



## Request for Proposals (RFP)

### 1.0 Summary of Work

The First Nations Housing Professionals Association (FNHPA) is seeking professional services from a marketing and communications organization to design, develop, and produce our Annual Report. This comprehensive document should highlight FNHPA's achievements, milestones, and vision while resonating with our target audience of housing professionals and stakeholders.

The selected organization will be responsible for:

- **Content Development:** Collaborating with FNHPA to refine messaging and structure for clarity, engagement, and alignment with organizational goals.
- **Design and Layout:** Creating a visually compelling design that incorporates professional-grade imagery, graphs, and charts to effectively communicate data and accomplishments.
- **Production:** Ensuring high-quality print and digital formats, optimized for multiple platforms.
- **Photography and Additional Assets:** Incorporating photos and supplementary materials provided by FNHPA or arranging professional photography if required.
- **French Translation:** Translating the final approved report into French for bilingual distribution.

This Request for Proposal (RFP) is 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 RFP is proprietary to FNHPA and must not be disclosed to third parties. All inquiries and submissions should be directed to:

Rhoda Twumasi  
Manager, Marketing & Communications  
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, January 31, 2024**

### 2.0 Background Information:

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, 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. 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
- 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





## 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 for FNHPA Annual Report RFP

The First Nations Housing Professionals Association (FNHPA) plays a vital role in supporting the professional development of housing leaders and advancing innovative solutions to address housing challenges in First Nations communities. Each year, the Annual Report serves as a cornerstone document that reflects our accomplishments, strategic initiatives, and commitment to fostering excellence in housing practices.





FNHPA is seeking professional services to create a polished, visually compelling, and comprehensive Annual Report that not only highlights key milestones and achievements but also resonates with our diverse audience of housing professionals, community members, and stakeholders. This report will serve as a tool for transparency, engagement, and celebration, showcasing our progress and aligning with our mission to empower First Nations housing professionals.

The selected organization will work closely with FNHPA to capture the essence of our year in review, ensuring that the final product adheres to our values, effectively communicates our vision, and is produced to the highest quality standards.

#### 4.0 Scope of Work

##### Scope of Work: Annual Report Creation

The First Nations Housing Professionals Association (FNHPA) is seeking professional services to develop and produce its Annual Report. This document will be designed to effectively communicate FNHPA's achievements, goals, and future plans while engaging stakeholders through both print and digital formats.

The scope of work includes, but is not limited to, the following:

**1. Project Planning and Coordination**

- Collaborate with FNHPA to define timelines, milestones, and deliverables.
- Participate in a project kickoff meeting and provide regular status updates.

**2. Content Development**

- Review and refine content provided by FNHPA, ensuring it is clear, accurate, and aligned with the organization's goals and messaging.
- Provide copywriting and editing services as needed to create compelling narratives for the report.

**3. Design and Layout**

- Create a visually appealing and professional design for the Annual Report that aligns with FNHPA's brand identity.
- Incorporate charts, graphs, photos, and other visual elements to enhance engagement and understanding.

**4. Bilingual Production**

- Translate all approved content into French, ensuring the report is accessible to both English and French-speaking audiences.

**5. Digital Annual Report Development**

- Design and develop a digital version of the Annual Report, optimized for web hosting and easy online access.
- Ensure the digital report is interactive, user-friendly, and mobile-responsive.

**6. Drafting and Review**

- Provide drafts for FNHPA's review and incorporate up to two rounds of feedback.
- Finalize all edits based on input from the Project Lead and FNHPA leadership.

**7. Printing and Delivery**

- Prepare print-ready files for the Annual Report and coordinate with FNHPA's designated printing service.
- Provide recommendations on print specifications, including paper quality, binding, and formatting.

**8. Final Production and Delivery??**







- Deliver both the print and digital versions of the Annual Report by the agreed-upon deadline.
- Ensure all deliverables meet FNHPA's standards for quality, branding, and accessibility.

This comprehensive approach will ensure that FNHPA's Annual Report resonates with its diverse stakeholders, highlighting the organization's commitment to excellence and its impactful work in the field of housing.

### **5.0 Information about the Consulting/Marketing Firm Required of a Respondent to this Request for Proposal:**

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 annual report 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:**

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 annual report development.

### **7.0 Request for Proposal Selection Process and Timeline:**

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

- Experience and Expertise:** Review the vendor's track record in producing annual reports, especially for similar organizations or industries. Experience with design, layout, content development, and data presentation will be critical.
- Creative Approach and Design:** The overall aesthetics, readability, and user-friendliness of the proposed design will be evaluated. The ability to convey the FNHPA's brand, values, and key messages, vision and impact through visual elements is crucial.
- Understanding of the Organization:** The vendor's understanding of the organization's goals, values, and objectives, and their ability to reflect this in the report.





- d. **Content Strategy and Development:** The vendor's approach to content creation, including how they plan to gather, organize, and present the required information.
- e. **Timeline and Project Management:** The ability of the vendor to meet deadlines and manage the project efficiently. This includes providing a realistic timeline for drafting, revising, and finalizing the report.
- f. **Cost:** The bid should include a detailed breakdown of costs, ensuring that it aligns with the budget. The overall value provided for the proposed cost will be an important factor.
- g. **Quality of Samples:** Review the quality of previous annual reports or similar documents produced by the vendor. These samples will give insight into their capabilities in terms of writing, design, and presentation.
- h. **Technical Requirements:** Consideration of any technical specifications such as file formats,
- i. **Collaborative Approach:** The vendor's willingness and ability to work closely with your team to ensure the annual report is comprehensive and accurate.

