



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 Quote – Website Design

Prince's Trust Canada (PTC) is creating a new comprehensive website to better reflect our new strategic plan and meet program, fundraising, marketing, and communications functionality and needs. Currently, PTC is operating and managing two separate websites and plans to integrate these into one site, ie. our Operation Entrepreneur program website into the Prince's Trust Canada site.

Our objective is to create a website that tells an integrated story of our work and highlights the impact our programs are having in communities across Canada. The project will create one site with enhanced functionality to meet the needs of the entire organization.

The Organization

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 his vision for a more sustainable future.

Founded in 2011, 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 is 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.

Project Background

The current Operation Entrepreneur website www.operationentrepreneur.ca was created to showcase its impact and allow people to register for its programs. Its backend platform is set to expire on March 31, 2021.

The current PTC website www.princestrust.ca was created as a type of “online brochure” of our work at the time of its creation – previous to our new strategic plan (confirmed for 2020-2025). The look should be updated to reflect our new vision and mission, as well as include more interactive and modern elements. The website should be nimble and allow for flexibility in design and integration of new technologies.

We're looking for a website design that better reflects our organization, is accessible, secure, SEO and mobile-friendly, end-user focused and clearly communicates our programs and our

vision. It is also important to have a user-friendly CSM, so PTC staff can easily make updates etc. and adapt the site to changing needs. The current site uses WordPress.

For Operation Entrepreneur, for example, it needs to be easy for participants to find program offerings and sign up. For other program areas, we may also want to have online sign-ups and other direct connections to participants that the new site can make possible. The website design will showcase our impact, highlight current and upcoming work, promote our brand and position PTC as a credible, engaged, committed, professional, modern organization focused on building a sustainable Canada.

We will also need a way to accept donations, which are currently collected through Canada Helps. Our BuyVeteran.ca directory, will need to be integrated into the new site. Ideally this can be done via a prebuilt plugin and not require custom coding.

The successful Agency will project manage this work with a few members of our team who will provide additional context about the various target audiences (ie. Program participants, donors, future employees, etc...)

Scope of Services Required

This project will include the following components and have an anticipated go-live date before February 12, 2021:

- An audit of the current websites including gathering feedback from staff and stakeholders
- The creation of a new integrated website using the two existing websites as reference
- The site must be accessible and be available in both official languages
- Training and upskilling of select PTC's staff on the website backend and functionality

Desired Outcomes

- The design will help meet specific program needs and be in alignment with brand standards and key messaging
- To inspire our audiences and provide the end-user with a seamless experience (to learn about our work, to donate, to register for a program etc.)
- Allow our staff team to easily access, download and analyze information collected by the website ie. analytics, program registrations

Proposal Requirements

Please ensure proposals address 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 Timelines

We will be accepting and reviewing proposals up to Friday, October 23rd at 5pm EST with a decision to be communicated to the successful agency the week of October 26th with the project to commence the week of November 2nd and end before February 12, 2021.

We live by our values of integrity, community, action, responsibility and empathy and are working towards creating a more diverse, equitable and inclusive society starting with our own organization.

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.

If you have any questions or concerns, please contact André Garneau, Manager, Marketing and Communications at andre.garneau@princestrust.ca. Please submit all proposals, attached in PDF format, via email by Friday, October 23rd at 5pm EST to André.