

**The Canadian Race Relations Foundation (CRRF) requests proposals to support the CRRF’s communications strategy & content creation, where the requirements are described in the section of the Statement of Work (“Services” or “SOW”).**

**CRRF supports diversity and encourages Proponents to self-identify as a company with a diverse (BIPOC) workforce where applicable.**

## **1. INSTRUCTIONS**

- a) This RFP and any subsequent agreements related to the subject matter hereof will be governed according to the laws of the Province of Ontario.
- b) This RFP is NOT an offer to enter into an agreement with any party but rather a request to receive proposals including pricing from firms interested in providing the products and/or services outlined herein. Such proposals will be treated by the CRRF as offers to enter into an agreement. The CRRF reserves the right to reject all proposals, in whole or in part, and/or to enter into negotiations with any party to provide such products and/or services to the CRRF .
- c) The CRRF reserves the right to proportionally scale down its requirement as identified in the attached Terms of Reference and to select (a) preferred proponent(s) based upon those reduced requirements.
- d) The CRRF shall not be responsible, and will not reimburse any proponent, for any cost or expense incurred in the preparation, submission or presentation of a response to this RFP.
- e) The CRRF reserves the right at any stage of the evaluation of the proposals to request proponents to provide clarification, additional information or personal presentation concerning their proposal. The Proponent, however, will not be allowed to modify their proposal once submitted.
- f) The obligation of the CRRF to explain its final preferred selection to any proponent shall be limited to said proponent’s proposal. In order to safeguard the confidentiality of information provided by any proponents, the CRRF shall not, under any circumstances, disclose details of any other proposals(s) with the exception of the name of the preferred vendor selected as the successful proponent.
- g) Any questions from potential vendors regarding the RFP should be directed to and will be handled

by:

Arsalan Tavassoli Director, Finance and Administration

E-mail: [atavassoli@crrf-fcrr.ca](mailto:atavassoli@crrf-fcrr.ca)

- h) All enquiries must be in writing to receive a response. A written response to any questions will be sent to all participants. Questions will not be accepted or responded to if received after 2:00 PM EST, November 11 2022.
- i) Information provided verbally will not be binding upon the CRRF. The proponent must have written confirmation from the CRRF for any change or alteration concerning this RFP.
- j) The CRRF reserves the right to verify all information provided by a proponent by means of direct contact with the proponent's prior clients, associates, and personnel. The proponent must agree to provide and release necessary authorizations to verify any of the proponent's previous experience. Misstatements of experience and scope of prior experience may be grounds for disqualification of a proponent.
- k) The CRRF reserves the right to disqualify any proponent if its response to the RFP indicates that the way the proponent provides services may adversely affect the CRRF's existing business relationships.
- l) At any time, the CRRF may cancel this RFP in whole or in part at no cost or penalty to the CRRF. No reason for cancellation needs to be given.
- m) The disclosure of information received relevant to the issue of bid solicitations or the award of contracts shall be made by the appropriate Canadian Race Relations Foundation's officers in accordance with the provisions of the *Access to Information Act*, the *Privacy Act*.
- n) The successful proponent shall be required to enter into a formal contract Agreement with the CRRF based on these Instructions and all other Contract Documents described herein.
- r) While it will be a significant factor, the lowest-priced proposal submitted will not automatically be awarded the contract. The selection of a preferred proponent will be based on an evaluation of ALL of the proposal requirements and NOT on any single factor.
- s) The successful proponent may be awarded additional work.
- t) The CRRF reserves the right to enter negotiations concerning price.

## 2. ABOUT CRRF & BUSINESS ENVIRONMENT

- a. The Canadian Race Relations Foundation (CRRF) is a Crown corporation that reports to parliament through the Minister of Heritage. It was created in 1996 to reaffirm the principles of justice and equality for all in Canada. The mandate of the Foundation is to facilitate throughout Canada the development, sharing, and application of knowledge and expertise to contribute to the elimination of racism and all forms of racial discrimination in Canadian society.
- b. Our Mission: The Canadian Race Relations Foundation is committed to building a national framework for the fight against racism in Canadian society. We will do this through knowledge-sharing and community support in the pursuit of equity, fairness, social justice, and systemic change.
- c. Our Work: CRRF is a valued resource and recognized leader to support or lead efforts and initiatives in the development, sharing and application of knowledge and expertise to contribute to the elimination of racism and all forms of racial discrimination in Canadian society by:
  - Undertaking research and collecting data and developing a national information repository to further the understanding of the nature of racism and racial discrimination, and to assist business, labour, voluntary, community and other organizations as well as public institutions, governments, researchers, and the public in eliminating racism and racism discrimination.
  - Acting as a clearinghouse, providing information about race relations resources and establishing links with public, private, and educational institutions and libraries; Facilitating consultation, and the exchange of information, relating to race relations policies, programs, and research.
  - Collaborating with business, labour, voluntary, community and other organizations, as well as public institutions and all levels of government, in instituting and supporting programs and activities; and Supporting and promoting the development of effective policies and programs for the elimination of racism and racial discrimination.
  - CRRF funds community organizations that implement anti-racism programs and activities across the country.
- d. CRRF's head office is in Toronto, with staff in Calgary, Ottawa, Montreal and Halifax.

You can find further information about CRRF by visiting our website at the following address:  
[www.crrf-fcrr.ca](http://www.crrf-fcrr.ca)

**3. RFP TARGET DATES**

The following schedule summarizes significant target events for the RFP process. The dates may be changed by CRRF at its sole discretion and shall not become conditions of any contract that may be entered by CRRF and the selected Proponent.

<b>Event</b>	<b>Date</b>
RFP Issue Date	November 1, 2022
Deadline For Inquiries	November 11, 2022, @2:00PM EST
RFP Close Date	Nov 25, 2022, @11:00AM EST
Presentations to Selection Committee	Nov 28 – Nov 30, 2022 (to be scheduled with short-listed vendors)

**4. STATEMENT OF WORK**

This section is intended to provide Proponents with the information necessary to develop competitive proposals. The Statement of Work (“SOW”) is a general description of the tasks to be done, results to be achieved, or the goods to be supplied.

**4.1. Overview**

The Communications Department requires the following deliverables in collaboration with the CRRF’s Communications Team:

- Graphic/message content generation that supports events/commemorative days from December 1st, 2022 until the end of March 2023.
- Creation of a Branding Guide for a refresh of the CRRF Brand, including refresh for all CRRF generic digital assets, including templates for email and social media banners and posts.
- Creation of a Messaging Guide

- Design and execution of 2 public awareness campaigns, including related digital assets, two videos and related landing pages, to advance CRRF's anti-racism efforts by March 1st 2023.
- Digital engagement strategy/ audience acquisition to engage Canadians with CRRF's campaigns

## 4.2. Project Timeline

CRRF wishes to start work by December 1st, 2022 and complete the work by March 31, 2023.

## 4.3. Key Goals & Objectives

Goal:

The CRRF aims to be recognized as Canada's leading agency confronting racism in Canada and be among the top organizations seen to be providing information and support for anti-racism efforts.

Objectives:

- Increase our audience, including growing our mailing list by 5,000 people
- Create consistent, aesthetically attractive and educational, shareable online content
- Be recognizable across platforms (Twitter, Instagram, Facebook, LinkedIn)

Detailed Deliverables & with Estimated Cost breakdown :

- Execute a rebrand of the CRRF with accompanying Branding Guide (10K)
  - This will include a social media refresh following the creation of a consistent brand and aesthetic for the CRRF across platforms, including email banners or templates for the email program, Twitter, Instagram and Facebook banners and template posts
  - This will include branding for letterheads, reports, PowerPoint presentations
  - Web graphics
  - Logo
- Generate digital content (including animated graphics, static images, reels) related to commemorative days and CRRF events (approx. 30 key dates and events over the duration of the contract) (\$45K/ approx. \$10K per month)

- Design and deliver 2 public anti-racism awareness videos with accompanying call-to-action pages and digital assets (social media) to drive traffic to the pages (\$20K)
  - Execute a digital strategy to spend \$10K for digital ads to target public audiences and gain audience and engagement related to the two campaigns
- Message Guide (10K)
  - Creating a consistent voice and key messaging for the Foundation

*\* CRRF reserves the right to assign segments of the work to different firms/agencies.*

#### **4.4. Scope of Work**

##### **4.4.1. Set Collaboration Tools**

At the onset of the project, the Proponent is expected to propose a suite of collaboration tools for communication, project management, issues tracking, version control, and other related tools to work together.

##### **4.5. May Write Proposal in English or French**

#### **4.6. Organize Proposal into Three Sections**

##### **4.6.1. One Page Cover Letter**

A one (1) page covering letter should be submitted. It should include the following:

- A reference to the RFP number and RFP title
- The primary contact person for this RFP: the individual's name, email, and optionally a phone number
- A statement confirming the validity of the proposal
- A statement confirming the Proponent does not have a conflict of interest with this RFP, real or perceived.
- The letter signed by the person(s) duly authorized to sign on behalf of the Proponent and bind the Proponent to statements made in response to the RFP

##### **4.6.2. Mandatory Requirements: Pass or Fail**

The Proponent must demonstrate that they meet all the mandatory requirements:

- Demonstrated experience in any/ all of the expectations listed in the Statement of Work;
- Demonstrated impact of any/ all of the expectations listed in the Statement of Work.
- Demonstrated experience working on issues related to anti-racism, equity, inclusion.

Only Proponents who pass all mandatory requirements will move to the rated requirements. Failure to meet all mandatory requirements is considered a proposal being unsuccessful.

#### **4.6.3. Rated Requirements**

The proposals will be rated on creative merits, demonstrated impact, and financial budget. Only Proponents who pass the creative and demonstrated impact evaluation will move on to the financial proposal. CRRF will later set the passing threshold because it depends on the number of proposals and the overall quality of the responses.

##### **Creative Proposal (50%)**

The Creative proposal must include:

- a) One (1) page summary of your understanding of the project;
- b) A project plan to execute the project(s) between December and end of March and a breakdown of the major task by resource type demonstrating the capacity to support the expectations;
- c) Brief biography of each project team member, role, and experiences;
- d) Two (2) comparable project samples of similar size and scope completed within the last two (2) years. Do include the client name, year of completion, estimated and actual project duration (in days), and list of technology used;
- e) One (1) sample per each aspect of work being bid on;
- f) Two (2) current or past client references;
- g) If applicable, indicate whether the Proponent self-identifies as a company with a diverse (BIPOC) workforce.

##### **Demonstrated Impact (25%)**

The Demonstrated Impact must include the following:

- a) Analytics from previous campaigns/content;
- b) Any other measurements to demonstrate success, i.e signups, attendance, organic and paid engagement from previous campaigns/content.

### **Financial Budget (25%)**

The financial proposal must include the following:

- a) Fix price proposal in the range of CAD 75K to 100K and exclusive of Good and Services Tax (GST) or Harmonized Sales Tax (HST) broken down by deliverable.

The GST or HST, whichever is applicable, shall be extra to the prices quoted by the Proponent and will be paid by CRRF;

- b) A table detailing the hourly rate in CAD of the following roles:

- Account Manager (Primary Contact)
- Videographers
- Creative Director
- Writer
- Graphic Designer
- Audience acquisition lead/ Campaigns

#### **4.7. Send Proposal by Email**

The preferred method of proposal submission is by email, in PDF format to Arsalan Tavassoli. Subject line should cite “RFP #22-10-31, CRRF Communications”.