

REQUEST FOR PROPOSALS: FUNDRAISING SPECIALIST/CONSULTANT FOCUSED ON NEW YORK CITY

LACI OVERVIEW

The Los Angeles Cleantech Incubator (LACI) is focused on clean energy, zero-emissions transportation, and sustainable cities. Our mission is to create an inclusive green economy by unlocking innovation, transforming markets, and enhancing communities. With a unique, integrated approach, LACI is working to reduce greenhouse gas emissions, improve air quality, create jobs, and generate local economic impact. A 501(c)(3) nonprofit, LACI serves entrepreneurs, students, and job seekers around the world – historically in the greater Los Angeles County and Southern California region, with a focus on sustainable solutions for underserved communities and underrepresented populations. To learn more about LACI's mission, impact, and initiatives, visit our website at www.laci.org.

LACI NATIONAL PROGRAMS

LACI plays a national role in the innovation ecosystem via three interlinked initiatives: the recently-launched City Climate Innovation Challenge, the National Clean Energy Incubator Coalition, and the LACI Cleantech Debt Fund.

The [City Climate Innovation Challenge](#) builds on research jointly conducted by LACI, C40 and PwC entitled Cleantech Cities: Accelerating Climate Action Through Startups and Corporate Innovation. Originally unveiled at the 2019 United Nations Climate Change Conference in Madrid, the research estimated the potential of new technologies and disruptive innovation in cities by 2030 could surpass 1.3 GtCO₂e in greenhouse gas reductions from buildings, transport and waste each year. Urban climate innovation is estimated to create just over \$5 trillion in new global investment opportunities by 2030, plus inclusive opportunities for job growth, public health improvements, and other co-benefits.

In September 2022 at the Clinton Global Initiative annual meeting in New York City, LACI announced its Commitment to Action to create the first manifestation of its City Climate Innovation Challenge via a nationwide Zero Emissions Delivery Challenge (ZED Challenge). LACI is working with cities in the ZED Challenge to identify startup and corporate solutions to be piloted in innovation “sandboxes” along with access to pilot funding for select startup solutions, technical support, data analysis, peer-to-peer learnings, & convenings with existing private sector delivery companies. Once successful solutions are identified, LACI will work with the cities to scale the policy and business model innovations while providing access to debt and venture funding for startups.

Joining the anchor partners of Los Angeles, Pittsburgh, and Santa Monica in the ZED Challenge are New York City, NY; Louisville, KY; Miami-Dade County, FL; Oakland, CA; Portland, OR; and Washington D.C. The cities' combined metropolitan populations represent 55 million people—one in every six Americans—representing a bold market signal for zero-emissions delivery.

The [National Clean Energy Incubator Coalition \(NCEI\)](#) is led by LACI to advocate for increased federal funding for incubation organizations. The NCEI represents some of the most innovative clean technology incubators in the U.S., promoting robust growth of regional energy innovation ecosystems across the nation by providing support for startups and entrepreneurs whose businesses focus on clean energy-related technologies. NCEI has hosted nearly two dozen roundtables and two national advocacy events with federal policymakers in Washington, D.C. Two NYC cleantech incubators are participating members of NCEI: NYU's Urban Future Lab and The Clean Fight from New Energy Nexus.

The [LACI Cleantech Debt Fund](#) is the nation's first early-stage cleantech startup debt fund. The \$6 million fund provides loans of \$25,000 to \$500,000, providing a non-dilutive alternative to venture capital for companies that need financing to support their first customer orders or working capital to scale their businesses. LACI endeavors to help underrepresented founders—in particular female, Black, and Brown founders—overcome some of the institutional and historical barriers they face in accessing capital to grow their businesses. Unlike most traditional bank loans, the LACI Cleantech Debt Fund does not require founders' personal collateral or their personal credit scores in underwriting. Eligible startups are sourced from qualified partners of LACI, including The Clean Fight in New York.

LACI IN NEW YORK CITY

In May 2025, the New York City Economic Development Corporation (NYCEDC) announced the appointment of a consortium led by LACI and the Cambridge Innovation Center (CIC) to design and operate "BATWorks," a cutting-edge climate innovation hub at the Brooklyn Army Terminal (BAT) in Sunset Park. NYCEDC will provide \$100M to renovate the to provide start-ups with space for product research and development, as well as offer workforce training and job placement programming to New Yorkers. LACI will advise on climate programming and lead the "Pilots at BAT" program, where emerging climate technology companies can test their products in a live built environment. With the selection of LACI, NYC and LA will strengthen the relationship between the nation's two largest cities on climate innovation and help grow the climate technology landscape—ultimately driving investment, jobs, commercialization, and equitable economic opportunity in both cities. CIC—a global leader in building and operating innovation campuses—will design work and laboratory spaces as well as light-touch programming to support innovation and attract start-ups. The awarded consortium also includes The City University of New York (CUNY), New York University (NYU), and Perkins and Will.

LACI is preparing a fundraising plan to support the long-term success of its programs at BATWorks, including their ability to support national programs such as the City Climate Innovation Challenge, the Debt Fund, and the Coalition.

LACI is aiming to engage foundations, philanthropy, financial institutions, and high net worth individuals (HNWI) donors in New York City order to provide critical support to the organization's

work at BATWorks and LACI's national program with an aim over the long term of raising at least \$3M per year (with a target of least \$1.5M in annual support secured by end 2027), to support general operations, startup incubation, pilots, and workforce development at BATWorks and a slightly larger amount to support national programs such as the Debt Fund (e.g., \$15M across a 5 year fund life) and the City Climate Innovation Challenge (e.g., \$3M per year)

QUALIFICATIONS

Through this Request for Proposals (RFP), LACI seeks bidders to provide the services and specifications as outlined below for a Fundraising Strategist/Consultant. The Fundraising Consultant will work with senior management and potentially board members to build a fundraising pipeline in the New York City metro area.

We are seeking a fundraising strategist familiar with deep knowledge across the New York City metro area, including the public/private sector and the political landscape, producing detailed landscape analysis and connections. The ideal consultant will have extensive experience with sophisticated corporate and private foundations, philanthropies, and high net worth individuals who understand the critical need to accelerate cleantech solutions to solve climate change across grants and program-related investment (PRI).

The successful bidder must demonstrate a proven track record for raising seven-figure gifts in the New York City metro area from individual, foundation, and corporate donors. There is a strong preference for a senior-level executive who has familiarity with similar organizations and programs, as demonstrated by past (within the past five years) consultation, employment, or other engagement in line with LACI's multi-sector approach. The successful bidder must have the ability to work independently, excellent written and verbal communications, and a strong 'outcomes orientation' that gets results.

In order for LACI to conduct the most efficient proposal evaluation, bidders are required to include the following information in their proposals as described below:

1. Contact Information – A description of the bidder and detailed contact information.
2. Price Schedule – A description of billable hours, pricing structures if applicable
3. Capability Statement – A detailed response to the service/specifications requested, including whether pursuing phase 1 only, phase 2 only, or both.
4. Bidder's References – A list of references with detailed contact information (3 minimum).

Submissions are due Monday, July 7 at 5pm PT. Submissions should be submitted to jillian@laincubator.org

SCOPE OF WORK

Work is slated to start July 2025 with the potential to run through Q1 2026.

Phase 1: Landscape Analysis* (July - October 2025)

- Identify 70 new, vetted, high-potential donors (across foundations, financial institutions, philanthropy, and HNWI) in the New York City metro area
- Generate an overview of historic climate funding across the 70 donors
- Create segmentation for donor archetypes
- Prioritize an approach for a selected subset of the targets in the landscape analysis and build a bottom-up target for a long-term fundraising goal from donors, including breakdown by general operating support (GOS) and specific programs

Phase 2: Fundraising Strategy and Execution* (November 2025 - March 2026)

Target Outreach and Message Refinement

- Outreach to the selected subset of targets to secure initial meetings
- Meeting preparation, including bios and alignment on strategy pitches curated for the prospect
- Co-create pitch decks for prospective donors
- Develop messaging campaigns in consultation with Senior Management targeting high net worth and foundation donors
- Recommendations for additional messaging on all LACI platforms to reinforce messaging/positioning

Support Donor Cultivation

- Meet with donors and prospects 5-10 times per month to solicit donations
- Support donor cultivation events
- Coordinating close from pitch to commitment of funding

* Phase 1 can be completed earlier and may be more amenable to a fixed rate billing approach. Phase 2 may be more variable in billing approach and may develop into a longer-term consultant relationship.

Detailed Scope Of Work: Phase 1

1. Landscape analysis

Provide an overview of 70 new potential donor targets in the New York City metro area who have the highest likelihood of supporting both LACI efforts at BATWorks as well as national programs such as

the City Climate Innovation Challenge and the Debt Fund. This high likelihood should be based on past gifts and/or the stated mission of the donor and alignment with BATWorks.

2. Develop a campaign plan

The plan will detail work and campaign structure needed to secure foundation, philanthropy and HNWI prospects. The plan will include timetables and campaign-related marketing and publicity plans.

Detailed Scope Of Work: Phase 2

3. Conduct prospect identification and review sessions

Identify donor prospects and determine appropriate asking strategies and donation amounts.

4. Design prospect cultivation programs, including events

Prospects are to be engaged in and involved with LACI so that they develop a sense of “ownership” of our mission, including events hosted on site at BATWorks.

5. Develop membership gift levels for major donors

Incorporate benefits and privileges to donors for corresponding contributions. Those giving benchmarks will also relate to specific LACI programs and services made possible by donors’ support.

6. Produce and “package” LACI programs and services

Ongoing programs and services and new and desired endeavors will be reviewed, summarized, and prioritized by need. Help to identify the most likely prospects for those underwriting and sponsorship opportunities based on past experience, prospect contribution guidelines, and the degree to which recognition and credit for support is desired. Assist in the development of full proposals for funding to the appropriate prospects.

7. Assist in preparing planning, organizational, and marketing documents

These include a fundraising budget, a case for support, funding proposals, letters, and newsletters. They are all required for the successful implementation of any fundraising program.

8. Provide ongoing counsel and direction

Full and involved hands-on management of the campaign.