



# OFIFC

Ontario Federation of  
Indigenous Friendship Centres

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## **Call for Proposals**

April 1st 2023

For: Ontario Federation of Indigenous  
Friendship Centres – Website Redesign

## Call for Proposals

April 2023

### For: Ontario Federation of Indigenous Friendship Centres (OFIFC) website redesign

Please review the attached document and submit your Proposal to:

**Jada Reynolds-Tabobondung**  
**Communications Coordinator**  
**jrtabobondung@ofifc.org**  
**(416) 956-7575**

no later than **12:00 noon (local Toronto time) on April 1st, 2023.**

### Purpose

The Ontario Federation of Indigenous Friendship Centres has issued this Request for Proposal (RFP) to select and contract with a company (“vendor”) to create a new website <http://OFIFC.org/> that is modern, highly attractive, and built with responsive web design, as well as the formation of an ongoing relationship including the design and development of any auxiliary sites; including a document reference library, and a member’s only extranet for Friendship Centre employees.

The OFIFC is seeking proposals from highly qualified, experienced website development teams to design, develop and implement its public-facing website. The chosen contractor must have experience in managing sensitive information, working with indigenous communities, and expertise with best practices regarding:

- successful website redesign
- user experience and usability testing
- information architecture
- website development and deployment
- E-accessibility
- social media integration
- search engine optimization
- responsive design

## About the OFIFC

Founded in 1971, the Ontario Federation of Indigenous Friendship Centres (OFIFC) works to support, advocate for, and build the capacity of member Friendship Centres across Ontario. Emerging from a nationwide, grass-roots movement dating back to the 1950s, Friendship Centres are community hubs where Indigenous people living in towns, cities, and urban centres can access culturally based and culturally-appropriate programs and services every day. Today, Friendship Centres are dynamic hubs of economic and social convergence that create space for Indigenous communities to thrive. Friendship Centres are idea incubators for young Indigenous people attaining their education and employment goals, they are sites of cultural resurgence for Indigenous families who want to raise their children to be proud of who they are, and they are safe havens for Indigenous community members requiring support.

In Ontario, more than 85 percent of Indigenous people live in urban communities. The OFIFC is the largest urban Indigenous service network in the province supporting this vibrant, diverse, and quickly-growing population through programs and initiatives that span justice, health, family support, long-term care, healing and wellness, employment and training, education, research, and more. Friendship Centres receive their mandate from their communities, and they are inclusive of all Indigenous people – First Nation, Status/Non-Status, Métis, Inuit, and those who self-identify as Indigenous. Learn more about the work the OFIFC does to support Friendship Centres at [www.ofifc.org](http://www.ofifc.org).

## RESPONSE GUIDELINES

The OFIFC is seeking to contract the redesign of our public-facing website, to be completed by April 1<sup>st</sup>, 2023.

Responsibilities will include the following key deliverables:

**Interactive and Engaging Website** – The redesign should include an intuitive, easy-to-use interface that allows the urban indigenous community, funders, youth, and government partners to access resources quickly and easily regardless of the device they are using. The solution should also be easy to maintain for our administrators and content creators.

**Strategic Partnership** – The chosen contractor will maintain weekly communication with the OFIFC regarding the project status, updates, and expectations. A vendor with a proven track record in supporting Indigenous communities and strong communications skills, engagement experience, and meeting funder deadlines is key.

**Research-Based Design** – The site should meet the unique needs of our community and is not looking for a cookie-cutter solution. The chosen contractor should employ a

strategic research-based and data-driven process to gather input, define expectations and design a consistent, user-friendly navigation framework for the website that meets the needs of all users.

**Responsive Site** – Visitors to our site will utilize a wide variety of devices to access our website, including computers, tablets, and mobile phones. Our new website should automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen. This will ensure that all users will be able to view our site, no matter what device they are using.

**Accessible Site** – Our new website should comply with All Canada Web Accessibility Laws Cover Websites, mobile applications, and digital content and WCAG 2.0 AA. In addition, the chosen contractor should follow best practices, voluntary standards, and guidelines developed by the World Wide Web Consortium's (W3C) Web Accessibility Initiative (WAI).

**Flexible Solution** – The new site should build upon proven and accepted website development standards while maintaining flexibility to easily grow and add new functionality over time and with minimal cost. The solution should also accommodate existing auxiliary department sites to maintain a unique look and feel but share overall infrastructure and features. The current site is operated through WordPress, this system has been attractive for our organization as it allows our internal team to make minor adjustments. It is preferred we stay with the same web hosting platform.

**The following categories describe the criteria relevant to the OFIFC's evaluation of applicants and proposals:**

### **Contractor Profile**

Ideally, the OFIFC is looking for a web design team with knowledge of digital accessibility and a proven track record in supporting Indigenous communities. A proven record of strong communications skills, meeting deadlines, and UX design is also an asset.

### **Contractor Overview**

Please provide the background to your professional experiences, areas of knowledge, and any affiliation to urban Indigenous communities. It is most beneficial to partner with an Indigenous-owned and operated contractor who has experience within our industry.

## References

Provide a minimum of three (3) references that the OFIFC can contact to assist in the evaluation of your performance. Please ensure that you provide the full contact details of each of the references. The OFIFC reserves the right to contact these references directly and without your intervention.

## Tools and Processes

Provide details of the additional tools and processes that you have at your disposal. In this proposal, you should indicate if these tools are provided at no additional charge or if OFIFC would be expected to license these tools. In the latter case, please ensure that the relevant cost information is contained in the Price Component only.

## Knowledge Management

Provide details of how you will manage knowledge transfer between OFIFC and Friendship Centre staff and your staff to ensure the product meets expectations. You should indicate the timeframe anticipated for this to be completed to meet deadlines and the level of commitment that will be required from OFIFC staff and contractors during the process.

## Pricing and Payment Mechanism

OFIFC will be looking for commercial arrangements that result in an understandable and predictable cost to the organization. Pricing should include terms of payments, detailed costs related to hosting engagement, and the completion of key deliverables.

## Data Security and Data Protection

OFIFC stores and processes large amounts of sensitive data about vulnerable individuals and takes very seriously its obligation to protect such data from unauthorized and improper access, use, or dissemination. The OFIFC will not enter into any contract that could compromise its rights or ability to deny access to its data to any unauthorized individuals.

## Code of Conduct

Signature of and adherence to the OFIFC *Code of Conduct* and the provision of Indigenous cultural competency training is an obligation of all OFIFC employees, contractors, volunteers, and other affiliated workforce. While on OFIFC property this same obligation will be required of the contractor(s).