

Children's Aid Society SD&G
P.O. Box 983
150 Boundary Rd.
Cornwall, Ontario
K6H 5V1



January 23, 2008

**PROPOSAL REQUEST
RFP#01-2008 PUBLIC RELATIONS CAMPAIGN**

Dear Sirs,

You are invited to submit a sealed proposal for a Public Relations Campaign to The Children's Aid Society of Stormont, Dundas and Glengarry as per our specifications.

The proposal should be clearly marked "RFP#01-2008 Public Relations Campaign" and delivered to Mr. Steve Marks, Director of Corporate Operations, The Children's Aid Society of Stormont, Dundas & Glengarry, 150 Boundary Road, Cornwall Ontario K6H 6J5, no later than February 15, 2008.

Proposals received after the closing time will not be accepted.

Sincerely,

Steve Marks
Director of Corporate Operations

Children's Aid Society Stormont, Dundas & Glengarry

PROPOSAL REQUEST

#01-2008

PROPOSAL FOR PUBLIC RELATIONS CAMPAIGN

January 2008

**Children's Aid Society Stormont, Dundas & Glengarry
150 Boundary Road
CORNWALL, ONTARIO**

REQUEST #01-2008

Supply of Public Relations Campaign Proposal as per Specification, General Conditions and your additional proposals (attached).

This proposal is submitted by:

(Name)

(Address)

(Telephone)

TO DIRECTOR OF CORPORATE OPERATIONS OF THE CHILDREN'S AID SOCIETY OF STORMONT, DUNDAS & GLENGARRY.

- (1) I/We declare that no person, firm or corporation other than the submitter has any interest in this proposal or in the proposed contract for which this proposal is made and to which it relates.
- (2) I/We further declare that this proposal is made without any connection, knowledge, comparison of figures or arrangement with any other person or persons making a proposal for the same work and is in all respects fair and without collusion or fraud.
- (3) I/We further declare that no member of The Children's Aid Society is, shall be, or shall become interested, directly or indirectly, as a contracting party, partner, stockholder, surety or otherwise in or in the performance of the work, or in any portion of the profits thereof, or any such supplies to be used therein, or in any of the monies to be derived therefrom.
- (4) I/We further declare that the several proposed matters stated in this proposal are in all respects true.
- (5) The undersigned have carefully read the Specifications, General and Special Conditions of this Proposal Request and otherwise satisfied ourselves as to the conditions under which the service is to be provided and do hereby propose to enter into contract with The Children's Aid Society for the supply of the services according to the Proposal.
- (6) Acceptance of this Proposal shall be considered a binding contract upon both parties.

DATED AT

THIS _____ DAY OF _____ 2008.

Name

Address

Telephone

Authorized Official & Title

Signature

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1.0 INTENT OF PROPOSAL

It is the intent of Children's Aid Society of Stormont, Dundas & Glengarry (Children's Aid Society) to call for a proposal relating to a Public Relations Campaign. This document constitutes an Invitation to solicit proposals from selected Vendors to supply a Public Relations Campaign.

1.1 BACKGROUND INFORMATION

The Children's Aid Society of Stormont, Dundas & Glengarry is a not-for-profit charitable organization that provides child welfare services to the United Counties of Stormont, Dundas and Glengarry. These services are mandated under the Child & Family Services Act of the Province of Ontario. The offices of the Agency are located in Cornwall.

The fiscal operating budget of the agency is approximately \$22,000,000 which is funded 100% by the Ministry of Children & Youth Services, a sub agency of the Ministry of Community and Social Services.

Approximately 95% of revenues come from provincial government funding while the balance is obtained through the receipt of the child tax credit for children in our care, and expenditure recoveries from other Children's Aid Societies, GST, and other small miscellaneous amounts. Expenditures include salaries and benefits, and payments to foster homes and outside paid institutions, making up approximately 80% of net expenditures. Other expenditures include administrative costs and additional costs for caring for children in care and protection families.

The Society presently has approximately 350 children in care and works with a large number of families. The Society employs approximately 120 staff.

On Feb. 13, 2006, a public inquiry opened in Cornwall, Ont., into a case that has dogged the region for decades. It involved allegations that a ring of pedophiles had operated in the eastern Ontario community since the late 1950s. As the local Child Protection Agency we have been referenced on a number of occasions during the testimony. In a number of these references the Society has received negative publicity as a result of the testimony.

In 2008 the Society will celebrate its centennial year.

2.0 CLARIFICATION

Proposers shall promptly notify the Purchasing Agent of any ambiguity, inconsistency or error which they may discover upon examination of specification documents.

Proposers desiring clarification or interpretation of the specification documents shall make a written request which must reach the Purchasing Agent at least seven (7) calendar days prior to date and time for response receipt.

Interpretations, corrections and changes made to the specification documents will be made by written addenda.

Oral interpretations/changes to Specification Documents made in any other manner, will not be binding on the Children's Aid Society of SD&G; proposers shall not rely upon oral interpretations.

Any questions related to this proposal may be directed to:

Mr. Steve Marks
Director of Corporate Operations
150 Boundary Road
Cornwall, Ontario K6H 5V1
Tel: (613) 938-5300

3.0 PROCESS FOR PROCUREMENT & SCHEDULE OF EVENTS

The following progressive steps represent the process which The Children's Aid Society will apply.

	<u>Date</u>
1. Issuance of Request for Proposal (RFP)	January 24, 2008
2. Submission of Proposals Closing Date	February 15, 2008
3. Evaluation of Proposals and selection of Vendor	February 20, 2008
4. Confirmation of selection by Society	February 29, 2008
5. Meet with successful vendor and develop transition plan (if required)	TBD
6. Implementation date	TBD

The Children's Aid Society reserves the right to alter any date in this time table for this planned proposal call.

Any Vendors responding to this RFP do so at their own risk. No cost for the request for proposal or receiving of proposal will be incurred by The Children's Aid Society.

4.0 GENERAL TERMS AND CONDITIONS

4.1 CLOSING TIME AND DATE

Proposals must be returned in an envelope clearly marked "Public Relations Campaign" on or before 4:30PM, February 15, 2008. As part of the selection process your firm may be asked to make a presentation to the Public Relations Campaign Selection Committee.

The proposals should be addressed to:

Mr. Steve Marks
Director of Corporate Operations
150 Boundary Road
Cornwall, Ontario
K6H 6J5

Late proposals will not be accepted.

4.2 OPTIONAL ALTERNATE PROPOSALS

Additional information and related costs of alternate or optional services you feel may be a benefit or offer cost savings to the Society should be attached to your proposal.

4.3 METHOD OF AWARD

Final selection and award will be determined by February 29, 2008.

4.4 REJECTION OF PROPOSAL

The Children's Aid Society reserves the right to reject any or all proposals or accept any proposal as deemed in the best interest of the Society.

4.5 CANCELLATION

Timely, cost effective, and quality service in performing the Society's Public Relations requirements is essential. If in the opinion of the Society, the level of service received is not satisfactory, you will be notified in writing of the item(s) requiring improvement. If after thirty days there is still no improvement, The Children's Aid Society reserves the right to cancel the Contract with sixty days written notification at no cost to the Society.

4.6 PROPOSER'S REPRESENTATION

Each proposer by signing and submitting an offer, represents that he/she has read and understands the specification documents, and the offer has been made in accordance therewith.

Each offer for services further represents that the proposer is familiar with the local

conditions under which the work will take place, and has correlated the observations with the requirements of the RFP.

All date recognition and processing by the software/firmware/ hardware / equipment / system will include the four-digit-year format and will correctly recognize and process the date of February 29, and any related data, during Leap years.

4.7 SITE VISIT

Proposers wishing to have a site visit must make arrangements at least 48 hours in advance.

5.0 SPECIFICATIONS

The following specifications are not exhaustive of any and all other features that might be offered in the proposal but form a minimum requirement.

1. Interviews with management and other key personnel
2. What are the current issues, problems, and opportunities?
3. Define the "publics" or audiences whom we now influence (customers, vendors, trade media, competition, internal staff, etc.)
4. Assess the attitudes and concerns of customers, employees, vendors, local community, and other target audiences
5. Review current media outlets and media contact list and assess whether or not there is adequate coverage in desired segments
6. Literature review of all marketing communications materials, corporate literature, articles archive, press kit, advertising, press clippings, logo, etc.
7. Create written audit report
8. Current substantive PR goals of the Society
9. Target audiences and behavioral changes desired from them
10. Messages and current themes being conveyed and how effective we are in conveying them and influencing behavior
11. Changes required in attitudes, opinions, and beliefs of target audiences in order to bring about the desired behavioral changes
12. Define audience(s) we wish to influence and how we wish to influence them in order to increase visibility through our PR function
13. Develop external website model

14. Define measurables and evaluation methods or otherwise define what success or "satisfaction" with our PR efforts looks like
15. Set new goals, refine our plan, and set new PR goals and objectives for continuous improvement and growth
16. Proposal must be within our financial scope of \$50,000.

6.0 EVALUATION CRITERIA

To help identify all relevant costs, and to aid in the evaluation process, you must complete a pricing summary and append to this document. Narratives and detailed descriptions of the services to be provided can be explained elsewhere in your proposal but the pricing summary must be completed.

A committee will be assigned the task of reviewing the proposals received.

The committee may request documentation from Proposer(s) of any information provided in their proposal response, or require the Proposer to clarify or expand qualification statements.

The committee may also require a site visit and/or verbal interview with a Proposer or select group of Proposers to clarify and expand upon the proposal response.

The Children's Aid Society of SD&G reserves the right to reject any and all proposals and to waive any irregularities or informalities.

If there are any areas that you are unable to comply with our requirements, please specify that item and suggest an alternate solution.

The award of a contract resulting from this Request for Proposal shall be based on the best proposal, not necessarily the lowest, received in accordance with the following evaluation criteria:

- Cost and Ongoing Service
- Innovativeness of proposal
- Experience & reliability
- Past Performance
- Related Public Sector Experience

The signed proposal shall be considered an offer on the part of the proposer. Such offer shall be deemed accepted upon issuance by the Children's Aid Society of SD&G of purchase orders, contract award notifications, or other contract documents appropriate to the work.

No offer shall be withdrawn for a period of ninety (90) calendar days after the time and date established for receiving offers, and each proposer agrees in submitting an offer.

In case of a discrepancy between the unit prices and their extensions, the unit prices shall govern.

The RFP process is designed to be a competitive negotiation platform, where price is not required to be the sole determinative factor; also the Children's Aid Society of SD&G has the flexibility to negotiate with a select firm or selected firms to arrive at a mutually agreeable relationship.

Please provide at least three references. These references should be current clients who have campaigns similar to that which contained in your RFP.

The best and final offer should be given with your submitted proposal.

7.0 CONFIDENTIALITY

Proposer agrees to abide by all applicable laws and regulations concerning the handling and disclosure of client private and confidential information. The proposer shall ensure that all personnel attending to the supply of the chosen campaign will sign confidentiality statements. Further, any personnel with known prior or current contact as a client with this or any other Children's Aid Society shall not be permitted to participate with the on site portion of the project.

The proposer agrees to hold the Children's Aid Society SD&G harmless from any claims resulting from the proposer's unlawful disclosure or use of private or confidential information.