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## REQUEST FOR PROPOSALS (RFP) KNOWLEDGE CENTER

### 1.0 SUMMARY OF WORK:

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The First Nations Housing Professionals Association (FNHPA) is seeking a qualified marketing, web development, or digital experience firm to design and implement an enhanced Knowledge Center—a dedicated subsite within the FNHPA website. This Knowledge Center will serve as a user-friendly, visually compelling, and SEO-optimized digital library housing over 1,800 resources relevant to First Nations housing management.

The platform will be accessible exclusively to FNHPA members and must provide a seamless experience for users, with intuitive navigation, efficient search functionality, and compatibility with varying bandwidth capabilities to accommodate members in rural and remote communities.

The selected firm will be responsible for:

- Designing the overall structure and layout of the Knowledge Center subsite to improve usability and engagement.
- Ensuring the platform is optimized for speed, performance, and mobile responsiveness, with consideration for lower internet speeds.
- Incorporating strong SEO practices to enhance resource discoverability.
- Maintaining brand consistency with FNHPA's existing identity while creating a visually distinct and compelling interface.
- Meeting the project completion deadline for November 2025.

This is a Request for Proposal (RFP), not an invitation to tender. FNHPA reserves 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 this response to the request for proposals is:

Rhoda Twumasi, Marketing and Communications Manager,  
First Nations Housing Professionals Association  
473 Kokomis Inamo, Unit # 1, Pikwakanagan, ON K0J 1X0

**Proposals must be submitted electronically in PDF format to: [rhoda@fnhpa.ca](mailto:rhoda@fnhpa.ca) by close of business (4:30 p.m. EST) on Friday, October 10, 2025**



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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 Nations 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 the 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:**

- Tabitha Eneas, FNHP, CIL, Chair
- Rosie Charles, Secretary Treasurer
- Seetta Roccola, FNHP, Vice Chair
- Sasha Young, Youth Director
- Robin Cayer FNHP, Director
- Joanne Oskatamin-Potts, FNHP, Director
- Frank Horn, FNHP, Director
- Jody Mitchell, FNHP, Director
- Roxxanne Harper, FNHP, 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, and 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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The First Nations Housing Professionals Association (FNHPA) is Canada's only national center for professional standards, certification, and services for current and aspiring First Nations housing professionals. As part of its mandate to provide accessible and high-quality resources, FNHPA maintains an extensive digital library of over 1,600 resources related to First Nations housing management.

Currently, these resources are housed within the main FNHPA website. To improve accessibility, usability, and overall engagement, FNHPA is seeking to develop a dedicated Knowledge Centre subsite that will serve as an interactive, user-friendly, and visually compelling digital library for our members.

The Knowledge Centre will be a members-only resource, accessible through FNHPA membership credentials. It must offer a streamlined navigation experience, robust search functionality, and an organized structure that allows users to easily find relevant materials. Given that many of our members work in rural and remote communities with limited bandwidth, the site must be optimized for fast loading times and minimal data usage. Additionally, the Knowledge Centre must be SEO-friendly, ensuring discoverability of public-facing components, and align visually and technically with FNHPA's existing website. The final subsite must be completed and live by November 2025.

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

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FNHPA is seeking a qualified digital agency or development firm to design and implement the Knowledge Centre subsite. The scope of work includes:

**1. User Experience & Design**

- Develop an intuitive, accessible, and visually appealing interface aligned with FNHPA's brand guidelines.
- Ensure the design is mobile-responsive and optimized for various devices.
- Incorporate best practices for accessibility (AODA/WCAG compliance).

**2. Functionality & Features**

- Implement advanced search and filtering options to allow users to locate resources quickly.
- Create categorized resource sections (e.g., policy templates, guides, toolkits, webinars).
- Enable document previews and streamlined downloads for multiple file types (PDF, Word, video, etc.).
- Include member authentication and secure login functionality integrated with FNHPA's existing membership system.

**3. Performance & Technical Considerations**

- Optimize for low-bandwidth environments, ensuring fast page load times and a lightweight design.
- Ensure compatibility across browsers and devices.
- Follow SEO best practices for resource indexing and metadata.

**4. Integration & Hosting**

- Build the Knowledge Centre as a subsite integrated with FNHPA's existing website infrastructure.
- Ensure seamless navigation between the main site and the Knowledge Centre.

**5. Testing & Launch**

- Conduct usability testing with internal stakeholders and select members.
- Provide troubleshooting support and ensure full functionality before launch.

**Deliverables**

- Fully designed and functional Knowledge Centre subsite.
- Site architecture and navigation plan.
- Final design mock-ups and UI assets.
- Integrated search and categorization system.
- User guide and training for FNHPA staff to manage and update the subsite.
- Post-launch support for a minimum of 30 days.

**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 summary of relevant experience.

**Qualifications:**

- Provide work examples of website 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 Knowledge Center for the Association.

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

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All proposals will be reviewed by the Education Manager, Marketing and Communications Manager, and the Chief Executive Officer, who is responsible for the preliminary selection of the Knowledge Center creation firm, company, or individual. The following factors will be considered when assessing your submission:

- a. Fees for the creation of the Knowledge Center
- b. Breadth of expertise available and appropriateness to the Association's needs.
- c. Experience working with a First Nation Association or Organization.

**Notes:**





First Nations Housing  
Professionals Association

L'Association des professionnels de  
l'habitation des Premières Nations

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FNHPA strongly encourages submissions from First Nation-led and owned firms. All aspects of this engagement must reflect the principles of cultural safety, respect for First Nations knowledge and governance, and a deep commitment to supporting First Nations housing professionals and the communities they serve. In-person facilitation is a required component of this engagement and must be accounted for in the proposed budget and timeline.