



Prince's Trust Canada
La Fondation du prince au Canada

President – HRH The Prince of Wales
Global Founding Patron – HH the Aga Khan

Président – SAR le prince de Galles
Mécène fondateur mondial – SA l'Aga Khan

Request for Quotation

Project Description

Development of strategic video and print content and collateral about Prince's Trust Canada and its youth employment programs to secure new partnerships – in any of its forms – across Canada.

Background and Purpose

Prince's Trust Canada is a national charity whose vision is a sustainable Canada, where young people and communities thrive. Through innovative partnerships and guided by the United Nations Sustainable Development Goals, our programs help young people overcome barriers to employment and prepare for the future of work, provide entrepreneurship training and support for veterans, and address climate change mitigation and adaptation. Our work is inspired by our Founder and President, His Royal Highness The Prince of Wales, and is driven by his vision for a more sustainable future. (This project is relevant to the youth employment programming area only.)

Founded in 2011 as Prince's Charities Canada, Prince's Trust Canada is part of the global network of The Prince's Trust Group, created by HRH The Prince of Wales. The Group includes the Prince's Trust in the UK, Australia, New Zealand and Prince's Trust International which delivers programs in partnership with communities in India, Pakistan, Jordan, Malta, Greece, Barbados and other countries. His Highness the Aga Khan has become the Global Founding Patron for the Prince's Trust Group, leading a significant partnership that is inspiring others. Please visit princestrust.ca for more information.

The work of the Youth Employment team at Prince's Trust Canada is driven by the needs of young people, ages 18-30. Our programs help youth overcome systemic and other barriers to employment and prepare for the changing world of work. We connect community experts and business leaders to collaboratively build capacity and deliver programs that increase opportunity and confidence for young people. Together, our approach influences perceptions, supports equitable business practices, unlocks potential and enhances employability skills, and builds sustainable communities.

Prince's Trust Canada's collaborative youth programming model relies on partnerships to deliver greatest impact. Partners bring to the collaboration industry knowledge, ambassadors, job opportunities and technical training, financial support, content, and volunteers, among other advantages. **This project will enable Prince's Trust Canada to secure new partners, or re-engage past partners, to carry out its youth employment programs, thus giving young people the skills and opportunities they need to support Canada's rebuild and meaningfully contribute to a sustainable future.** The budget for this project is approximately \$15,000; this includes all printing and production, taxes, agency fees, and any other associated costs.

Scope of Services Required

This project includes the following deliverables:

- Development of new creative to promote PTC youth employment;
- Filming and production of one video or a short video series, depending on strategy;
- Development and printing of collateral, complementary to video/videos (print quantity: 300).

Desired Outcomes

- Secure: a) new employer partners and b) new partners in whatever form they would like to engage with us, i.e. sponsorship, volunteerism, subject matter expert, to support collaborative youth employment programming as a systemic solution to the implications of COVID-19.
- Capture and articulate the PTC youth employment programming experience.
- Increase general awareness of Prince's Trust Canada.

Proposal Requirements

Please ensure your proposal addresses each of the following:

- A background description of your organization and the experience it has with the scope of services outlined above
- Portfolio samples
- Detailed proposal of how your organization will satisfy the scope of services above
- A budget breakdown of all costs associated with your services including HST

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Value for money (total project cost with best value proposition)
- Turn-around time and flexibility
- Relevant portfolio experience
- Shared values
- Quality of response

Project Timeline

Prince's Trust Canada is dedicated to creating a culture of inclusiveness that reflects the diverse communities we serve. We encourage applications from women, BIPOC, LGTBQ2S+, and people with disabilities as we strive to build a more inclusive society.

We will accept and review proposals on an ongoing basis until the agency has been selected, at which time the posting will close.

Ideally, the final product is complete and ready for distribution by January 2021.

If you have any questions related to the request for quotation, please email Shirley Piersma at shirley.piersma@princestrust.ca. Please submit your proposal in PDF format to Shirley, via email, at your earliest convenience; only those selected for further discussion will be contacted.