



Request for Proposal

PUBLIC ANTI-RACISM AWARENESS CAMPAIGN

Impact North Shore
December 2023



Contents

Organization Overview	2
Project Purpose	2
Scope of Work	2
Deliverables	3
Desired Qualifications	3
Required Information	4
Timeline	4
Budget	4
Proposal Submission	5

Organization Overview

Impact North Shore formerly known as North Shore Multicultural Society is a for-purpose, social impact organization registered under the BC Societies Act. Impact North Shore has focused on building equitable communities through providing services for im/migrants and newcomers, and inclusive community-building projects on the North Shore for over 30 years, since 1991. Each year, over 8,000 lives are touched through our service and community work.

We believe that informed, connected, and healthy communities are the foundation for well-being, understanding, and equity. We are dedicated to offering comprehensive and innovative services for newcomers and to strengthening inclusion and equity. We achieve this mission in the following ways:

- Working collaboratively with and within communities to create more inclusive spaces by unpacking and discussing equity, diversity and inclusion to facilitate connection and belonging among newcomers, im/migrants, long-term residents and community service providers through initiatives such as the North Shore Immigrant Inclusion Partnership (NSIIP), and
- Providing a wide range of integrated services to newcomers and im/migrants including Settlement, Employment, Community Connections, Settlement Workers in Schools (SWIS) and English language learning opportunities.

Project Purpose

Impact North Shore is seeking a marketing company to provide concept development, action planning and content creation for a public anti-racism awareness campaign to increase general understanding of what racism looks like in action and how to navigate instances of racism as an active witness in the community. The selected candidate will work in collaboration with the North Shore Immigrant Inclusion Partnership (NSIIP) staff and advisory groups as well as Impact North Shore staff as appropriate.

Scope of Work

Through collaboration with the Impact North Shore and NSIIP teams, the selected marketing company will develop the Public Anti-Racism Awareness Campaign concept and content. The selected company will be briefed on the active witnessing research completed and strategy work that has been done to date in order to inform this campaign, including preliminary concept outline and racism response model. The selected company will also work in collaboration with our in-house Communications staff, who will be responsible for campaign implementation.

Deliverables

Deliverables include:

1. Content concept outline to present to staff teams as well as the NSIIP advisory groups
2. Finalized concept and established action plan for implementation, including communication tools and campaign timeline
3. Design of all campaign assets*, with editable file types (i.e. InDesign), including:
 - a. Social media graphics (LinkedIn, Facebook, Instagram), animations, live action with audio etc.
 - b. Materials for print such as 11 x 17 poster, 5 x 7 postcard, foldable wallet size card designed to be a user-friendly pocket reference and a newspaper ad (exact size to be determined)

All finalized assets must be inclusive of translated versions in multiple languages (i.e. Farsi, Mandarin, Ukrainian). This cost consideration must be built into the total budget amount outlined below.

**Exact campaign assets to be confirmed in collaboration with successful vendor based on proposed recommendations and associated costs.*

Desired Qualifications

- Experience working with non-profit organizations within the past five years
- Ability to meet tight timelines and produce fast turnarounds is required
- Experience working on anti-racism and/or behavioural change campaigns would be a considered asset
- Ability to deliver all required components outlined within the established budget and timeline
- Alignment with organizational values and mission (<https://impactnorthshore.ca/about> and <https://nsiip.ca/about-us/>)

Impact North Shore is committed to using its purchasing abilities to enhance community well-being by advancing equity, diversity and inclusion. Priority will be given to submissions from companies owned/operated by diverse vendors; including Indigenous, Black and People of Colour, Im/migrants, 2SLGBTQIA+, People with Disabilities and Women.

Required Information

Please include the following information in your proposal

- Full name, company name (if applicable), location and contact information
 - Including email, phone, website and social media profiles
- Portfolio including relevant experience and examples of previous work
- Outline of your process and proposed timeline
- Overview of the team to be assigned to this project
- If you are intending to subcontract any portion of the work, subcontractor information must also be included
- Detailed quote including proposed payment schedule and clarifications for any potential additional, optional or incremental fees

Timeline

- December 15, 2023 – January 4, 2024: Accepting Submissions (Deadline Extended to January 12, following timeline will shift accordingly)
- January 10 - 12, 2024: Interviews for Shortlisted Proponents
- January 15 – 17, 2024: Contract Awarded
- January 18/19, 2024: First Meeting
- February 5 – 9, 2024: Concept/Content Presentation to Advisory Committees
- Week of February 19, 2024: All Final Deliverables Due
- Week of February 26, 2024: Campaign Launch

Please Note: Deadlines for various components require efficiency and tight turnarounds as all final deliverables (content, graphics etc.) are required in advance of launching the campaign. The campaign, and associated expenditures MUST be completed in advance of March 31, 2024 due to funder requirements.

Budget

- \$5,000 max but welcome any effective solutions that can be delivered more affordably
- Budgeted amount includes taxes and any additional costs for illustrations, photos, usage rights, etc. as well as translation costs.

Proposal Submission

- **Submission Deadline: Friday, January 12, 2024 by 12:00 pm (noon) PST**
- Send proposals and supporting documentation in PDF and/or online format to Taraneh at nsiip@impactnorthshore.ca with Subject: *Anti-Racism Awareness Campaign*
- Late Submissions will not be considered

Questions or clarifications can be sent to Taraneh at nsiip@impactnorthshore.ca up to 12:00 pm (noon) PST on Tuesday, January 2, 2024. Impact North Shore and NSIIP offices are closed December 25, 2023 – January 1, 2024.