

Request for Proposals

DEADLINE EXTENDED

For a 1-Year Marketing and Communication Plan for **Recognition Counts** a program of SEED Winnipeg Inc. in partnership with Assiniboine Credit Union (ACU)

Release date: Friday, December 3, 2021

Submission deadline: Sunday, January 16, 2022

Proposals should be submitted to:

sandra@seedwinnipeg.ca

or

Attn:

Sandra Leone
SEED Winnipeg Inc.
80 Salter St.
Winnipeg, MB R2W 4J6

1. Introduction

Recognition Counts is a program that provides accessible, flexible and personal low interest loans to assist skilled immigrants to Manitoba with qualification recognition, upgrading and/or training needed for employment in the fields for which they have education and experience obtained outside of Canada.

Recognition Counts is seeking competitive proposals for a professional marketing and communications consultant/organization to undertake the preparation of:

- A 1-year (April 2022 – March 2023) Marketing and Communication Plan to promote the loan in Manitoba.

2. Background

Recognition Counts, program of SEED Winnipeg, delivered in partnership with Assiniboine Credit Union (ACU), was officially launched on October 12, 2012. The loans are for skilled immigrants who need recognition of their qualifications to be able to enter the workforce at levels that are commensurate with their education and skills.

As of March 31, 2021, 391 loans have been delivered for a total amount of \$3,273,925

The roles of the partners are:

SEED: facilitation of the loan referral process and providing financial training if needed

ACU: approval and delivery of loans

In addition, SEED also partners with different employment and settlement agencies in Manitoba. These organizations assist potential loan clients in developing their Career Action Plan.

The program serves individuals in regulated and non-regulated professions and trades and is funded in part by the Government of Canada's Foreign Credential Recognition Program and the Province of Manitoba's Advanced Education, Skills and Immigration - Immigration Division.

The program reaches clients mostly living in Winnipeg and efforts have been made during the last 3 years to increase the participation of individuals living outside of Winnipeg in urban and rural areas. The program goal is to increase the number of loans by July 31st, 2022 and to sustain these numbers beyond that date.

3. Objectives

The 1-Year Marketing and Communication Plan will support achievement of the following objectives over the next year (2022)

1. Increase awareness of *Recognition Counts* and the number of clients accessing the loan program in Manitoba
2. Increase client's information sessions attendance and application numbers to the program
3. Increase *Recognition Counts* online and social media presence
4. Strengthen and expand the program outside of Winnipeg to urban and rural areas of Manitoba
5. Increase awareness of the program to other service providers and organization
6. Increase the number of partnerships and referrals

Target audiences include:

- The general immigrant population of Manitoba
- Internationally Educated professionals
- Individuals who plan to move to Canada and establish themselves in Manitoba
- Potential clients who are not aware of the many settlement services available in the province
- Current and potential referral partner organizations in Winnipeg as well as in targeted areas outside of the city

4. Deliverables

Deliverables include:

- Presentation to *Recognition Counts* staff and relevant stakeholders of a draft, and final report of a 1-Year Marketing and Communication Plan which includes a monthly activity schedule that details methods and messaging
- Electronic and hard copy versions of the 1-Year Marketing and Communication Plan

*Note: any communication materials directed to clients and potential clients must be in plain language.

5. Requirements

In preparing the 1-Year Marketing and Communication Plan the consultant/organization will:

- Collaborate closely with SEED
- Consult with other stakeholders such as existing/potential referral partners (both in Winnipeg and outside of Winnipeg)
- Make recommendations that are achievable within the resources available

Proposal and Project Timelines:

Request for proposal release date:	December 3, 2021
Request for proposal closing date:	January 16, 2022
Review and notify short listed proposals:	January 19, 2022
Proposal presentation by short listed proponents:	January 26, 2022
Final decision communicated to accepted proponent:	February 2, 2022
Project start date:	February 8, 2022
Presentation of draft plan:	March 22, 2022
Presentation of final plan and materials:	April 7, 2022
Project end date (deliverables met):	April 15, 2022

6. Budget

A budget of \$25,000 Canadian, including all applicable taxes and associated costs has been assigned to this project.

7. Proposal Submissions

All proponents are required to provide the following information with their submissions:

- A summary of demonstrated experience
- The organization's profile or consultant's C.V.

- List of team members involved in the project, their title and responsibilities related to this project and a brief bio of each
- A detailed proposal of what will be delivered and when, including expected outcomes and benefits for *Recognition Counts* (no more than two pages)
- A detailed schedule of all activities, including milestones, project meetings, interim reports and progress reports required for this project
- A detailed project budget
- A minimum of three (3) client references from projects of a similar size and scope if possible

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Encl.

Poster and Brochure
Info session Powerpoint presentation