

Issued on May 13, 2022
Deadline May 31, 2022, 5pm EST

Organization Information

YWCA Canada is a leading voice for women, girls, Two-Spirit and gender diverse people. For over 150 years, we've been at the forefront of a movement: to fight gender-based violence, build affordable housing and advocate for workplace equity. We work to advance gender equity by responding to urgent needs in communities, through national advocacy and grassroots initiatives. Local YWCAs invest over \$258 million annually to support over 330,000 individuals across the nation. Today, we engage young leaders, diverse communities, and corporate partners to achieve our vision of a safe and equitable Canada for all.

Mission

YWCA Canada's Vision

Women and girls empowered in a safe and equitable society.

YWCA Canada's Mission

Advance gender equity through research, advocacy and sustainable Member Associations.

YWCA Canada is a national, charitable organization committed to equity and equality for all self-identified women and girls. Applicants should be comfortable working within an organization that works from a feminist perspective.

YWCA Canada promotes the principles of anti-oppression and adheres to the tenets of the *Ontario Human Rights Code*. We encourage applications from self-identified women of all races, colour, ethnic origins, religion, abilities, gender identities and sexual orientations.

Project Specifications

Tied to a larger vision of assisting low-income families across the national movement, YWCA Canada is committed to envisioning and implementing strategies and tools to make financial opportunities accessible and to heighten the financial literacy skills of people nation-wide.

YWCA is launching two financial literacy programs funded by ESDC to increase the uptake of the Canadian Learning Bond (CLB) among low-income, single-parent, and newcomer families across Canada with the ultimate goals of improving access to higher education and improving financial acumen among the families. YWCA is working to develop a robust train-the-trainer curriculum that educates Member Association staff who then can effectively integrate financial literacy into their existing programming.

YWCA Canada is accepting proposals for a curriculum developer to support us in this work.

Scope of the Work

This project includes project management to ensure all deliverables are met by deadlines, it will include the development of resources and procedures informed by YWCA stakeholders.

The core elements include the development of the following:

- The project will include both French and English.
- Develop a train-the-trainer program to support YWCA MA project staff to deliver and incorporate Financial Empowerment training programs into existing programs and services. This will include developing a toolkit for two complementary projects that will include:

Training Materials for Service Workers

- Money-management and mindset modules and training videos around applying for and enrolling in the Canadian Learning Bond, budgeting, opening and maintaining bank accounts, debt, credit, loans, importance of savings, and the importance of post-secondary education
- Development of minimum 5 workshops that can easily be delivered by Member Associations
- 5 conversation starter worksheets/modules for conversation circles
- Promising practices for outreach, engagement, and delivery of CLB workshops
- Training for youth vs. parents/guardians

Plain language financial literacy education resources for people

- Instructions on how to obtain legal documentation required for CLB enrollment
- Instructions on how to navigate online banking
- Long term, sustained financial confidence with future-oriented program focus on how they can withdraw later down the line (flowchart style visual step-by-step instructions)
- FAQs, and common myths
- Online repository with downloadable content
- Glossary of keywords and definitions
- Materials will need to be basic, plain, trauma-informed, positive, accessible, and not intimidating
- CLB eligibility checklist in plain language

The consultant/ firm will:

- Have solid financial acumen and experience developing similar programs
- Review project research and incorporate findings into curriculum and resources
- Use project management platform such as Trello over the life of the project
- Knowledge of YWCA or federated non-profit organizations is an asset
- Working in French is an asset.

Timeframe

Call for Proposals disseminated	May 13, 2022
Response to questions	May 24, 2022
Deadline for Proposals	May 31, 5pm EST
Phone interviews with short listed proponents	May 30 – June 2, 2022
Successful proponent confirmed and notified	June 6, 2022
All applicants notified	June 6-10, 2022
Work plan presentation	June 30, 2022
Train the Trainer Online Session	August 15-23, 2022
Completion of Work	October 3, 2022

Proposals must adhere to the following format:

Executive Summary

Touch on the pertinent points in the proposal you wish to highlight, including an overview of the project schedule and costs.

Firm Profile

Provide a brief summary of your firm and accomplishments.

Firm Experience and Expertise

Provide a summary of related experience working with a national organization, starting with the most recent. Outline specific experience working with a federations, feminist or women's organizations. Provide samples of previous training, resources, curricula that the firm has developed. Ability to work in both French and English is an asset.

Project Team

Clearly identify key members who will work on this project, provide a short summary of their expertise and roles. If you will use sub-contractors, please provide details of their roles and expertise here.

Proposed Approach and Methodology

Describe your approach to performing the contracted work. This should include, but not limited to, the following:

- Any conceptual ideas and creativity
- Project plan
- Type of services provided
- Discuss your project plan outlining major tasks and responsibilities

Pricing

This includes all deliverables. Your quote must identify various phases of work, technical and design. All pricing must be in Canadian dollars. Prices quoted should include HST.

There is a \$40,000 budget inclusive of taxes. Your quote

References

The Proponent shall include two references with their proposal. Include the complete company name, contact person complete with title, and phone number and email.

Criteria Points

Evaluation Criteria	Points
Project approach and methodology	20
Cost of services and products to be provided	20
Firm/Consultant's experience / expertise and professional staff	20
Demonstrated understanding of YWCA Canada/federation principles and ability to take on project	15
Ability to work in French & English	5
Experience working with women's non-profit organizations	10
Innovation and creativity	10
Total	100

This is an open and competitive process.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

Contract Terms

YWCA Canada will negotiate contract terms upon selection.

Proponent Submissions

All proposals must be submitted electronically, preferably in PDF format.

Please direct all responses to this RFP and/or any questions to:

Natasha Stephens, Project Coordinator, National Office
416-962-8881 nstephens@ywcacanada.ca

For more information about YWCA Canada visit www.ywcacanada.ca or find us on Twitter @YWCA_Canada or Facebook at www.facebook.com/ywcacanada.