



## Request for Proposal

### Graphic Design and Website Support Services

#### Abilities Centre

##### **I. Introduction**

Abilities Centre is currently seeking a skilled and creative independent contractor to support short-term marketing and communications needs related to graphic design and website updates. The successful applicant will present a proposal that includes a portfolio and demonstration of understanding accessible graphic design principles. Your response to this Request for Proposal should be clear and concise regarding processes to be undertaken, timelines, system requirements, associated costs, and any other considerations.

Contract Term: The agreement shall be for approximately 6-8 weeks and shall become effective immediately upon execution by all parties with implementation of all specified services to take place before the end of the term.

Contract Type: Independent Contractor

Compensation: We are seeking proposals that fall within an hourly rate range of \$60-\$90 per hour, based on an estimated commitment of 10-15 hours per week over a 6-8-week period. Applicants are encouraged to outline their hourly rate and anticipated availability to ensure alignment with project needs and timelines. Final compensation will be determined based on the creative professional's experience, proposed rate, and project deliverables.

##### **II. Description of Abilities Centre**

Abilities Centre is a non-profit organization and registered national charity with an annual budget of approximately \$8 million. We employ approximately 45 full-time staff and 75 part-time staff who deliver programs and services for people of all abilities, with special focus on the needs of individuals with a disability. These services include the operation of an accessible fitness facility, as well as the provision of employment services, adult day programs, camps and sport programs, post-rehabilitation, physical literacy, and therapeutic recreation programs.



### III. Nature of Services Required

#### A. General

Abilities Centre is soliciting the services of a qualified creative professional to provide graphic design and website support services. These services are to be performed in accordance with the provisions contained in this request for proposals. The successful individual will work closely with the Manager, Marketing and Communications to complete a range of tasks which may include:

- Designing print and digital assets including flyers, posters, brochures, reports, and social media graphics
- Creating branded templates for internal and external use
- Supporting website updates (program pages, event information, document uploads, etc.)
- Ensuring all materials align with Abilities Centre brand and accessibility standards
- Participating in regular check-ins with Manager, Marketing and Communications to track progress

#### B. Qualifying Requirements

**Qualified Firm:** Creative professionals submitting proposals must be qualified to perform the prescribed duties in the Province of Ontario.

**Location:** Abilities Centre aims to support local (Durham Region) businesses and organizations who share our mission of accessibility and inclusion and have:

- Proven experience in graphic design and/or web support (portfolio required)
- Proficiency in Adobe Creative Suite, Canva, video editing, and web CMS platforms
- Strong understanding of AODA and accessibility best practices in digital and print design
- Strong attention to detail and ability to work independently under tight deadlines
- Experience working with non-profit organizations is an asset

#### C. Timeline

Work is expected to begin no later than August 4, 2025 and be completed no later than September 26, 2025, with flexible hours based on project needs.

D. Standards to be Followed

To meet the requirements of this request for proposals, the creative professional shall perform their duties with sound data governance and privacy compliance.

E. Key Deliverables

- Creating accessible and branded graphics to support Abilities Centre promotional channels including (but not limited to):
  - HUR Room Re-Imagination Campaign
  - Fall Programming Launch (Sports and Recreation, Physical Literacy, Post-Rehabilitation, Therapeutic Recreation, Member-Based Programs, ASAD, etc.)
  - Promotion of events and rentals
- Photography and videography content capture and editing for campaigns
- Flyers, posters, brochures, etc. (ensuring brand alliance with our accessibility and inclusion standards)
- Supporting website updates

F. Meetings to Attend

It is expected that the creative professional will meet with the *Manager, Marketing and Communications*, as well as various Abilities Centre program leads as needed, in the lead up to, and throughout, the creation and editing process.

Once graphics, creatives, and documents have been completed, it is expected that the creative professional will meet and discuss with the *Manager, Marketing and Communication* for final approval before posting.

## **IV. Elements to Include**

A. Practice in Ontario

An affirmative statement should be included indicating that the Consultant and all key professional staff are properly qualified to practice in Ontario.

B. Creative Professional Qualifications and Experience

The proposer should state the qualifications and experience obtained which makes them fit to perform the duties of this Request for Proposal.



#### C. Specific Audit Approach

The proposal should set forth a work plan, including an explanation of the methodology to be followed, to perform the services required in this Request for Proposals.

Proposers will be required to provide the following information on their approach:

- Number of hours to be assigned to each proposed segment of the engagement.
- Approach to be taken to gain and document an understanding of Abilities Centre's design requirements and process.

#### D. Cost

The proposal should include a fully costed budget, as well as clear payment terms and timelines that are attached to firm deliverables. As a charity, Abilities Centre welcomes offers to provide a portion of the service in-kind and can provide a business tax receipt for any in-kind donations.

#### E. How to Apply

- A brief proposal outlining relevant experience
- Samples of design work and/or websites supported
- Hourly or project-based rate
- Availability over the 6–8-week period
- Contact information for two client references

**Submissions will be accepted until end of day July 18, 2025 and should be sent by email to Human Resources at [careers@abilitiescentre.org](mailto:careers@abilitiescentre.org) with the subject line: *RFP - Graphic Design & Website Support***

Submissions will be reviewed by the Manager, Marketing and Communications with consultation from the President and CEO. An interview will be scheduled with applicants and decision will be made no later than July 31, 2025, with a recommendation of a preferred candidate brought to the Executive Leadership Team for final approval.