

VIDEO ANIMATION FOR PUBLIC AWARNESS CAMPAIGN

Request for Proposal



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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 video animation contractor to provide an animated video for a public awareness campaign to increase general understanding of the contributions of immigrants on the North Shore. The selected candidate will work in collaboration with Impact North Shore staff.

This video will be one piece of a larger campaign designed to educate the community and foster increased understanding of the economic and social contributions of immigrants to Canada and to address xenophobia, anti-immigration, and racism on the North Shore. This campaign will include media materials on a theme relating to the value immigrants bring to the local economy and culture.

Scope of Work

Through collaboration with the Impact North Shore team, the selected video animation contractor will develop the animated video as part of the contributions of immigrants campaign. The selected company will be briefed on the relevant information and statistics, including preliminary concept outline and script. The selected company will also work in collaboration with our in-house Communications staff, who will be responsible for campaign implementation.

Information Provided:

- Video script including 3 examples of how immigrants contribute to our communities
- Overall campaign outline
- Impact North Shore brand guidelines
- Initial concept ideas

Deliverables

Deliverables include:

1. 1x 1-minute animated video matching Impact North Shore's branding that highlights 3 examples of how immigrants contribute to the community and our society with subtitles or animated text
 - a. Multiple versions of the video are required – 1x formatted for YouTube, and 1x formatted for Instagram Reels
2. Still images from key points within the video to be used as social media graphics

Desired Qualifications

- 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
- Experience working with non-profit organizations is an asset
- Alignment with organizational values and mission
(<https://impactnorthshore.ca/about>)
- Canadian company, preference for those located in BC

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, Immigrants, 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, 2026 – January 12, 2024: Accepting Submissions
- January 12 - 16, 2026: Submissions Reviewed
- January 19 – 23, 2026: Interviews for Shortlisted Candidates
- January 26, 2026: Contract Awarded
- January 26 – 29: First Meeting
- Week of February 27, 2026: All Final Deliverables Due

Please Note: Deadlines for various components require efficiency and tight turnarounds as all final deliverables are required in advance of launching the campaign. The campaign, and associated expenditures MUST be completed in advance of March 31, 2026 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.

Proposal Submission

- **Submission Deadline: Monday, January 12, 2026 by 12:00 pm (noon) PST**
- Send proposals and supporting documentation in PDF and/or online format to Ingrid at ingridf@impactnorthshore.ca with Subject: *Video Animation Proposal*
- Late Submissions will not be considered

Questions or clarifications can be sent to Ingrid at ingridf@impactnorthshore.ca up to 12:00 pm (noon) PST on Tuesday, January 2, 2024. Impact North Shore and NSIP offices are closed December 25, 2025 – January 1, 2026.