



REQUEST FOR PROPOSAL – Videographer

Provision of Videographer Services for the Canadian Association of Midwives (CAM)/ Association canadienne des sages-femmes (ACSF)

The Canadian Association of Midwives (CAM) invites you to submit a proposal in accordance with the requirements of the following solicitation. Proposals must be received by CAM no later than **February 19th, 2024 at 17h EST.**

Questions related to the RFP can be submitted to Faduma Gure, Content Developer at fgure@canadianmidwives.org.

Working with CAM

The Canadian Association of Midwives (CAM) is the national professional association representing midwives and the profession of midwifery in Canada. Our work is focused on ensuring more equitable access to high quality sexual, reproductive, and newborn midwifery services in Canada and globally. To achieve this, we work in partnership with the National Council of Indigenous Midwives (NCIM), midwifery associations, midwives, and relevant stakeholders. Our national and global programming is funded primarily through Global Affairs Canada, UNFPA, Health Canada, the Public Health Agency of Canada, other federal departments, private donors, and operational funding.

NCIM's mission is to promote excellence in reproductive health care for First Nations, Inuit, and Métis communities. Both CAM and NCIM are governed autonomously but share infrastructure and human resources. Both organizations are staffed by a passionate team of individuals dedicated to providing support for midwives and Indigenous midwives and the profession of midwifery across Canada and globally.

The Canadian Association of Midwives is issuing a Request for Proposals (RFP) for Videographer Services. CAM is developing an anti-racism course for midwives through Project FORWARD and/or Project AIR. Project Forward aims to support midwives in better servicing underserved communities to meet their sexual and reproductive health needs. Project AIR aims to address anti-Indigenous racism in the health and education sector. The goal is to integrate cultural safety training across the life-cycle of midwifery education and practice

Scope of Work

The Canadian Association of Midwives is looking for a Videographer to work on developing short, interview style and informational videos for the midwifery-specific anti-racism course. Videos will range from 60-seconds to a few minutes in length, will need to be in both French and English, and feature midwives in at least two different settings (i.e., Toronto, Ottawa, Montreal, Edmonton, etc.). Each course contains up to 5 modules, and videos will need to address some of the content in each module, with an emphasis on showcasing the diversity of the profession/midwives who are committed to combatting racism. Content gathered in diverse settings will need to rely on in-person teams and/or remote captures. There is no travel budget available for this work.

The selected candidate(s) should possess the capability to produce creative materials that communicate effectively and efficiently; CAM requires the ability to update and maintain files (such as changing dates, prices, details, etc.) for future use as needed, as a result, all final designs and artwork will be owned by the Canadian Association of Midwives. CAM reserves the right to use created artwork in additional/future materials as desired. All materials should be submitted no later than March 31st, 2024.

Methodology and Approach to Assignment

In your expression of interest include 2-3 examples of previous videography work, a cost proposal, and consider the below requirements and qualifications.

Bidders should elaborate on their core services, their previous experience, the structure of their company (if applicable), their hours of service, and the size of project they are capable of taking on.

Qualifications

- Extensive experience and a strong portfolio in videography, demonstrating proficiency in capturing high-quality footage across various environments and cultural contexts.
- Strong range of technical equipment, including cameras, lenses, lighting and audio.
- The ability to produce creative and visually compelling materials that effectively communicate the message and mission of the Canadian Association of Midwives.
- Cultural awareness and sensitivity to effectively navigate and respect the nuances of working in different contexts.
- Proficiency in updating and managing files, allowing for changes in dates, prices, and details for future use, aligning with CAM's needs.
- Ability to adapt to varying project requirements and work effectively in dynamic and challenging environments.
- Strong communication skills, including the ability to collaborate with the CAM team and effectively convey the organization's mission through videography.
- Demonstrated project management skills, ensuring timely delivery of high-quality videography projects within specified deadlines.
- Experience working with clients in the healthcare or non-profit sectors, or a demonstrated understanding of the unique requirements and sensitivities of such organizations is an asset.
- Bilingual proficiency, if relevant to the diverse locations and communities served by the Canadian Association of Midwives is an asset.

Proposal Submission

Submit your application to fgure@canadianmidwives.org by February 19th, 2024 with the subject 'RFP Videographer' with the following information:

1. Submit your expression of interest detailing your company profile and how you provide the above-mentioned qualifications and services.

2. Submit examples of your videography work (*not applicable if you have previously held a preferred supplier contract with CAM and submitted work*).
3. Submit a cost proposal with a breakdown of rates (hourly, page, deliverable etc.), up to a maximum of 35,000 CAD for both projects. If your company has a pricing chart, please attach it. Please specify if any discounts or non-profit pricing are being offered.
4. Willingness to transfer ownership of all final videography materials to the Canadian Association of Midwives.
5. Commitment to maintaining brand consistency and aligning videography materials with CAM's identity and messaging.