



**Proposal for
Kentucky Equal Justice Center
Strategic Planning Services
June 16, 2020**

Introduction

MG Coaching & Consulting (MGC&C) is pleased to submit this proposal in response to the request shared by Rich Seckel. Strong, successful organizations set aside time to strategically plan.

A review of the organization's most recent strategic plan will lay the groundwork for a robust process of developing the next five-year plan. This is a serious endeavor that will benefit from the assistance of a professional facilitator. The facilitator should bring external perspective, knowledge of the nonprofit sector, tools, and techniques to foster innovative thinking, and the ability to engage stakeholders throughout the process. The objective of this work will be to develop a five-year strategic plan that solidly positions the organization for success and continued progress in achieving the mission of ensuring equal justice for all Kentuckians.

MGC&C can bring a unique combination of facilitation, and nonprofit leadership experience to this important project. Marian Guinn, president MGC&C, has 29 years of experience as a nonprofit leader committed to improving the lives of low-income Kentuckians. With this base of sector specific knowledge, she has the advantage of understanding the challenges and opportunities available to nonprofits in today's environment. Guinn has gained additional perspective from working with a variety of nonprofits since leaving God's Pantry Food Bank to form MGC&C in 2016. Through her post graduate classwork, she has added valuable tools and techniques to encourage innovative thinking and safe examination of sacred cows and other sensitive topics.

Marian Guinn, MG Coaching & Consulting, is well positioned to successfully support the needs of the Kentucky Equal Justice Center Executive Director and Board and is eager to get started on this important project. Low income Kentuckians deserve nothing less than for Kentucky Equal Justice Center to function at its highest possible level.

About MG Coaching & Consulting

MG Coaching & Consulting was created in 2016 to support leaders and nonprofit organizations with executive coaching, consulting, and facilitation services. Marian Guinn, president, brings to

the company 29 years of nonprofit leadership experience, including 19 years as CEO of God's Pantry Food Bank (a member of Feeding America serving 50 counties of central and eastern Kentucky) and 10 years as Director of Fund Development for the University of Kentucky Hospital.

MGC&C works with clients across Kentucky and the nation. Services include executive coaching, strategic plan facilitation, board engagement consultancy, customized leadership professional development services, and the High Impact Leadership Project. Marian is passionate about leadership and believes that concentrated effort to improve the capacity of leaders is critical to future success.

Guinn earned both a Bachelor of Business Administration and a Master of Business Administration from the Gatton College of Business at the University of Kentucky. She has been inducted into the Gatton College of Business Hall of Fame for her leadership and business success and served two terms on the Gatton College MBA Advisory Council. In 2017 Guinn received post graduate certification in executive coaching from the College of Executive Coaching in Arroyo Grande, California.

As God's Pantry Food Bank CEO, she led the organization through dramatic growth in food distribution, program development, fundraising and capital expansion across 50 counties of Kentucky. During this time, she took on leadership roles with a variety of Feeding America national projects, as well as serving on the Feeding America Board. Guinn was a founder of the Kentucky Association of Food Banks, and a member of the National Commodity Supplemental Food Program Association's Board of Directors.

Before coming to God's Pantry Food Bank in 1997, Guinn was the director of fund development for the University of Kentucky Hospital in Lexington. There she planned, developed, and executed fundraising efforts for the development of the UK Children's Hospital.

Guinn is a founding board member and past President of the Kentucky Nonprofit Network, the state association for nonprofit organizations in Kentucky, and currently serves as Secretary, Ohio Valley Chapter, International Coach Federation. She is past president of the Junior League of Lexington and the Bluegrass Chapter of the Association of Fundraising Professionals.

A life-long Kentuckian, Guinn has worked most of her adult life to ensure that all Kentuckians had access to quality health care and enough nutritious food to live a healthy life. It would truly be an honor to work with this organization now, when the needs of marginalized Kentuckians are literally screaming for recognition, equity, justice, and support.

Commitment

Successful development of a strategic plan requires interaction, coordination and planning between the Facilitator and Client. Clarity of objectives, outcomes and provision of adequate context and background will enhance the likelihood of success as progress is made through each stage of the strategic planning process.

The role of the Facilitator is to guide the discussion, creating an opportunity for views and ideas to be heard. The Facilitator listens, assesses and offers observations and questions to move discussions forward toward the objectives. The Facilitator is not acting as a consultant and therefore does not provide solutions. The Facilitator and Client will work hand in hand to co-create the timeline and agenda for each meeting. Ultimately it is the Client's choice and responsibility to select how to use information that arises from the meetings and make any resulting decisions.

Planning Objectives & Process

Over the course of a 10-month period, beginning August 2020, MGC&C will facilitate the board of directors and staff through a two-phase planning process.

Phase One: August 2020– January 2021

1. **Review the organization's current plan** with board, staff, and key stakeholders to identify through facilitated 90-minute discussion sessions with each group (total of 3 sessions held in person or via Zoom) individual perspectives on:
 - what's been accomplished
 - strengths employed to attain success
 - hurdles navigated
 - roadblocks, if any, prohibiting successIn addition, Marian will thoroughly review the current and previous Strategic Plans and other pertinent information.
2. **Develop, implement, and review a survey.** Marian will develop and send a survey to Board and staff to seek input on the priorities for the organization over the next 5 years. The survey would offer a glimpse into individual perspectives about what matters most and shine a light on the areas where the majority are in alignment.
3. **Prepare for Strategic Planning discussion.** Marian will utilize information gained through the discussions and survey outlined above to inform the recommendations for details of the strategic planning discussion. This process would include up to three 60-minute planning and alignment meetings with the Executive Director, Board Chair, and members of the Executive Committee to discuss planning, findings, and recommendations.

Phase One Facilitation Fee: \$4,500

Phase Two: April – June 2021

Allows for 2-month break during the 2021 Legislative Session.

1. Marian will hold a **2.5-hour Pre-Retreat meeting** with the **Executive Director and up to 4 key members of the staff and Executive Committee** to define the Current Business Model, Competitive Analysis, and list relevant Trends. This meeting should occur at least two weeks in advance of the Strategic Planning Retreat.
2. Marian will facilitate a **6.5-hour Strategy Retreat** with the **Executive Director, key Staff and Full Board** to identify the strategic priorities of the organization for the next five years including specific success indicators for each goal and resources and assets to drive achievement of the goals. We will also develop a strategy test (short list of strategic questions the organization can use to frame discussions when presented with unexpected opportunities or challenges over the period of the plan). My approach to strategic planning is loosely based upon the work of David La Piana, in his book: "The Nonprofit Strategy Revolution, Real-Time Strategic Planning in a Rapid-Response World". Should we be unable to meet in person this retreat would be broken up into three to four 1.5-2-hour sessions via Zoom.
3. **Following the retreat**, Marian will author the 2021-2026 KEJC Strategic Plan with contributions as needed from the Executive Director. Together they will identify high level actions to reach the goals in a timeline. Client is responsible for building out the associated work plan. Client will present completed plan to Board for approval.

Phase Two Facilitation Fee: \$5,600

Confidentiality

The Facilitator agrees to keep all conversations and information arising from this engagement with the Client private and confidential, unless otherwise required by law. No personal ideas or information will be shared with anyone except with the permission of the Client.

Cost

\$10,100 for the two phases of this strategic planning process. A deposit of \$2,000 is due with the signed agreement by August 1, 2020. A payment of \$2,500 is due at the completion of Phase 1. A payment of \$3,000 is due April 1, 2021. With the remaining \$2,600 due at the completion of Phase 2 or no later than June 30, 2021. Payments will be made by check to: MG Coaching & Consulting, 4581 Saron Drive, Lexington, KY 40515. Should the client prefer to pay by credit card a service fee of 3.7% will be added to the required payment.

All fees above are valid through 6/30/2021. If additional services are desired not included in this proposal, an additional fee will be negotiated.

Closing Summary

MG Coaching & Consulting is pleased to submit this proposal. Setting aside time to evaluate and plan is a best practice of strong, successful organizations.

Marian is available to discuss this proposal and can be reached at (859)230-4664 or marian@MGCoachingandConsulting.com.

References

- Marcey Ansley, ED, Lexington Hearing & Speech Center, (859)268-4545
- Jon Parker, ED, AVOL, Lexington, KY (859)225-3000
- Tamara Sandberg, ED, Feeding Kentucky, Frankfort, KY (502) 699-2656
- Ked Stanfield, ED, Louisville Grows, (502)791-0966

Cancellation Policy:

In the event forces beyond the control of Facilitator (e.g. illness, acts of God) preclude her from delivering the above services, Client has the option of rescheduling to a later date to be mutually agreed. In such event if Client chooses to move forward without Facilitator, Client will pay for services rendered.

If this proposal meets with your approval, please date, sign and return with deposit by August 1, 2020

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Client	Date
<i>Marian F. Guinn</i>	<i>6/16/20</i>
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Marian Fish Guinn, Facilitator, MG Coaching & Consulting	Date