

REQUEST FOR PROPOSAL

Hospital Capital Campaign Brand Design and Creative

I. Project Overview

The Prince Edward County Memorial Hospital (PECMH) Foundation is seeking a branding/graphics design consultant or agency to help develop the campaign brand and creative for our upcoming capital campaign to build a new hospital.

The purpose of branding is to give the campaign its own identity, one that will inspire and engage our donors and help reach our campaign financial goal. The campaign brand should reflect the long history of the hospital and its importance to the rural community.

The scope of work for the branding creative will include a logo and tagline. The campaign look and feel needs to be compelling and speak to the hearts of our donors and residents of the County. The end product will help us:

- Attract and engage current and future supporters;
- Achieve our campaign goal;
- Make the PECMH “our County hospital” - the best rural community hospital in Ontario!

The contract is expected to begin in December 2017 and be completed by early February 2018.

II. Organizational Overview

Prince Edward County Memorial Hospital History

The "Prince Edward County Hospital" was incorporated on April 6, 1918. It was officially opened as a nine-bed hospital with an operating room in the George Alcorn House on Hill Street in Picton on April 17, 1919. Over the years, it grew to a 58-bed hospital and was moved to its present location and renamed the Prince Edward County Memorial Hospital. It officially opened on October 14, 1959. Today it is a small, vibrant community hospital with 12 beds. It is the regional endoscopy centre, provides diagnostics including X-ray, ultrasound and mammography and 24/7 emergency service.

Prince Edward County Memorial Hospital (PECMH) Foundation

Founded in 1985, the Prince Edward County (PECMH) Foundation is a registered charity that serves the funding needs of the hospital. The Ontario Ministry of Health, through tax dollars, pays for the day-to-day operation of our hospital. The Foundation raises money for the bricks and mortar building, for repairs and maintenance and for the purchase of high priority medical equipment needed for patient care – none of which are funded through government support.

III. Campaign Overview

PECMH Foundation is in the planning stages of a capital campaign to build a new hospital in Prince Edward County. The campaign funds raised will go towards building and equipment costs not covered by the Ministry of Health and Long Term Care. The current hospital, now almost 60 years old, does not meet current hospital building standards and cannot be brought up to code without incurring costs that would exceed the cost of building new. Building new also ensures patient care is not affected and the impact on staff and patients is minimal.

The new hospital would provide residents with easier access to a wide-range of primary care services close-to-home; greater efficiency for the health care system; improved patient satisfaction; and a healthier community. It would also support recruitment and retention of health care professionals.

In partnership with a consulting firm, a planning study was conducted that indicated widespread community support for a capital campaign to fund the new facility.

IV. Scope of Work

PECMH seeks to partner with a branding/graphics design consultant or agency that is creative and enthusiastic about communicating our message.

A. Deliverables:

- Development of campaign brand including:
 - Development of campaign logo
 - Tagline

A logo that can be easily identifiable as belonging to PECMHF and that can be translated to both electronic and traditional print medium in colour or grey scale. It is understood that PECMHF would retain full rights to and ownership of the brand. Also included in the branding proposal should be:

- Font specifications (type, size, etc.)
- Colour standards

B. Proposed Timeline

We would like to have the branding in place for the launch of the “silent” phase of the campaign in Q1 2018. During this time, PECM Hospital Foundation will be building relationships with potential major donors, but will not be fundraising from the general public.

RFP Release	Oct 11
Deadline for Questions	Oct 27
Proposals Due	Nov 6
Short List for Presentations	Nov 14-17
Announcement of Selected Consultant/Agency	Nov 30
Contract Execution Begins	Dec 1
First draft of brand, logo and tag-line	Jan 3, 2018
Final submission of deliverables	Feb 16, 2018

C. Proposal Requirements

1. Consultant/Agency information

Consultant/agency name, address, URL, telephone and email numbers and a brief description of focus of services.

2. Project Approach and Deliverables

- Explanation of project approach, style and process;
- Description of the scope of work with proposed task list and timeline;
- Overview of how the brand and creative development will be conducted.

3. Experience

List describing projects that are similar in scale and a proven record of successful and innovative brand launches that you (your agency) has completed along with some creative samples.

4. References

Provide three business-to-business clients with contact information and short description of work completed for each client.

5. Cost and Account Management

Please include your cost estimates for all work related to tasks, expenses and deliverables as outlined above and according to the proposed timelines. Include description of management of billing and client budgets along with explanation of rate structure and billing methods.

V. Evaluation Criteria

We are willing to pay reasonable market rate for materials that suit our requirements, however the primary consideration for evaluating submitted proposals will be cost due to our limited budget.

A willingness or ability to donate part of the services would be appreciated. Such a donation would be recognized on print materials, such as those used in presentations to potential major donors. (Note: donated services cannot be receipted under Canada Revenue Agency guidelines, however fees donated back are eligible for a receipt.)

Evaluation criteria will also include:

- Creativity that supports the history of the hospital and the need for it in the community
- Capabilities and experience
- Experience with branding/campaigns with demographics that span all socio-economic classes and age groups
- Understanding of non-profit campaign process
- References

Those submitting proposals shall be responsible for any and all costs and/or expenses associated with preparing such proposal.

VI. Format

For ease of evaluation, please format the your submission so that it follows the headings listed above under proposal requirements. Submittals should be clear and concise.

VII. Submission Procedure

1. Responses will be accepted through 4 p.m. on Monday, Nov. 6, 2017. Proposals may be submitted via email, by mail or in person to:

Marthe Robertson, Capital Campaign Manager
Prince Edward County Memorial Hospital Foundation
403 Main Street East,
Picton, ON K0K 2T0
mrobertson@qhc.on.ca

2. Questions concerning this RFP may be directed to Marthe Robertson during business hours by email or phone at:

mrobertson@qhc.on.ca
647-226-4899