



Call for Interest

Graphic Design Services – Qualified Suppliers Pool

The National Council of Indigenous Midwives (NCIM) is looking for graphic designers — **including freelancers, sole proprietors, and small studios** — to join a pool of qualified designers. Selected designers will be offered project-based contracts over a three-year period (April 2026 – March 2029). **You do not need to be an established firm to apply.**

1. About 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.

2. Objectives & Scope of work

The objective of this Call for Interest is to identify qualified 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 NCIM. NCIM reserves the right to use created artwork in additional/future materials as desired.

The selected designer(s) will be expected to:

- Develop a range of design deliverables including but not limited to banners, social media ads, postcards, brochures, posters, reports, promotional materials, logos, infographics, web design, comic books, and instructional manuals.
- Maintain NCIM's brand identity and visual standards across all materials produced.
- Provide editable source files in formats that allow NCIM to make minor updates independently (e.g. dates, names, logos, text).

In short, we need designers who can create print and digital materials that reflect NCIM's brand identity. Projects may include social media graphics, brochures, posters, reports, infographics, logos, and web visuals. All final designs become NCIM property, and we ask that editable source files be provided so our team can make minor updates (e.g. dates, names).

3. Consultant Requirements, Qualifications & Skills (Who Should Apply)



NCIM values diverse perspectives and lived experience. We welcome applications from designers at all career stages. Indigenous designers are strongly encouraged to apply.

1. Graphic design experience with a portfolio of your work (formal credentials are not required)
2. Comfort working in both print and digital formats
3. Reliable, responsive, and able to meet deadlines
4. Experience or interest in working with Indigenous organizations (and a commitment to working within an anti-oppressive framework)

4. Budget & Suggested Timeline

Offerors should propose a budget appropriate to the scope of work. Budget varies by project and is not disclosed at this stage.

The contract period runs from **April 2026 to March 2029**. Work will be assigned on a project-by-project basis. Qualified suppliers added during this period will remain in the pool unless removed due to performance issues or at their own request. At year-end, NCIM will review the pool and may issue a refreshed CFI for the following year.

5. Submission Instructions (How to Apply)

Send us a short expression of interest that includes:

1. Your name (or business name), contact information, and a brief intro about yourself
2. Links to 3–5 work samples (website, portfolio, or PDF)
3. Your rate structure (hourly, day rate, or project-based) and what's included
4. One (1) reference with contact information
5. A brief note on your connection to or understanding of NCIM's mission (a few sentences is fine)

Language of Proposal: Proposal may be submitted in English or French.

Questions: Email Dave Musonge, Procurement Administrative Assistant, at: Dmusonge@canadianmidwives.org by December 11, 2026.

6. Instructions

Deadline: Submissions are accepted on a rolling basis. Submit your proposal as a PDF to Dave Musonge, Procurement Administrative Assistant, at: Dmusonge@canadianmidwives.org.

This CFI closes December 31, 2026, at 5:00 PM EST.

Please submit your proposal electronically in PDF format.

- Subject line: CFI – Graphic Design Services
- Filename: [Applicant Name] – CFI Graphic Design Services

Applicants are encouraged to use the attached Response Form (Appendix A) to submit their expression of interest. Submissions in your own format covering the same information are also accepted.



7. Evaluation Process

Proposals will be evaluated based on the following criteria. Additional sub-criteria that logically fit within a particular evaluation criterion may also be considered even if not specified below.

1. **Portfolio Quality and Relevance to NCIM's Work:** Portfolio Quality, Diversity of Deliverable Types, Visual Quality and Creativity, Relevance to NCIM Materials.
2. **Indigenous Experience and Cultural Competency:** Experience/knowledge of working with Indigenous organizations, commitment to working within an anti-oppressive framework.
3. **Financial Evaluation:** Cost Proposal, Completeness and Clarity of Rate Breakdown, Non-Profit Pricing, Value for Money.
4. **Past performance Evaluation:** Client References, Ability to Meet Deadlines, Responsiveness to Feedback, Quality and Reliability of Past Deliverables.

Notes:

- Factors are listed in importance.
- NCIM will always consider the best value for money.
- NCIM is a non-profit organization. Candidates should provide all discounts available to NCIM based on its status as a non-profit organization.
- NCIM may contact any candidate to clarify any response or request revised or additional information during the evaluation process.
- Following the review of Proposals, the qualified Offers may be invited to participate in an interview. If held, interviews will be conducted virtually.

8. AWARD AND GENERAL DISCLAIMER

- Qualified applicants will be added to NCIM's Qualified Supplier Pool for Graphic Design Services. NCIM may engage suppliers from this pool on a project-by-project basis, subject to budget availability and project requirements.
- Issuance of this Call for Interest does not constitute an award commitment on the part of NCIM nor does it commit NCIM to pay for costs incurred in the preparation and submission of a proposal.
- NCIM reserves the right to select a proposal as a whole or in part, or not to select a proposal, accordance with the best interests of NCIM.



APPENDIX A

Response Form – CFI Graphic Design Services

National Council of Indigenous Midwives (NCIM)

Instructions: Complete all sections below. Save this form as a PDF and email it to Dmusonge@canadianmidwives.org with the subject line: CFI – Graphic Design Services. You may also attach a separate portfolio, rate sheet, or supporting documents if you prefer.

PART A – TECHNICAL PROPOSAL

Sections 1–6 below cover your profile, experience, portfolio, reference, and connection to NCIM’s mission.

Section 1 – About You	
Full Name	
Business Name	<i>If applicable (leave blank if sole proprietor)</i>
Email	
Phone	
City / Province	
Website / Online Portfolio	<i>URL or “N/A”</i>
Brief Introduction	<i>Tell us about yourself, your background, and your design practice (3–5 sentences).</i>

Section 2 – Design Experience & Capabilities	
<i>This section helps us understand the types of design work you are experienced in and the formats you are comfortable working with.</i>	
Design Formats	<p><i>Check all that apply:</i></p> <p><input type="checkbox"/> <i>Print</i></p> <p><input type="checkbox"/> <i>Digital/Web</i></p>

	<input type="checkbox"/> Social Media <input type="checkbox"/> Other: [delete text and insert description]
Types of Deliverables	List the types of design work you typically produce (e.g. brochures, posters, social media graphics, logos, reports, infographics, web visuals, etc.).
Design Tools / Software	List the design tools you use (e.g. Adobe Illustrator, InDesign, Photoshop, Canva, Figma, etc.).
Relevant Experience	Briefly describe your graphic design experience and any specializations (e.g. non-profit, health, Indigenous organizations). Formal credentials are not required.

Section 3 – Portfolio Samples

Provide links to 3–5 design samples that demonstrate the range and quality of your work. These can be links to your website, Behance, Dribbble, Google Drive, or similar. If you prefer, you may attach samples as a separate PDF.

Sample 1	URL or “see attached”
Description	Brief description of the project, client, and your role.
Sample 2	URL or “see attached”
Description	Brief description of the project, client, and your role.
Sample 3	URL or “see attached”
Description	Brief description of the project, client, and your role.



Sample 4 (optional)	<i>URL or "see attached"</i>
Description	<i>Brief description of the project, client, and your role.</i>
Sample 5 (optional)	<i>URL or "see attached"</i>
Description	<i>Brief description of the project, client, and your role.</i>

Section 4 – Reference	
<i>Provide one (1) reference who can speak to your design work, reliability, and responsiveness.</i>	
Reference Name	
Organization	
Email / Phone	
Project Description	<i>Brief description of the work you did for them and when.</i>

Section 5 – Connection to NCIM's Mission	
<i>In a few sentences, describe your connection to or understanding of NCIM's mission. This could include experience working with Indigenous organizations, knowledge of Indigenous health, personal lived experience, or your commitment to working within an anti-oppressive framework.</i>	
Your Response	



Section 6 – Additional Information (Optional)

Use this space to share anything else you would like NCIM to know about you or your work that is not covered above.

Additional Comments

PART B – FINANCIAL PROPOSAL

This section covers your rates and pricing. It is evaluated separately from the technical proposal.

Section 7 – Rates & Pricing	
<i>Indicate your preferred rate structure. You may provide more than one option. If you have a separate rate sheet or pricing chart, you may attach it.</i>	
Rate Type	<i>Hourly / Day Rate / Project-Based / Other</i>
Rate Amount(s)	<i>e.g. \$50/hour, \$400/day, etc.</i>
What's Included in Your Rate	<i>Describe what your rate covers (e.g. concept development, number of revisions, source files, final formats).</i>
Non-Profit Discount	<i>Do you offer reduced rates for non-profit organizations? Yes / No. If yes, indicate discount or adjusted rate.</i>
Availability & Turnaround	<i>Describe your typical availability and turnaround times for projects.</i>

Section 8 – Declaration	
<i>By submitting this form, I confirm that the information provided is accurate and complete to the best of my knowledge. I understand that this is an expression of interest to join NCIM's Qualified Supplier Pool and does not guarantee a contract. I understand that NCIM may contact my reference.</i>	
Name	
Signature	<i>(typed name accepted)</i>
Date	

Questions? Email Dave Musonge at Dmusonge@canadianmidwives.org.