



## **REQUEST FOR PROPOSAL – Graphic Design**

*Provision of Graphic Design Services for the National Council of Indigenous Midwives*

The National Council of Indigenous Midwives (NCIM) invites you to submit a proposal in accordance with the requirements of the following solicitation.

Proposals must be received by NCIM no later than **January 24<sup>th</sup>, 2025**.

Questions related to the RFP can be submitted to [admin@indigenoumidwifery.ca](mailto:admin@indigenoumidwifery.ca) by January 17<sup>th</sup>, 2025.

### **Working with NCIM**

NCIM's mission is to promote excellence in reproductive health care for First Nations, Inuit, and Métis communities. NCIM advocates for the restoration of midwifery education, the provision of midwifery services, and choice of birthplace for all Indigenous communities consistent with the U.N. Declaration on the Rights of Indigenous Peoples. Indigenous Midwives enable access to culturally-safe sexual and reproductive health care for Indigenous families, the return of birth to Indigenous communities, and a reduction in the number of medical evacuations for births in remote areas. For more information, visit: <https://indigenoumidwifery.ca/>.

NCIM works closely with our partner organization, the Canadian Association of Midwives (CAM)/ Association canadienne des sages-femmes (ACSF). 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.

NCIM is issuing a Request for Proposals (RFP) for Graphic Design Services. NCIM is developing a pool of designers to be used on a regular basis as preferred suppliers. The successful bidders will be added to a select pool of designers that will be contracted for specific project(s) by NCIM over the period of January 2025 to December 2028.

### **Scope of Work**

NCIM is seeking graphic designers or teams of designers to develop print and online materials while maintaining NCIM's brand and overall identity. The selected candidate(s) should possess the capability to produce creative materials that communicate effectively and efficiently. NCIM 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 NCIM. NCIM reserves the right to use created artwork in additional/future materials as desired.

*Type(s) of content (but not limited to)*

- Banner
- Social Media Ads
- Postcards
- Brochures
- Posters
- Reports
- Promo
- Logos
- Infographics
- Web design
- Comic books
- Instructional manuals



Offerors are welcome to submit a proposal for one or all aspects of the above Scope of Work. Please specify what elements within the scope of work are of particular interest.

## **Methodology and Approach to Assignment**

In your expression of interest, please include 2-3 examples of design 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**

We welcome all prospective offeror(s) to submit their applications. At NCIM, we value the diverse perspectives and unique lived experiences that offerors bring to the table. Lived experience is taken into consideration when determining the level of qualification. NCIM is an Indigenous led and governed organization. Indigenous offerors are strongly encouraged to apply. Non-Indigenous candidates must have a commitment to working within an anti-oppressive framework.

- A solid background in graphic design with a strong portfolio showcasing previous work.
- Experience/knowledge of working with Indigenous organizations.
- Experience in designing materials for healthcare, non-profits, or professional associations, as it aligns with the nature of NCIM's work.
- Proficiency in both print and web design formats to ensure the designer can create materials suitable for various platforms.
- The ability to adapt to changing project requirements and be flexible in addressing design challenges.
- Demonstrated ability to innovate while still adhering to and maintaining a consistent brand identity, ensuring continuity across NCIM's materials.
- Consistently delivers work on time, meeting deadlines and project timelines.
- Demonstrates responsiveness to feedback and can incorporate changes efficiently.
- Preference for candidates with bilingual proficiency, considering the diverse audience of NCIM.

## **Proposal Submission**

Submit your application to [admin@indigenoumidwifery.ca](mailto:admin@indigenoumidwifery.ca) by **January 24<sup>th</sup>, 2025** with the subject 'RFP Graphic Design' 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 design work (*not applicable if you have previously held a preferred supplier contract with NCIM or CAM and submitted work*).
3. Submit a cost proposal with a breakdown of rates (hourly, page, deliverable etc.) If your company has a pricing chart, please attach it. Please specify if any discounts or non-profit pricing are being offered.

**Non-Profit Pricing**

NCIM is a non-profit organization. Offerors should indicate if any discounts will be available to NCIM based on its status as a non-profit organization.

**Acceptance of Offer and Award**

NCIM reserves the right to select a proposal in whole or in part, or not to select a proposal, in accordance with the best interests of NCIM.