

GIVING BLUEPRINT

IGNITING POWER WITHIN COMMUNITIES

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Contact Information:

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Giving Blueprint is honored to submit this proposal for consideration to Town of Cape Elizabeth to serve as Ad Hoc Housing Diversity Study Committee Consultant to further research housing needs and issues as perceived by residents of Cape Elizabeth. Our company brings more than 50 years of multi-generational and multi-sector experience that we believe is critical to the relationships and framework outlined in the RFP/

Giving Blueprint Background:

Founded in 2010 by Kimberly O'Neil, Giving Blueprint is an award-winning values-based consultancy and think tank which creates innovative solutions that benefit historically discriminated communities. Our mission is to increase equitable community engagement through social business development, strategic partnerships, policy, advocacy, and education. We take a multi-sector approach to identify opportunities that address and resolve the effects of systemic racism and social injustice, especially as they impact Black communities across the country. Additionally, we work with social entrepreneurs and leaders who want to increase their businesses' capacity and community impact. This approach includes starting with the end in mind and helping decision-makers on all levels create the best methods to reach their goals and objectives.

Our work is accomplished by leading or supporting initiatives that:

- focus on developing social business and philanthropic priorities that address documented community challenges,
- create strategic partnerships across sectors anchored in economic and community development,
- increase civic engagement and education in communities of color,
- promote public policy changes through lobbying and advocacy

K Sheray LLC dba Giving Blueprint is a Black woman-owned company certified by the State of Texas as a Historically Underutilized Business. We carry \$1,000,000 general liability and professional liability insurance that covers our immediate team and our contractors. We can provide a copy of our insurance upon your request, and we can also add Town of Cape Elizabeth as an interested party during any contract period.

Lead Biography - Kimberly O'Neil:

Kimberly O'Neil is an award-winning professor, executive leader, and social good expert who served as the youngest African-American woman City Manager in the United States. As a veteran senior government and nonprofit executive, she has led activities that have generated more than \$20,000,000 for community initiatives throughout her career, negotiated major urban economic development projects, and used her voice to impact public policy decisions while lobbying in New York City and on Capitol Hill.

While recognizing the value of social good organizations, Kimberly focuses on increasing the awareness of their impact on the community and economic development efforts. She serves as the CEO of Giving Blueprint, a consulting company with a mission to increase community engagement. Kimberly is equally known for her work as a mentor and advisor to nonprofit organizations. She founded Cause Studio, a collaborative nonprofit initiative to provide cost-friendly training and resources that aid the social sector in reducing the number of failing nonprofit startup organizations. Since its launch in 2015, Kimberly has mentored organizations to collective revenue-generating activities over \$1,000,000 annually. For her efforts, she was recognized with awards from the **Dallas Business Journal** as a *Minority Business Leader* and the **National Association of Women Business Owners - DFW Chapter** as an *Entrepreneurial Spirit Mentor*. Kimberly has been recognized as a 2017 Minority Business Leader Awards honoree by the Dallas Business Journal, a 2019 Humanitarian Visionary Award Honorable Mention by Juanita J Craft Civil Rights House and Museum, and 2020 Social Innovation Award honoree by United Way of Metropolitan Dallas. She previously served as Chair for the City of Plano Community Relations Commission.

Additionally, Kimberly has used her community and government experiences as a political science professor. She was honored as the Outstanding Associate Faculty of the Year for Collin College (TX) and as one of the Faces of Higher Education by **Frisco Style Magazine**.

She is a graduate of North Carolina Agricultural and Technical State University (BA), Brooklyn College (MA), and the Bernard M. Baruch College Marxe School of Public and International Affairs (MPA). She received her credentials as a Certified Public Manager (CPM) from The George Washington University and a Licensed Nonprofit Consultant from Standards for Excellence Institute.

Kimberly frequently speaks publicly as an authority in several spaces, teaching organizations to cultivate long-standing relationships and partnerships to support communities. She was a recurring featured expert in community giving for **HuffPost Live**. She is also a national speaker who has presented to organizations such as Tulane University, Social Venture Partners Dallas, Texas Tribune Festival, the University of North Texas at Dallas, TEDxPlano, Executive Women in Texas Government, National Association of Women Business Owners, and Good Morning America Contributor Tory Johnson's Spark and Hustle Tour.

In addition to being a sought-after thought leader, strategist, and speaker, she is the founding director of Power in Action, a collective of leaders focused on removing inequities facing Black communities in Dallas. Kimberly is a member of Delta Sigma Theta Sorority, Inc., a founding member of HERitage Giving Fund, the first Black giving circle in Texas, and serves as former Board Chair-Elect for Social Venture Partners Dallas.

Description of Services

Kimberly O'Neil will serve as the primary point of contact and lead for this project. Additional team members will be allocated to assist with executing what we have identified as the top priority areas. Below you will find the priority areas that we will use to create the project work plan. Please note that we will provide a more detailed project plan upon approval of the contract and host status meetings with the designated liaison from Town of Cape Elizabeth.

As a note of interest, Ms. O'Neil is a Certified Public Manager and is familiar with government policies, processes, and operations. She previously served and led the Community Relations Commission for the City of Plano, TX (2016-2020), where she served as a Commissioner, Vice-Chair, and Chair. She was instrumental in streamlining the processes and operations of the Commission to ensure a more diverse pool of applicants participated in the annual grant process and proposals were in alignment with the City's 5-year plan priorities. Additionally, she has served as a City Manager for a small city in the metropolitan Washington DC area where community and resident engagement was a top priority. She served as a diversity officer for the largest housing authority in the country, New York City Housing Authority, where she evaluated and recommended improvements to diversity initiatives that better served residents with disabilities. She also served as the Compliance Coordinator for the New York City Equal Employment Practices Commission. Finally, Ms. O'Neil has more than 20 years of experience developing programs, services, and policies for small to large municipal governments around the country.

It would be our pleasure to serve as the consultant for Town of Cape Elizabeth. To facilitate the efforts, and desired outcomes of the Town, following are some of the methods that our team will use to bring forward the vision of the new Ad Hoc Housing Diversity Study Committee:

1. Serve as a consulting advisor for the Ad Hoc Housing Diversity Study Committee.
2. Identify current challenges and research data that will assist with making data-informed decisions.
3. Develop assessments and maintain records for Town of Cape Elizabeth.
4. Identify and provide examples of "best practices" used by municipalities with comparable demographics and concerns.
5. Provide safe spaces to create and implement comprehensive diversity and housing development related dialogue and information sharing around the collection and review of community feedback and quantifiable data.
6. Facilitate focus groups with the newly created Ad Hoc Housing Diversity Study Committee members, and appropriate Town of Cape Town residents and employees.
7. Create a written plan for the project period – outlining goals, objectives, tasks, and desired outcomes.
8. Provide monthly status reports on progress on the written plan for the project period.

Cost for Engagement and Availability

Although Giving Blueprint has a reputation and history of working until we reach our desired project results, we anticipate spending approximately 15 hours per month on the project throughout the 12-month contract period. A total of 180 hours will be allocated to the project.

The monthly cost of engagement is \$3750/per month, and the total cost per engagement will not exceed \$45,000. The contract fee covers our personnel, basic operational supplies, meetings (virtual and in-person) and travel. We are, however, open to negotiations should there be areas that Town of Cape Elizabeth deems necessary and are not included within our submission. Additional time beyond the 180 hours allocated for the contract will be billed at a rate of \$250/ per hour plus associated travel. Invoices will be submitted monthly with a net 30 payment requirement.

Giving Blueprint is available to begin executing an approved contract beginning July 15, 2022.

References for Giving Blueprint:

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