
Request for Proposals: 2016 Save the Children Annual Report

OPPORTUNITY

Save the Children is seeking a partner to design and produce its 2016 Annual Report and supporting communication products that will be shared with the organization's internal and external stakeholders.

PROJECT OBJECTIVES

This project will serve three of Save the Children's immediate goals:

1. To strengthen and leverage the Save the Children brand through the design and production of our 2016 Annual Report;
2. To support the stewardship of existing and potential donors, foundations and corporate partners, and to communicate our work to others in the Save the Children International (SCI) family;
3. To use the organization's 2016 Annual Report to highlight our dual mandate (development and emergency preparedness and response), pillars of development and niche areas of work, and as a high-profile demonstration of how we're helping children and families around the world reach their full potential;

BUDGET

The total budget for this project is \$15,000. This must include all design, consultation, and file preparation/delivery.

TIMELINE

RFP launch date: Monday, February 6, 2017

Question cut-off date: Tuesday, February 21, 2017 at 4 pm

Deadline for submissions: Monday, February 27, 2017 at 4 pm

Evaluation deadline: Friday, March 3, 2017

Contract period: March 3, 2017 – July 26, 2017

BACKGROUND

Save the Children is the world's leading independent organization for children, delivering programs and improving children's lives in more than 120 countries worldwide. We are committed to achieving immediate and lasting change for the world's most vulnerable. Our programs reached more than 62.2 million children in 2015. Learn more here: www.savethechildren.ca or follow us on Twitter (twitter.com/savechildrenca), Facebook (www.facebook.com/savethechildren.ca) and Instagram ([@savethechildrenca](https://www.instagram.com/savethechildrenca)).

Vision statement

Our vision is a world where every child attains the right to survival, protection, development and participation.

Mission statement

Our mission is to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives.

Organization goals and focus

Save the Children works in over 120 countries around the world to deliver programs, and advocate and campaign for better practices and policies to fulfill children's rights. We ensure that children's voices are heard, particularly those of children most marginalized or living in poverty. To achieve these goals, we collaborate with children, civil society organizations, communities, governments and the private sector to share knowledge, influence others and build capacity to ensure that children's rights are met.

To make an immediate and lasting impact on the lives of children, we focus on the following areas of development:

- Health and Nutrition
- Gender
- Education
- Youth Livelihoods
- Child Rights Governance
- Child Protection
- Emergency Preparedness and Response

Thematic Areas:

- Children and Work
- Gender

STATEMENT OF WORK**Phase 1**

The successful vendor will work with Save the Children to refine a concept for the 2016 Annual Report. This will translate into an engaging visual representation of our work that can be used in multiple platforms (i.e. print, online).

Phase 2

The successful vendor will work with Save the Children to design a 2016 Annual Report, and accompanying visual social media elements, which satisfies our reporting requirements and integrates the concept clarified in Phase 1 of this project.

PROJECT BACKGROUND AND RATIONALE

Annual Report & Communication Products specifications (estimates based on past reports):

- Approximately a 30-page report (both English and French layout required; translation will be the responsibility of Save the Children)

REQUEST FOR PROPOSALS: 2016 ANNUAL REPORT

February 6, 2017

- Supporting social media products (i.e. graphics, infographics, video, etc.) that will be used to visually engage and promote the completed Annual Report once published.

REQUIRED KEY ACTIVITIES, DELIVERABLES AND TIMELINES
Phase 1: Concept Development – March 3 – April 7

Timeline	Activity
March 6	Kickoff meeting with key Save the Children staff to obtain strategic guidance for Phase 1 of the project.
March 7 – March 17	Work with Save the Children communications team on concept development for the Annual Report.
March 20 – April 7	Deadline for delivery of at least two creative concepts for the Annual Report.

Phase 2: Annual Report Design and Production – April 7 – July 26

Timeline	Activity
April 7 – May 19	Design of Annual Report for both English and French versions and accompanying social media products. <i>Final approved content (except financial information) to be provided to successful vendor on or before May 5.</i>
May 22 – 26	Review and approval by Save the Children.
June 5 – June 9	Edits to documents made and approved.
July 10 – 14	Final financial information to be provided to the successful vendor.
July 17 – 21	Final review and approval by Save the Children.
July 24 – 26	Final documents prepared and sent to Save the Children.

REQUIRED PROPOSAL ELEMENTS AND EVALUATIVE WEIGHTING

The proposal must include the following information:

Proposal Elements	Evaluative Weighting
Brief description of vendor and introduction to key staff members and experience in content related to international development, and/or children and youth, and/or not-for-profit organizations.	20%
A description of proposed work, timelines and draft budgets associated with implementation options.	40%
Previous work, with an emphasis on print design related to international development, and/or children and youth, and/or not-for-profit organizations.	30%
References (three relevant references to be provided).	10%

PROPOSAL SELECTION CRITERIA

Applicants will be assessed in accordance with their ability to meet the following criteria:

- Value for money;

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- Save the Children's confidence in vendor's ability to understand our work, our approach to development and children's rights, and our audiences;
 - Demonstrated ability to do work relevant to international development, children and youth, and not-for-profit organizations;
 - Design strength;
 - Client references;
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CONTACT INFORMATION

Interested parties should forward their questions by e-mail no later than **Tuesday, February 21** at 4 pm to:

Daniel Kim
Communications Officer
Tel: (416) 218-1894
Email: dkim@savethechildren.ca

Interested parties should forward their complete proposals no later than **Monday, February 27** at 4 pm to:

Daniel Kim
Communications Officer
Tel: (416) 218-1894
Email: dkim@savethechildren.ca