



**REQUEST FOR PROPOSALS:
Marketing Agency of Record**

**Issuing date: Friday, May 20, 2022
Closing date: Friday, June 17, 2022**

1.0 Purpose

Daily Bread Food Bank is searching for a partner Marketing Agency of Record (AOR).

We imagine that this new partner will review the organization's top of mind awareness trends, media relations activities, donor and volunteer segmentation analyses and current brand positioning to propose strategic development of brand refresh. This process will include engagement with a variety of stakeholders including, but not limited to, the people we serve, volunteers implementing our mission, and the organization's leadership.

Daily Bread Food Bank will work with AOR on a cost-plus basis to develop and execute brand reinforcement projects including:

- Brand refresh
- Full website redesign
- Impactful video content strategy
- Dynamic content email strategy

And we won't stop there! We are a creative, mission-centric organization that is also willing to learn. As a result, the organization is open to new and innovative ideas that will help drive our mission forward. We want our strategic partner to tell us what we may not know.

2.0 About Daily Bread Food Bank

Established in 1983, Daily Bread Food Bank works towards long-term solutions to end hunger and poverty and runs innovative programs to support low-income families and individuals experiencing food insecurity. Daily Bread distributes fresh and shelf-stable food, and home-cooked meals to 189 food programs at 126 member agencies across Toronto. Daily Bread also publishes the influential [Who's Hungry](#) report - an annual survey measuring trends in food insecurity and poverty in Toronto to educate the public and spark policy change.

Vision	End hunger in our city.
Mission	We collaborate with all to eliminate food insecurity and advocate for solutions to end poverty.
Values	<ul style="list-style-type: none">• Rights-Based: We believe that food is a human right.• Evidence-Based: Our actions are informed by evidence and form impactful solutions.• Creative: We continuously pursue new and refined solutions to serve the needs of our communities.• Equitable: We embrace diversity of thought and actions and prioritize the voices of those affected by poverty.
Priorities	<ul style="list-style-type: none">• Facilitate food access: Execute best in class collection and distribution of quality food through member agency network.• Activate our city: Provide inspiring opportunities for everyone to participate in our mission, through giving, volunteering, and advocating.

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| | <ul style="list-style-type: none">• Advocate: Mobilize communities to advocate for system changes that will positively impact those experiencing poverty. |
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Summary of 2024 Strategic Goals:

1. By 2024, all clients will have access to three days of food per weekly visit, based on redesigned offerings that are guided by client preferences and feature fresh, nutritious food.
2. Daily Bread will harness the collective power of our community to create a city where every person can afford the food they need.
3. By 2024, Daily Bread will improve the client, agency, and employee experience, and generate business intelligence by modernizing the supply chain from food forecasting to client delivery.
4. Daily Bread will enable the resiliency and growth of our network with targeted investments around capacity, service supports and partnerships.
5. Daily Bread will be the place that passionate, diverse, and values-driven people join, and stay, to enact change.
6. By 2024, Daily Bread will activate donors, corporations, fundraisers, and volunteers to raise \$20M annually and enough food donations to meet our annual food goals.

3.0 Statement of Work

3.1 Scope of Work:

The proponent will be involved in, but not limited to, the following:

- **Brand refresh:**
 - Analysis and evaluation of Daily Bread's current brand.
 - Engagement with key internal stakeholders to propose strategic development for brand refresh.
 - New organizational branding may include new/updated logo, tagline, colours/fonts, acronym, and other relevant associated materials.
 - Implementation of brand on website.
 - Development of new brand guide, toolkit, and roadmap to roll out new/updated brand.
- **Full website redesign:**
 - Overall plan and project management of full website redesign.
 - Content audit and copywriting.
 - Development of project budget and key milestones.
 - Liaising with key stakeholders.
 - Status updates to ensure project stays on schedule and on budget.

- Website launch plan and execution.
- **Video content:**
 - Develop impactful video content strategy to demonstrate Daily Bread’s impact in the community.
 - Lead scripting, storyboarding and production of video and/or other visual content.
 - A minimum of 5 key videos to be developed for an audience that includes donors, volunteers, advocates, and general public.
 - Video content for social media.
- **Dynamic content strategy:**
 - Provide strategic insight to inform Daily Bread’s dynamic email content strategy.
 - Content and A/B testing recommendations.
 - Email marketing efficiency.
- **Overall strategic marketing direction and support:**
 - Provide support as needed with Daily Bread’s ongoing initiatives including social media, development of marketing collateral, media plans, special events, etc.

3.2 Existing Agency Relationships

Daily Bread currently works with a team of contractors for graphic design, print, video, paid digital marketing, etc. A contract with successful partner may be on a non-exclusive basis. Daily Bread reserves the right to request alternative bids for select pieces of work during the term of the AOR contract, and/or perform certain functions in-house or through contractors as needed.

4.0 Proposal Requirements

Bidders must include the following components when responding to this RFP:

4.1 Agency Background and Experience

The proponent must:

- Provide relevant information pertaining to its history, agency philosophy and growth trends.
- Describe what agency considers to be strongest competitive advantage.
- Describe relevant experience in marketing in the non-profit sector, particularly in relation to issues of poverty and food insecurity.
- Demonstrate familiarity with Daily Bread’s history, current state, mission, vision, values, and strategic goals.
- Demonstrate capacity to support and guide marketing efforts from a Rights-Based, equitable, diverse, and inclusive lens.

4.2 Account Personnel

Proposals must specify the names and relevant qualifications of each of the team members who will be assigned to the Daily Bread account, and the role each will play in overall account management.

Geographic location from where management will take place should also be included.

4.3 Agency Clientele

Proposals must contain current client list, specifying national, regional, local accounts, and include a brief outline of scope of services provided to each client.

4.4 Agency Resources

Submissions shall identify proposed key areas of account management, clearly highlighting capabilities and expertise in the following areas:

- Overall brand development and management
- Strategic marketing
- Creative design and development
- Website design and management
- Video production
- Copywriting
- Social media strategy, planning and development
- Media planning and buying, including digital
- Measurement strategies
- Community relations and partnership development

4.5 References

Please provide a minimum of three written letters for client references, for purposes of reference checks to be conducted by Daily Bread at its discretion.

4.6 Account Administration

Proponents shall outline their proposed procedures related to the administration of Daily Bread's account. This should include:

- Estimates for each of the key projects outlined under Scope of Work
- Rate structures
- Billing schedules
- Budget tracking and expense reporting
- Status reports and meeting scheduling to discuss account progress
- Program evaluation and success metrics
- Any other relevant information

4.7 Agency Remuneration

Proponents shall outline all fees, expenses, and incidental charges for which they expect to be reimbursed over the term of contract. All pricing information is to be quoted in Canadian dollars (plus HST).

4.8 Agency Approach to Implementation

Proponents are requested to outline in detail the approach to be taken to begin work immediately upon being awarded AOR contract. Please include details such as initial meeting schedule, research, presentations, relevant insights, etc.

4.9 Samples of Work

Please supply three samples of the agency's most innovative, strategic work in the past two years. Include the following:

- Campaign objectives
- Creative plan
- Media plan
- Integrated components
- Budget (planned vs final)
- Analysis of campaign effectiveness

Please identify team members responsible for this work, and indicate if they are currently employed with agency, and whether they will be assigned to Daily Bread's account.

4.10 Conflict of Interest Guidelines

The successful AOR must agree to the following for the duration of the contract:

- Not to accept or engage in any activities that either impair, or may reasonably be perceived as likely to impair or diminish its ability to perform its responsibilities as Daily Bread's AOR.

5.0 RFP Schedule

Please note these timelines may be subject to change and will be communicated to any proponents who submit a bid and/or are short-listed.

Milestone	Key Date
Request for proposals issued	Friday, May 20
Last day for questions / inquiries	Friday, June 3, 4:00pm ET
Proposal submission deadline	Friday, June 17, 4:00pm ET
Daily Bread Food Bank tours with CEO may be booked during this period	Monday, May 30 – Friday, June 10
Evaluation of proposals by Daily Bread team	Monday, June 27 – Thursday, June 30
Short list selection and notifications	Monday, July 4 – Wednesday, July 6
Proponent presentations	Week of July 11
Final award notification to successful proponent	Week of July 18

6.0 Short List Presentation

Short listed proponents will be invited to make an in-person presentation to Daily Bread internal stakeholders the week of July 11, 2022.

Presentations will either be held on-site at Daily Bread, 191 New Toronto Street, Toronto, or at the agency's offices. The schedule and order of presentations will be determined upon completion of the short list. Participating agencies will be notified directly.

7.0 Communication and Proposal Submission Guidelines

Any questions relating to the specific requirements for the content of the RFP must be directed via email only to:

Eva Molina
VP, Marketing and Communications
Email: emolina@dailybread.ca

Inquiries will be accepted from Friday, May 20 until Friday, June 3, 2022, at 4:00pm ET. Inquiries received after this date will not be addressed.

8.1 Proposal Submission

Proposals must be submitted in pdf format via email on or prior to **Friday, June 17, 2022, 4:00pm ET***, to the following:

Eva Molina
VP, Marketing and Communications
emolina@dailybread.ca

CC. Neil Hetherington, CEO
nhetherington@dailybread.ca

Gretchen Daniels, CFO
gdaniels@dailybread.ca

*Please note that proposals submitted after closing date and time will not be considered.

8.2 Selection and Notification

Agencies determined by Daily Bread to possess the capacity to compete for this contract will be selected to move into the presentation phase. Written notification will be sent to these agencies via email. Following the presentation phase, one agency will be selected to move forward with contract negotiation.

8.3 Confidentiality of Proposals

Any sensitive or proprietary information provided by bidder in response to this RFP will be treated as privileged and not released by Daily Bread to other parties, unless authorized by the bidder. Proposals submitted will be circulated internally only among members of the evaluation team.

9.0 Terms of Contract

The contract will be for a period of one year with the option to renew for two additional one-year terms.

9.1 Contract Negotiation

If a written contract by successful proponent cannot be negotiated within 30 days of notification, Daily Bread may at its discretion terminate negotiations. Daily Bread may then negotiate with successive proponents in order of evaluation ranking.

The contract will outline process, timelines and budget for projects and deliverables.

10.0 General Terms and Conditions

The bidder may not, in any of its advertising or otherwise, indicate that it has or may in future supply products or services to Daily Bread without express written consent.

Any sensitive or proprietary information shared by Daily Bread in relation to this RFP shall be treated as privileged and not released by bidder to other parties.

10.1 Reserved Rights

Daily Bread reserves the right the following:

- To accept or reject any or all proposals without any further discussions.
- To enter into negotiations with any bidder on any or all aspects of their proposals.
- To cancel and/or re-issue this RFP at any time.
- To modify the terms of the RFP at any time at sole discretion. Modifications will be communicated to bidders.

Daily Bread is not obligated in any manner to any proponent until a written contract has been signed by all parties. Any costs incurred in responding to this RFP are the responsibility of the bidder.

11.1 Resources

To request access to a selection of resources to support your proposal, please contact Eva Molina, VP, Marketing and Communications at emolina@dailybread.ca.

For more information, visit dailybread.ca