



REQUEST FOR PROPOSAL (RFP)

For the provision of website design and development, creative services to
Marymound Inc.

Issue Date: Friday, July 15, 2022

Questions Due By (via email only, please): Friday, August 5, 2022, 12:00 p.m.

Closing Date: Friday, August 26, 2022, 4:00 p.m.

Contact Person: Cindy Titus, Manager of Marketing & Communications

Email Address: ctitus@marymound.com

Address: 442 Scotia Street, Winnipeg, MB R2V 1X4

1. Organizational History

Marymound is one of the longest youth and family social services organizations in Manitoba. Marymound was founded in 1911 by the Sisters of the Good Shepherd, a religious community whose social justice focus was marginalized women and children. Their work in Winnipeg started by providing a Justice Diversion program – women served their time with the Sisters who provided vocational and other supports. The Sisters left Marymound in 2014 but their legacy and values are still very much alive in the work Marymound does.

Marymound acknowledges its colonial roots and is mindful of broken treaties and the systemic and planned attempts to destroy Indigenous culture. As a mainstream organization, we are committed to learning and moving forward in our work to adopt The Calls to Action put forth by the Truth and Reconciliation Commission in all we do. Marymound strives to be an organization that is reflective of those served here.

Marymound provides a number of programs and services for vulnerable youth including crisis stabilization, assessment and treatment programs, group homes, treatment foster care, clinical services and cultural healing services based on a Two-Eyed Seeing approach that focuses on cultural renewal, land-based healing and Western therapeutic interventions, youth addiction services, sexual abuse treatment, youth education services including an independent therapeutic school and off campus school for older youth, an education bursary fund for current and past clients of Marymound, independent living programs, young parents programming, maternal health and early childhood supports, youth employment readiness, cultural programming and training.

Marymound offers professional development workshops to its staff and to external groups working in the social services, healthcare and education fields. Through a combination of virtual and classroom-based training programs and hands on learning opportunities, Marymound is a leader in providing quality training opportunities and resources.

2. Purpose of Project

Marymound Inc. has outgrown its current website (www.marymound.com) and requires a website rebuild that is well-organized, easy to navigate, showcases our brand, allows newsletter subscription and e-commerce opportunities and removes barriers to information and communications electronically/meets accessibility standards according to the WCAG 2.1 Level AA check list.

3. What Is Important To Us In Our New Website and This Project

When considering our hopes and dreams for a new website, we require the following:

- Must be accessible according to WCAG 2.1 Level AA accessibility standards
- Mobile friendly and easy to navigate
- Fast-loading
- Increased communication and connection with our audience and increased brand recognition
- Seamless e-commerce solutions – includes retail sales of items, training package sales, workshops, event ticket sales, donations
- Careers page that is easy for potential hires to view available opportunities and apply to
- Newsletter subscription management integration with MailChimp
- Easy to understand analytics to help us better understand our audience
- Working with people who are solutions-oriented when meeting challenges
- Autonomy. It is important to us to have a website that our small team can easily and cost effectively update after it launches. This includes training and training documents to ensure our team can manage the site.

4. Budget & Timelines

Please note that this project must be completed by March 31, 2023 and must not exceed a budget of \$20,000. We know this is a really tight turnaround for a project of this caliber. Please consider this budget and deadline in your proposal.

Total Available Budget: \$20,000

Request For Proposal Issue Date: Friday, July 15, 2022

Questions Due By (via email only, please): Friday, August 5, 2022, 12:00 p.m.

Responses To Questions: Monday, August 8 to Wednesday, August 10, 2022

Proposal Closing Date: Friday, August 26, 2022, 4:00 p.m.

Proposal Reviews: Monday, August 29 to Wednesday, September 7, 2022

In Person Interviews (please note, only those selected for an interview will be contacted): Week of September 12-16, 2022

Decision: Successful applicant will be notified no later than Wednesday, September 21, 2022

Work Begins: Monday, September 26, 2022

Project To Be Completed By: Friday, March 31, 2023

5. Submission Requirements

Companies interested in providing submissions are requested to include the following:

- The company's profile and individual credentials, including the name of the person who would be the key contact
- A brief summary of the Company's understanding of Marymound's objectives and how they will be incorporated in the scope of work outlined
- The Company's background, including previous experience with non-profit organizations of similar scope, corporations of similar size and overall project management capacity
- Point of view regarding Marymound's current website
- An opportunity for Marymound to review the Company's portfolio, especially projects or organizations which closely resemble Marymound's scope of work
- Proposed fee for services structure
- A list of current clients which can be used as references and particularly those who have built and implemented accessible websites following the WCAG 2.1 Level AA check list

6. Evaluation

Evaluation of submissions will be based on the following criteria:

- Demonstrated understanding of scope of project
- Creativity and uniqueness in approach to project
- Previous experience with similar projects and organizations
- Demonstrated ability to build a website that follows accessibility guidelines according to WCAG 2.1 Level AA check list
- Proposed fee for service structure and demonstrated ability to remain within budget outlined in RFP

7. Proposal Delivery

Please forward your proposal to Cindy Titus, Manager of Marketing & Communications, no later than Friday, August 26, 2022, 4:00 p.m. Please include four printed copies and forward an electronic copy of your proposal.

Attention: Cindy Titus
Marymound
442 Scotia Street, Winnipeg, MB R2V 1X4
Email: ctitus@marymound.com

Thank you! 😊