



## REQUEST FOR PROPOSALS (RFP)

### MATRIMONIAL REAL PROPERTY PROGRAM

#### 1.0 SUMMARY OF WORK:

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The First Nations Housing Professionals Association (FNHPA) is seeking a marketing and/or communications organization for the creation of a unique logo design that will resonate with our First Nation Housing and Lands audience that is dedicated to the Matrimonial Real Property Program. The MRP logo design will incorporate the elements of the First Nations Housing Professionals Association current logo, which are: Nature and Home Integration which symbolizes the connection between nature, woodlands, and the core mission of the MRP program.

This is a request for proposal (RFP) and not an invitation to tender. The reader is hereby advised that we reserve the right to:

- a. Accept a proposal without negotiation.
- b. Negotiate changes to the technical or financial content of the successful proposal.
- c. Cancel or re-issue this RFP at any time.

The information contained in this document is proprietary to FNHPA and may not be divulged to any third party. The contact for the purposes of this response to request for proposals is:

Carrie Zeppa, FNHP  
Manager, Matrimonial Real Property (MRP)  
First Nations Housing Professionals Association  
473 Kokomis Inamo, Unit #1  
Pikwakanagan, ON K0J 1X0

**Proposals must be submitted electronically in PDF format to: [carrie@fnhpa.ca](mailto:carrie@fnhpa.ca) by close of business (4:30 p.m. EST) on: Thursday, October 31, 2024**





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## **2.0 BACKGROUND INFORMATION:**

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The First Nations Housing Professionals Association is a national not-for-profit professional association exclusively serving the needs of individuals working for or aspiring to housing management positions with First Nations organizations or those working within the First Nation Housing Industry.

This Association's purpose is to expand housing capacity for First Nations in Canada by providing leadership to support housing professionals with services such as developing, promoting and delivering quality standards, practices, research, certification, education and capacity development services, and networking. Services will be provided to individuals and organization members who share the purpose of the association and meet criteria established by the Board of the association.

Housing professionals are key partners with their communities. They work with community members to help them access new homes and support them in maintaining healthy and safe homes as well as act as an information portal on housing trends, legislation and regulations applicable to on reserve housing. First Nations Housing requires fully trained staff in each community. Staff need the education and experience to design, finance, build, operate, manage and maintain housing assets. This means a national capacity building organization is required to provide housing staff with learning opportunities to expand their competencies to do so successfully. FNHPA is the organization to lead capacity development for First Nations housing. FNHPA will help to prepare individuals to work with new knowledge and skills and assist its members and their organizations to set strategic goals, successfully implement business plans, and deliver quality housing service programs as well as advise members, whether tenants or homeowners within the community.

As a national professional association FNHPA provides members with the following types of services:

- Competency and Ethical Standards
- Certification: courses and examination
- Education and Training
- National Conference and AGM
- Seminars/workshops
- Website/social media/networking
- Job listing service and other career supports
- Publications
- Research
- Housing and Wellness Programs
- Website Knowledge Centre, with tools, practice, articles, reports, etc.
- Promotion of both the designation and the profession
- Awards, scholarships and member discounts



The current Board of Directors includes:

- Darlene Marshall, FNHP, CIL, Chair
- Rosie Charles, FNHP, Vice Chair
- Harvey McCue, Secretary Treasurer
- Tabitha Eneas, FNHP, CIL, Director
- Lily-Anne Mt. Pleasant, Youth Director
- Seetta Roccola, FNHP, Director
- Teneal Nole, FNHP, Director
- Joanne Oskatamin-Potts, FNHP, Director
- Roxanne Harper, FNHP, CIL, Knowledge Holder

## **B. FNHPA Mandate**

The following strategic statements have been developed and approved by the Board.

### **Vision:**

***FNHPA is the centre for professional standards, certification and other services for existing and future First Nations housing professionals across Canada.***

A **mission** statement has been established to provide direction and support for FNHPA's vision.

***FNHPA supports existing and future housing professionals in serving their communities by:***

- ***Providing national standards***
- ***Delivering education and certification programs***
- ***Facilitating communication and knowledge-sharing***

To assist in providing greater direction towards achieving the vision and mission, goals have been established. These **goals** are numbered but not prioritized:

- 1. To develop capacity for housing professionals in First Nations through standard setting, certification and training.***
- 2. To attract members to FNHPA who have a desire to obtain and maintain a professional designation.***
- 3. To engage, promote and communicate while enhancing credibility.***
- 4. To support First Nations with timely and relevant products and services to enhance housing capacity.***



5. *To obtain government, business and political support, and develop partnerships with like-minded organizations.*
6. *To pursue the vision and mission in an innovative, effective and financially responsible manner.*

\*Government support includes but is not limited to: First Nations, Municipal (Regional/Local), Provincial/Territorial, Federal.

More information on the First Nations Housing Professionals Association can be found on its website at: [www.fnhpa.ca](http://www.fnhpa.ca)

### **3.0 PROJECT BACKGROUND:**

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In the Fall of 2023, the First Nations Housing Professionals Association (FNHPA) officially announced it would be taking over the administration of the Matrimonial Real Property (MRP) Program from the Centre of Excellence for Matrimonial Real Property (COEMRP). In the past, COEMRP provided information on the protection and rights available to individuals and families living on reserve; assisting with implementing the Provisional Federal Rules; and providing research on alternative dispute resolution mechanisms. During its tenure, the COEMRP also built an extensive library of resources and tools that are now housed on the FNHPA website. Through a three-year phased transitional approach, COEMRP will find its new home with the FNHPA; Canada's only national center for professional standards, certification, and services for existing and prospective First Nations housing professionals. FNHPA is enthusiastic about picking up the torch and continuing to expand upon the critical work initiated by National Aboriginal Lands Managers Association (NALMA) COEMRP.

More information on the National Aboriginal Lands Managers Association can be found on its website at: <https://nalma.ca>

#### **COEMRP Background:**

In 2013 the National Aboriginal Lands Managers Association (NALMA) responded to an Indigenous Services Canada (ISC) call for proposal for the establishment of a Centre of Excellence for Matrimonial Real Property (COEMRP). The purpose of the Centre was to operate at arm's length from the Government of Canada, and provide services such as:

- Guiding First Nations who are opting to develop their own Matrimonial Real Property laws
- Providing information on the protections and rights available to individuals and families living on reserve
- Assisting with implementing of the provisional federal rules



- Providing research on alternative dispute resolution mechanisms

Based on NALMA's extensive experience and connection to reserve land issues, on November 14th, 2013 Minister Bernard Valcourt officially announced NALMA as the host of the Centre of Excellence for Matrimonial Real Property. This was a five-year Minister's commitment which was extended on for additional three years which will end March 31st, 2021.

#### **4.0 SCOPE OF WORK**

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The First Nations Housing Professionals Association (FNHPA) seeks to engage a consulting/marketing firm to design a logo for the Matrimonial Real Property (MRP) Program. This logo will be a crucial element in establishing the program's identity and ensuring alignment with FNHPA's overall brand.

##### **Design Objectives:**

1. Incorporation of FNHPA Logo: The MRP logo must integrate elements of the existing FNHPA logo, maintaining brand cohesion while distinctly representing the MRP program.
2. Visual Symbolism - Nature and Home Integration: The logo should feature overlapping tree branches that create an outline of a home, symbolizing the connection between nature, woodlands, and the core mission of the MRP program.

National Representation: The design will include 13 elements encircling the home, representing the 13 provinces and territories. This will emphasize the MRP program's national scope and its relevance across Canada.

Craftsmanship: The design should include a subtle texture that imparts a sense of hand-made craftsmanship, reflecting the authenticity and cultural significance of the MRP program.

##### **Design Approach and Concept:**

The consulting/marketing firm will deliver a comprehensive design strategy that aligns with FNHPA's vision for the Matrimonial Real Property Program. This strategy will take into account the diverse audiences, including First Nation Housing and Lands staff, and aim to resonate deeply with these groups.





## 1. Brand Recognition

- a. Awareness and Authority: The logo should help position the First Nations Housing Professionals Association as the authoritative body for the Matrimonial Real Property Program.
- b. Consistency Across Channels: The logo must be adaptable for use across all communication platforms—digital, print, and merchandise—ensuring consistent branding and reinforcing FNHPA's identity.

## 2. Design Requirements:

- Colors: A color palette that aligns with FNHPA's brand while also being distinct enough to establish the MRP program's identity.
- Visuals: Any imagery or symbols that should be incorporated into the design to reflect the program's values and objectives.
- Design Principles: Guidelines that ensure the logo is versatile, scalable, and effective in various sizes and formats, from digital icons to large banners.

## 3. Deliverables:

- A primary logo design and any necessary variations (e.g., black and white, simplified versions).
- A style guide outlining the correct usage of the logo, including color codes, font specifications, and placement rules.
- Final logo files in multiple formats (e.g., .AI, .EPS, .PNG, .JPG).
- Mockups showing the logo in different applications (e.g., website, letterhead, merchandise).

The selected consulting/marketing firm will be expected to collaborate closely with the FNHPA team throughout the design process, incorporating feedback and ensuring the final product aligns with the vision and goals of the Matrimonial Real Property Program.

## 5.0 INFORMATION ABOUT THE CONSULTING/MARKETING FIRM REQUIRED OF A RESPONDENT TO THIS REQUEST FOR PROPOSAL:

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The Association will require the following information from the Consulting/Marketing Firm according to this RFP:

### General Information:

- Name, address and contact person for the company or individual, along with a brief background history of the company.





- Name(s) of staff to be responsible for the services and a brief summary of relevant experience.

### **Qualifications:**

- Provide work examples of logo development and creation or similar projects.
- Provide three work-related client references.
- Disclose any potential conflicts of interest.
- Elaborate on the company's or individual's collective relevant knowledge and any other value-added service it can bring to the creation and development which may not be addressed in this document.

### **6.0 BUDGET COSTS/SERVICE COSTS:**

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The proponent will include the following:

- Detailed explanation of the services the firm, company or individual is proposing to provide the Association.
- Breakdown of fees for the creation of the MRP logo for the Association.

### **7.0 REQUEST FOR PROPOSAL SELECTION PROCESS AND TIMELINE:**

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All proposals will be reviewed by the Manager, Matrimonial Real Property and the Chief Executive Officer who is responsible for the preliminary selection of the logo creation firm, company or individual. The following factors will be considered when assessing your submission:

- a. Estimate fees for the creation of the MRP logo, and;
- b. Breadth of expertise available and appropriateness to the Association's needs.
- c. Experience working with a First Nation Association or Organization.

