ST. JOHN'S STATUS OF WOMEN COUNCIL
ST. JOHN'S WOMEN'S CENTRE | SAFE HARBOUR OUTREACH PROJECT
MARGUERITE'S PLACE | MANAGED ALCOHOL PROGRAM
170 Cashin Ave. Extension | St. John's, NL Canada A1E 3B6 | T. 709.753.0220 x 223 | F. 709.753.3817 | www.sjwomenscentre.ca

REQUEST FOR PROPOSALS: Social Enterprise Branding Services

About the St. John's Status of Women Council

The St. John's Status of Women Council/Women's Centre (SJSWC) is a non-profit charitable feminist organization that since 1972 is continually working to achieve equality and justice through political activism, community collaboration, and the creation of a safe and inclusive space for all women and non-binary people in the St. John's area. The SJSWC operates Marguerite's Place Supportive Housing Program, Safe Harbour Outreach Project, the Safer Substance Use Program, and the Women's Centre.

For more information on the SJSWC, please visit https://sjswc.ca/.

Background

For the last five years, the SJSWC has been providing free, single-session counselling services to women and gender-diverse people in St. John's and surrounding areas on Tuesdays and Wednesdays through the Right Here, Right Now counselling program. The program has been incredibly well received, but funding for it has remained minimal and has not seen an increase. This has meant that further expansion of the program has not been possible, while the need and demand for accessible, affordable, feminist counselling services has only grown (learn more about the program and the learnings to date in this report).

The SJSWC plans to launch a social enterprise, offering additional counselling services that use a sliding-scale pay structure on Mondays, Thursdays, and Fridays. As always, our counselling will be feminist and trauma-informed in nature. This new social enterprise will operate under the SJSWC but will exist as a separate service, taking on a new name, branding, and location. It will also expand to include more group counselling opportunities, relationship counselling (as opposed to just individual), and is intended for all genders (as opposed to just women and gender-diverse folks).

Purpose

The SJSWC is seeking proposals from qualified branding agencies or consultants to develop and propose a new name and tagline for this social enterprise and create a full visual identity including logo, colour palette, typography, and other brand elements.

Project Deliverables

The following is an outline of the deliverables:

- Minimum of three options for name and visual identity with one to be chosen and developed.
- Further develop the chosen name, with a distinctive and memorable brand identity and tagline, aligning it with the values and mission of the new SJSWC social enterprise.
- Create compelling and consistent visual identity assets, including logo, color palette, typography.
- Define the brand's voice and messaging strategy to effectively communicate the mission and impact of the social enterprise.
- A comprehensive brand guidelines document.
- Provide recommendations for branding implementation across various media and platforms.

Output

- The deliverables outlined in the previous section.
- A presentation to the Executive Director and Social Impact & Enterprise Lead.

Proposal Requirements

All interested agencies or consultants are required to submit a comprehensive proposal that includes:

- Company profile, providing an overview of your agency or consultancy.
- Project approach, describing your approach to understanding SJSWC's mission and the objectives of the social enterprise, including any specific methodologies or tools you plan to use.
- Team expertise, outlining the qualifications and experience of the team members who will be involved in the project.
- Portfolio, sharing examples of branding and marketing projects you have completed for non-profits or social enterprises, highlighting any relevant success stories.
- Budget, presenting a detailed budget that includes all costs associated with the project, including research, design, strategy development, and ongoing support.
- Timeline, providing a project timeline that outlines key milestones and deliverable dates.

Proposal Evaluation

Proposals submitted in response to this RFP will be evaluated by the Executive Director and Social Impact & Enterprise Lead of the SJSWC.

An agency or consultant will be chosen based on these criteria:

- Proposed Work Plan (40%)
- Experience and research examples (40%)
- Project Costs (20%)

Budget

The budget for this scope of work is approximately $5000. While proposals above this will be considered, Project Cost is factored into the evaluation.

Timeline

RFP Released: August 26, 2024
Responses Due: September 8, 2024
Chosen consultant selected and contacted: September 12, 2024
Project Kick-off: September 18, 2024 (with flexibility)
Final presentation: October 31, 2024 (with flexibility)

Proposal Submission

Proposals will be accepted until 5:00pm (NDT) on September 8, 2024. Please use the subject line: “Branding RFP - NAME OF YOUR COMPANY”.

Proposals and/or questions must be submitted by email to hiring@sjwomenscentre.ca.