



Request for Proposals (RFP)
for
Government Relations Consultants

Issued:

June 10, 2024

Application Deadline:

July 5, 2024

Please submit electronic proposals to:

**Henry Chiu
Director, Development and
Communications**



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1 Background

Child Development Institute (CDI) is seeking proposals from qualified and experienced government relations consultants to support CDI in securing transformative funding from multiple levels of government as the organizations aims to expand our services within Ontario and nationally.

CDI seeks to raise \$20 million in additional funding to serve 50,000 children and youth across Canada over the next five years. We believe that significantly expanding our provincial and federal government partnerships will be vital to achieving this greater level of sustainable social impact.

The RFP has been initiated as a standard procurement procedure to meet the requirements of the Government of Ontario's Broader Public Sector Accountability Act and its associated directives and in accordance with CDI's Procurement Policy.

2 Organizational Overview

The **Child Development Institute (CDI)** is a Canadian charity that has brought hope and built brighter futures for at-risk children and their families since 1909. CDI provides direct services to communities in Toronto and has scaled the delivery of its signature evidence-based programs across Canada and internationally through a growing network of affiliates. Built on a legacy of 115 years of helping children and families, CDI is an accredited mental health agency and child care provider that offers evidence-based programs across three primary service streams:

- Child and Youth Mental Health Services
- Early Years and Child Care Services
- Family Violence Services

We are proud to be accredited through the Canadian Centre for Accreditation, a third-party organization that accredits Canadian social service and health care providers based on accepted practices that promote ongoing quality improvement and responsive, effective community services.

CDI works with each child and family's unique strengths, needs and challenges, helping clients to uncover their abilities, giving them tools to succeed, and supporting them in overcoming significant challenges.

CDI's Child and Youth Mental Health Services provide a range of programs including targeted prevention, counselling and therapy, intensive in-home and milieu treatment programs to help children and youth struggling with social-emotional and behavioural issues, along with supporting their families. Specialty programs include:



- SNAP® (Stop Now and Plan), CDI's award-winning cognitive-behavioural model, equips children exhibiting behaviour issues with effective emotional regulation, self-control and problem-solving skills.
- Learning Disabilities and Mental Health (LDMH) consists of family-centred, evidence-informed clinical services for children and youth ages 8-18 with mental health issues and a diagnosed learning disability. Services include child/youth groups, parenting groups, individual and family therapy. Services also include therapeutic recreation programs.
- Our Community Education program provides training and public education, intensive in-home counselling and school-based Day Treatment programs, targeted prevention and early intervention school-based groups, Family and Community counselling for children 0 - 6 and their families, specialized parenting groups, individual and family counselling, and counselling to address child and adolescent abuse and trauma.

CDI's Early Years and Child Care Services program includes four Early Learning Centres (child care centres) and the Parkdale-High Park EarlyON Child and Family Centre. The program provides young children with a healthy start in a child-focused, play-based early learning environment.

CDI's Family Violence Services offer group and shelter-based programs to help women and children who have experienced family violence or other trauma. Individual and family counselling, parenting support, family reconnection and healing services, and links to community supports are available.

We are a highly collaborative organization, sharing our research, knowledge and expertise through partnerships and collaborations, training, consultation, and publications. Thanks to our organization's uniquely robust research capacity and proven track record of innovation, CDI is a trusted thought leader in children and youth services, with specialized experience in mental health, child care and addressing family violence.

For more information about CDI, please visit www.childdevelop.ca.

3 Scope of Services

Objective: Accelerating CDI's national expansion through securing transformative funding.

The selected firm will be expected to perform the following services and achieve deliverables within a **12-month time span**:

1. **Cultivating and Managing Relationships with Public Sector Decision-Makers and Influencers**
 - Develop a comprehensive strategy to engage with provincial and federal government officials who can influence funding for child and youth mental



health-related initiatives within portfolios such as (but not limited to) Health, Education and Justice.

- Identify, cultivate and schedule meetings with key decision-makers and stakeholders overseeing budgets for child and youth mental health funding.
- Support CDI with meetings, presentations and follow-up communications with government decision-makers.
- Help CDI develop relationships within the senior bureaucracy and in the political sphere.

2. Research and Analysis:

- Conduct research on existing provincial and federal funding streams that support child and youth mental health-related programs and services.
- Analyze gaps and opportunities for funding within areas like Health, Education and Justice that could support new or expanded child and youth mental health initiatives.
- Proactively monitor political and legislative developments that may create new opportunities for CDI.

3. Communications Strategy and Tactics:

- Support CDI in honing and articulating our unique, compelling value proposition to government decision-makers.
- Assist CDI with developing key messages, brief presentations and other communications products to share with public sector officials.
- Provide coaching as needed to representatives of CDI prior to key meetings with senior government decision-makers.

4 Deliverables

Interested consultants should provide a proposal that includes the following:

- **Company Overview:** Provide an overview of your company, including its history, size, and experience in government relations for non-profit clients.
- **Scope of Services:** Provide a detailed scope of services that your company will provide, including any additional services that you offer.
- **Approach:** Provide a detailed outline of your approach to conducting the Scope of Services outlined in this RFP.
- **Team:** Provide information on the team that will be working on our account, including their qualifications and **concrete prior examples of assisting Canadian charities to secure transformative funding.**
- **Pricing:** Provide a detailed pricing structure that outlines the costs associated with your services and payment provisions.
- **References:** Provide at least three references from clients for whom you have provided government relations support and helped to secure government funding in the past.



5 Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Company experience and expertise in government relations, specifically with supporting non-profit organizations to secure public sector investment.
- Overview of strategy to identify and cultivate relationships with public sector decision-makers and stakeholders
- A clear outline of how the firm plans to achieve the project objectives.
- Quality and thoughtfulness of the proposed approach.
- Estimated costs and timeline of deliverables.
- Current professional liability insurance.
- Quality of references provided, including references for projects of similar scope and size completed with the past 1-3 years.
- Qualifications and experience of the proposed team.

6 Submission

Proposal should address evaluation criteria listed. Submissions that do not meet the evaluation criteria will be disqualified. To be fair to all applicants, late submissions and phone calls or emails to discuss application status after submission will not be accepted.

7 Terms and Conditions

7.1 Delivery of Response to Request for Proposals

Please send an electronic copy via email to hchiu@childdevelop.ca by **July 5, 2024 at 5:00 PM Eastern Standard Time (EST)**.

7.2 Proposal Time Limit

Each bidding organization shall commit that the proposal is valid and accurate for one (1) year from the closing date of July 5, 2024.

7.3 Selection Process

CDI will review all applications but reserves the right to accept or reject any proposals. The award of an organization will be based on a review of proposals against all evaluation criteria and will not necessarily be awarded based on the lowest price offered but rather the overall assessment of value for money.

Each applicant will be provided with fair access to information, as requested by email or in writing (see Key Dates). Additional written materials, to ascertain the qualification or suitability of an applicant may be requested.

7.4 Inquiries

Applicants should contact Henry Chiu, Director, Development and Communications (hchiu@childdevelop.ca), if there are any questions or concerns.



7.5 Conflict of Interest

Applicants responding to the RFP must not have any personal or business interests that would present an actual, potential, or apparent conflict of interest with the performance of the contract to be awarded. Should the potential perception of a conflict of interest exist, this must be explicitly declared in writing as soon as knowledge of such a conflict may arise.

7.6 Distribution of the Invitation for Proposals

This invitation has been released by:

- Publication on CDI's website and social media sites.
- By invitation to consultants who may be qualified or suitable based on CDI's knowledge and experience.

7.7 External Factors

CDI reserves the right to withdraw this RFP or terminate the resulting contract within the terms of the contract without penalty.

7.8 RFP Challenge and Recourse Mechanisms

- The parties agree to maintain open and honest communication about the Work throughout and after the performance of the contract.
- The parties agree to consult and co-operate with each other in the furtherance of the contract and promptly notify the other party or parties and attempt to resolve problems or differences that may arise.
- If the parties cannot resolve a dispute through consultation and cooperation, the parties agree to consult a neutral third party offering alternative dispute resolution services to attempt to address the dispute.

7.9 RFP Debriefings

- Applicants may request a debriefing of the results during the bid solicitation process. Applicants should make the request to the Contracting Authority within 15 working days from receipt of the results of the bid solicitation process. The debriefing may be in writing, by telephone or in person.
- Unsuccessful applicants may request a debriefing within 60 calendar days following the date of the contract award notification. The request should be submitted to the defined Contract Authority. The Contract Authority will respond to the vendor and arrange an applicant debriefing within 10 business days of receiving the request.



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7.10 Information Disclosure

Any confidential information supplied to CDI may be disclosed by the in-scope agencies where it is obliged to do so under the Freedom of Information and Protection of Privacy Act (FIPPA), by an order of a court or tribunal or otherwise required at law.

8 Key Dates and Contact Information

RFP Issue Date	June 10, 2024
Deadline for electronic proposal submissions	July 5, 2024, by 5:00 PM Eastern Standard Time (EST)
Evaluation	July 8 - August 2, 2024
Selection	August 6, 2024
Contact	Henry Chiu, Director, Development and Communications hchiu@childdevelop.ca