criteria

Criteria	Weight
Understanding of the project	20%
Methodology and approach	30%
Experience and qualifications	20%
Ability to engage stakeholders	20%
Budget and value for money	10%

## 10. Submission Instructions

Proposals must be submitted electronically by **May 22, 2026** to:

Chelsie Nightingale | Sector Development Advisory - United Way Maritimes |  
[chelsie.nightingale@unitedwaymaritimes.ca](mailto:chelsie.nightingale@unitedwaymaritimes.ca)

All materials must be submitted in English and/or French. Proponents must demonstrate the capacity to deliver the project bilingually.

## 11. Additional Information

United Way Maritimes reserves the right to accept or reject any proposal, request clarifications, and negotiate scope or budget with any proponent. Questions related to social enterprise may be addressed where relevant but are not a focus of this study.

## 12. Contact

For questions or clarifications regarding this RFP, please contact:

Chelsie Nightingale | Sector Development Advisor - United Way Maritimes |  
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