



Request for Proposals (RFP): Agency Brand Redesign

- Summary and Background
 - Proposal Guidelines
- Project Purpose and Requirements
 - Project Timelines and Budget
 - Bidder Qualifications

1. Summary and Background:

The Social Planning Council of Peel in 1978 recommended the building of a shelter in the Region of Peel to meet the needs of women in Peel. Interim Place opened in 1981 in South Mississauga, with a small staff and volunteers offering a place of safety and support to 19 women and children in a house owned by the City of Mississauga.

Interim Place today is a dynamic anti-violence organization providing shelter, support, counselling, and advocacy for women, youth, and children experiencing violence in the Region of Peel. We are committed to supporting women who have experienced violence by addressing the multitude of barriers women face and providing a range of supports and services. Interim Place operates within a feminist, anti-oppressive, anti-racist, queer and trans positive, disability justice, harm reduction framework. Our programs include: two 24-hour Emergency Shelters (with a 54-bed capacity), a Community Support and Outreach program, 24-hour Crisis Lines, and a Sexual Violence Counselling Support Program, among others. We are also the lead agency for the Peel Committee Against Women Abuse.

Interim Place is in need of an organizational brand redesign that reflects our service offerings, expanded mandate, unique framework, and diverse clients. The purpose of this Request for Proposals (RFP) is to solicit proposals from various organizations, conduct a fair evaluation based on criteria listed herein, and select the organization that can best support and facilitate a new brand that reflects Interim Place's values, mandate, programs and services, the women and children we serve, and the population who needs to access our services and supports.

2. Proposal Guidelines:

This RFP represents the requirements for an open and competitive process. Proposals will be accepted until August 9th at 11:59 PM EST. Proposals received after this date and time will not be considered. All proposals must be signed by an official agent or representative of the respective organization.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs listed in the proposal must be all-inclusive, comprising of any outsourced or contracted work. A name and description of the organizations contracted must be stated in the proposal.

All costs must be itemized to include a description of all fees and costs.

3. Purpose and Description:

Purpose of Project:

Interim Place is in need of new branding that effectively conveys organizational messaging, values, and mandate to support the aims of 1) communicating program and service offerings to potential funders, donors, media outlets, community partners, elected officials, and stakeholders, and 2) establishing meaningful connections with our diverse stakeholders 3.) broadening our scope of influence, 4.) strengthening the organization, 5.) providing support to marginalized communities, and 6.) fostering philanthropy.

Interim Place's services are expanding to address the current and emerging needs of women who have experienced various forms of violence, including sexual violence, and we need organizational branding that is reflective of the full scope of our supports and services. A clearly delineated brand identity that is consistent, accessible, and fully integrated across all communications platforms is a top priority as the agency prepares to expand our service offerings.

Interim Place is committed to providing supports to marginalized communities, and as such there is a need to remove barriers that inhibit the community from meaningfully engaging with Interim Place. There is a need to ensure that information regarding Interim Place's programming is accessible to all women and those who have experienced violence in Peel Region. Interim Place needs branding that reflects the diverse experiences and voices of those who need to access our services, particularly women who have been marginalized due to systemic racism, ableism, classism, homophobia, transphobia, islamophobia, heterosexism, and colonialism.

Description of Project:

Interim Place is seeking a provider who will utilize the latest marketing theory to redesign and enhance our brand. Project deliverables include a new name and brand in addition to a full suite of digital and print collateral and a website redesign. The refined product should be more accessible, clearly illustrative of our values and service offerings, and easily identifiable. The provider will be responsible for project management and for the facilitation of focus groups and survey development. Interim Place will assist by providing a venue for focus group sessions and contact information for focus group and survey participants.

Rebrand Project Proposal to Include:

Consultant to provide project oversight, management, and scheduling.

- Name Generation, Research and Analysis
 - Complete competitive, demographic, and psychographic research
 - Generate 6 names for focus testing
 - Conduct focus groups and prepare report of findings
- Logo Development
 - Concept development (2-4 concepts with icon and type treatment)
 - 1-2 revisions of selected concept to approved logo
- Brand Style Guide
 - Brand guideline development
 - Brand World
 - Marketing collaterals and stationary material (example of items - final requirements TBD)
 - ✓ Business Card Template
 - ✓ Email Signature Banner
 - ✓ Social Media Banners (Facebook, Twitter, LinkedIn)
 - ✓ PowerPoint Template
 - ✓ Flyer Template- Postcard 4" x 6"
 - ✓ Flyer Template-Letter 8.5" x 11"
 - ✓ Brochure Template - 8.5" x 11" – 3-fold (multiple colour variations)
 - ✓ Letterhead Design - digital version
 - ✓ E-Newsletter Template - Mailchimp version
 - ✓ Presentation Binder Template- Folder
 - ✓ Retractable Banner Design Template - 80" x 30"

Website Redesign

Consultant to provide project management and scheduling, audit of existing website and recommendations, content management, technical support, and risk management.

Website Redesign to Include:

- Strategy & Research (stakeholder interviews, workshop, site map recommendations)
- Website Design
 - Site map (information architecture, content placement)
 - Responsive front-end design for review
 - Front and Back-End Development (in Wordpress CMS)
 - Live chat function install
- Website Testing & Launch (launch on preferred host, search engine optimization, cross-browser/device testing, troubleshooting)

4. Timelines:

Proposal due dates: August 9th, 2019

The project will begin no later than September 3rd, 2019

The new brand and website to be launched by May 4th, 2019

5. Project Budget:

The total budget for this project, inclusive of all applicable fees, is \$62,000 CDN plus taxes. All proposals must include proposed costs to complete the tasks described above.

6. Bidder Qualifications:

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in planning, building, and designing non-profit and/or social enterprise brands
- Examples of at least three brands designed and implemented by your organization
- Examples of at least three websites designed and implemented by your organization
- Testimonials and references from past clients
- Anticipated resources you will assign to this project
- Project management methodology

Send proposals care of:

Julie Shultz, Development Manager

Email (preferred method):

Development@interimplace.com

Mail: Interim Place

P.O. Box 45070

Mississauga, ON L5G 1C9