REQUEST FOR PROPOSAL

Branding and Website Development Services

Kids First

Huron and Perth Counties

RFP Information	Details
Issue Date	November 19, 2026
RFP Reference Number	2026-02
Meeting for Questions	December 1, 2026 , 2:00-3:00 p.m. Via Microsoft Teams
Proposal Due Date	December 18, 2026, 4:30 p.m.
Project Lead	Angela Willert, Huron Perth Public Health
Submission Email	rfp@hpph.ca

1. Introduction & Background

Kids First is seeking proposals from qualified communications, branding and web development firms to rebrand a longstanding community coalition. The project includes developing and validating a new name; creating a refreshed brand identity and supporting assets; and designing, developing and launching a new website.

About Us

Kids First is a longstanding community coalition comprising agencies that serve children and families across Huron and Perth counties. The coalition is expanding its scope from children ages 0-6 and their families to children and youth ages 0-18 and their families. Partners have therefore identified the need for a new name and refreshed brand identity that reflect the coalition's broader audience, vision, values and role in the community. The current Kids First brand has had limited public visibility. The new brand must be recognizable and relevant to community partner agencies and residents across Huron and Perth.

Key Audiences

The new name, brand identity and website should be relevant, accessible and welcoming to the diverse communities served across Huron and Perth counties. Key audiences include:

- Children, youth and families
- Community partner organizations and service providers
- Schools, municipalities and other community organizations
- Funders and system partners
- The broader Huron and Perth community
- The brand should reflect the coalition's expanded focus on children and youth ages 0-18 and their families while supporting recognition, connection and collaboration across Huron and Perth.

2. Project Overview

The objectives of this project are to:

- Engage Kids First committee members in a process that enables them to provide input into the new name and brand identity.
- Develop and validate a new name, brand, visual identity and supporting brand assets.
- Design and develop a new website aligned with the approved brand.
- Recommend and coordinate website hosting requirements and provide support for website launch. Website hosting must be in Canada.
- Provide training and training material so designated staff can sustain website updates.

The consultant is expected to develop creative concepts and design options for review and feedback by the Kids First Leadership Team.

3. Project Governance

Kids First will designate a project lead to coordinate communication with the successful proponent. The Kids First Leadership Team will provide direction, review concepts and deliverables, coordinate partner input, and provide final approvals at key project milestones.

4. Scope of Work

Phase 1: Engagement and Naming

The successful proponent will:

- Develop and facilitate a process for generating, testing and refining potential name and brand concepts. This may include discovery sessions, partner interviews, surveys or other engagement methods appropriate to the project scope.
- Support the development of potential new names for the coalition.
- Consider the coalition's expanded mandate, values, audiences and geographic identity in developing naming options.
- Test and refine potential names through the agreed-upon engagement process.
- Conduct preliminary checks regarding the practical viability of preferred naming options, including domain-name availability.

Deliverables

- Summary of partner engagement activities and findings for the new name and brand direction.
- Shortlist of potential names, including rationale for each.
- Summary of feedback received through name and brand testing.
- Recommended new name and supporting rationale.

Phase 2: Brand Development

The successful proponent will:

- Develop a new visual identity.
- Create brand concepts for review.
- Refine a preferred concept based on partner feedback.
- Prepare the recommended name and brand identity for final approval by the Kids First Leadership Team.

Deliverables

- Logo design, including appropriate variations for print and digital use.
- Colour palette and specifications.
- Graphic elements and visual assets.
- Comprehensive brand standards/guidelines, including logo use, colour specifications, typography, accessibility considerations, imagery/graphic style and examples of appropriate brand application.

- Editable templates for annual reports, print materials such as posters, online newsletters, presentation slides, letterhead and social media assets.
- Social media profile and header graphics appropriate for commonly used platforms.
- Final logo and brand files in formats suitable for print and digital use, including editable/source files for all brand assets and templates.

Phase 3: Website Design and Development

The successful proponent will:

- Design and develop a new website aligned with the approved new brand.
- Ensure accessibility compliance with WCAG 2.1 AA accessibility standards.
- Build the website using a content management system that enables staff without specialized technical expertise to update and maintain content.
- Provide training and training materials so designated staff can make website updates and train other staff.
- Recommend website hosting and maintenance options and provide associated one-time and ongoing costs. Website hosting must be in Canada.
- Work with the Kids First Leadership Team during discovery and planning to confirm information architecture, user experience, functionality and content requirements.

Minimum Pages and Features

- Homepage
- About Us
- Campaigns/Resources
- Blog/news section with an option for users to subscribe to updates by email

Website Functionality and User Experience

Proponents should consider and identify recommendations and associated costs, where applicable, for:

- Responsive design for desktop, tablet and mobile devices
- Website search functionality
- Contact/inquiry functionality
- Downloadable resources
- Links or directories connecting users to partner organizations, programs and services
- Website analytics
- Search engine optimization
- Social media integration
- Email subscription functionality
- Privacy and cookie requirements
- Website security, backups and software updates

The website should provide a simple and intuitive user experience and allow users to readily find information, resources and connections to relevant community services

Website Content

Kids First will provide relevant existing information, documents and source materials to support development of the website. Proponents should clearly describe the level of content support included in their proposal, including, where applicable:

- Content planning and organization
- Copywriting and editing
- Adapting existing content for web use
- Content migration
- Population of website pages
- Image sourcing or recommendations
- Final review of website content prior to launch

Any assumptions regarding responsibilities for content development, approval or website population should be clearly identified in the proposal

Hosting, Maintenance and Post-Launch Support

Proponents must provide recommendations for website hosting, maintenance and ongoing technical support. Proposals should clearly identify:

- Recommended hosting arrangements
- One-time setup costs
- Annual hosting costs
- Domain, security certificate or other recurring costs, where applicable
- Website maintenance and support options
- Software, platform, plugin or licensing costs
- Backup and security provisions
- Post-launch warranty or defect-correction period
- Hourly or other rates for future website support or enhancements
- Any third-party services or costs required to operate the website

The website and associated digital assets must be transferable should Kids First choose to use a different hosting or website-support provider in the future

Deliverables

- Website architecture/sitemap
- Wireframes and mockups
- Fully developed website
- Testing and quality assurance
- Accessibility review
- Training for content management
- Training materials for content management
- Website launch support

5. Ownership of Project Assets

All final approved materials developed specifically for this project will become the property of Kids First upon completion of the project and payment of applicable fees.

The successful proponent will provide Kids First with final and editable/source versions of project assets, including brand files, design files, website assets and other materials necessary to maintain and use the brand and website.

Any third-party materials, software, fonts, photography, plugins, licences or other assets that cannot be transferred to Kids First must be identified in advance, including any associated ongoing costs or licensing restrictions.

6. Proposed Project Timeline

Milestone	Target Date
RFP Issued	November 19, 2026
Meeting for Questions	December 1, 2026 , 2:00-3:00 p.m. Via Microsoft Teams
Proposal Submission Deadline	December 18, 2026, 4:30 p.m.
Vendor Interviews	Week of January 19, 2026
Vendor Selection	February 5, 2027
Project Kick-off	February 8, 2027
Project Completion	March 1, 2028

Proponents should identify any anticipated risks to the proposed schedule and recommend adjustments where necessary.

7. Proposal Requirements

To be considered, proposals must include the following information. Please limit proposal to 15 pages not including vendor portfolio and appendices.

Vendor Information

- Company profile
- Years in business
- Relevant experience, including at least two examples of applicable completed work
- Roles and responsibilities of team members who will complete the work

Proposed Approach

- Project discovery
- Partner engagement

- Naming and brand development
- Creative development and review
- Website planning and development
- Accessibility
- Content development
- Testing and quality assurance
- Training
- Website launch and post-launch support

The proposal should identify key decision and approval points and describe how feedback and revisions will be managed throughout the project.

Implementation Plan

Proponents must provide a project schedule that identifies the timing of each phase, key activities, deliverables, review and approval points and anticipated responsibilities of the Kids First Leadership Team.

Portfolio and Relevant Experience

Proponents should provide examples or links to comparable branding and website development projects, with preference given to examples demonstrating experience with community-serving, public-sector, health, social service or collaborative organizations.

References

Proponents should provide contact information for two clients for whom the proponent has completed comparable branding and/or website development work.

Assumptions, Exclusions and Optional Services

Proponents must clearly identify:

- Any assumptions upon which the proposal and pricing are based
- Services or deliverables that are specifically excluded
- Optional services and associated costs
- Anticipated third-party expenses
- Any ongoing costs not included in the initial project price

Pricing

Proponents must provide a detailed breakdown of all project costs. Pricing should clearly distinguish between one-time project costs, optional costs and anticipated ongoing costs.

The budget should include, as applicable:

- Discovery and partner engagement
- Naming development and testing
- Brand strategy and design

- Brand standards and templates
- Website planning and information architecture
- Website design
- Website development
- Content development
- Accessibility review and testing
- Staff training
- Website launch
- Project management
- Hosting and recurring website costs
- Post-launch support and maintenance

Proponents must identify all applicable taxes separately and clearly identify any anticipated third-party or additional costs.

8. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

Criteria	Weight
Thoroughness of the Project Proposal	10%
Implementation Plan and Project Management	30%
Relevant Experience and Portfolio	10%
Project Team and Availability	10%
Website Technical Approach	10%
Price and Overall Value	30%
Total	100%

9. Terms & Conditions

- Kids First reserves the right to reject any or all proposals.
- All proposals must be valid for a minimum of 90 days.

- The successful proponent will be required to comply with applicable confidentiality obligations, including an HPPH confidentiality agreement (Appendix A), and to agree to HPPH's Conflict of Interest Policy (Appendix B) and HPPH's Health and Safety Policy (Appendix C).
- Intellectual property and ownership requirements are as described in this RFP.

10. Submission Instructions

Requirement	Details
Deadline	December 18, 2026 at 4:30pm
Submit To	rfp@hpph.ca
Format	PDF or Word

Appendix A

Confidentiality Agreement

I understand that, as a [Board member, Contractor (solo), Contractor (organizational – signing on behalf of all staff), Staff member, Student, Volunteer] of the Health Unit, I will have access to confidential information. This information will include, but is not limited to, personal health information, personnel records or other personal information that is not health related. I agree that during my appointment, and following termination of such, that:

1. I will not collect, use, disclose, alter or destroy confidential information unless I am authorized to do so by the Health Unit.
2. I will only access personal information that I require to complete my duties.
3. Immediately upon completion I will return any confidential material in my possession. [Alternatively, as agreed in writing prior to commencing my duties, I will destroy this material in such a manner that confidentiality is protected.]
4. I will seek guidance where I am unsure of information handling practices. I understand that any breach of my obligation of confidentiality may lead to one or more of the following:
    - disciplinary action up to and including termination
    - a personal fine
    - legal proceedings for damages
    - a report to the Privacy Commissioner
    - a report to a regulatory College.

I agree to notify HPPH at the first reasonable opportunity if I become aware that confidential information is stolen, lost or accessed by unauthorized persons.

_____ answered my questions regarding this Confidentiality Agreement.

Name:

Dated at _____ this _____ day of _____, 20___

_____ _____

Signature Print name

_____ _____

Witness signature Print witness name

Appendix B

1.02.080 | Organization | Conflict of Interest

Board: Organization
Approved by: Board of Health
Date of ORIGINAL Issue: January 2, 2020
Date of last REVISED Issue: January 14, 2025
Date of last REVIEW without Revision:

Purpose

The purpose of this policy is to ensure that:

- employees work in a manner that is honest and ethical
- employees understand and adhere to their duty to avoid a conflict of interest in their work with HPPH
- public confidence and trust in the integrity, objectivity, and impartiality of HPPH is maintained
- clients, staff, and the Health Unit are safeguarded from a conflict of interest and/or boundary violation that could interfere with the objective provision of best services.

Policy

1. While it is not possible to cover every possible conflict of interest situation that might arise, this Policy outlines HPPH's expectations regarding real and apparent conflicts of interest between employee personal interests and the best interests of HPPH. If employees have questions or are unclear whether they have a conflict of interest, they are encouraged to discuss the situation with their Manager; the Director of Corporate Services may also be consulted by the Manager and/or employee. Should employees become aware of a conflict of interest or a perceived conflict of interest, they are to immediately notify their Manager in writing.

2. A conflict of interest is a situation in which an employee is in a position to exploit their employment with HPPH in some way to obtain a direct or indirect benefit for themselves or others. A perceived conflict of interest is a situation in which a reasonable member of the public might believe that a conflict of interest exists where one does not.

3. All employees are expected to safeguard confidential information (including personal health information and personal information and confidential health unit information) and not release such information to anyone other than the persons who are authorized to receive such information. Refer to 1.04.010 *Privacy Framework* for more information.

4. Employees are prohibited from accessing, using, or transmitting confidential information available only to HPPH staff to obtain personal or financial gain, or for the personal or financial gain of any other individual, partnership or company, whether directly or indirectly, or for any other purpose.

5. If employees have any outside business or financial activity, they may not work on them during work hours or use the HPPH's facilities or property including but not limited to, equipment, tools, photocopiers, stationery, telephones or cell phones, computers, etc., for the benefit or purpose of such business or activity.

6. Employees may not sell, transfer, or in any way authorize the use of any intellectual property, including copyrighted property such as literary or artistic works, patented inventions or processes, technological innovations, computer programs, data bases, and trademarks, belonging to the HPPH, without express authority from the HPPH.

7. Employees may not make any decision or participate in the process to hire, transfer, promote, demote, discipline, or terminate any family member, friends, or business associates.

    - HPPH may allow the employment of immediate relatives/family, friends and business associates of present Health Unit employees, provided that they:
        - Have applied and been considered through the usual selection and evaluation process and
        - Possess the necessary qualifications fundamental to the fulfillment of the job responsibilities; and
        - Are deemed to be the superior candidate.

    **(Relatives/family members may include – spouse, parents, children, siblings or in laws, or anyone who lives permanently at the same residence).

8. Employees may not interfere with the employment process or influence any other staff member to hire, transfer, promote, demote, discipline, or terminate any family member, friends or business associates.

9. Employees may not directly supervise family members, or business associates. A supervisory relationship is a relationship where the supervisory employee has the responsibility of evaluating the performance of, and assigning work to, an employee.

10. HPPH will not unfairly restrict the promotional opportunities of an employee, however if the promotion, transfer or movement of related staff members conflicts with this policy, it will be reviewed by the respective Director and Medial Officer of Health. Appropriate arrangements may be made to accommodate the change within the spirit of this policy.
    Where two employees become related (spousal relationship/significant social relationship) while employed at HPPH, they may be allowed to remain in their respective positions at the discretion of the responsible Director and the Medical

Officer of Health. If there is a direct supervisory relationship, HPPH will attempt to find a suitable transfer for one of the employees involved.

11. Employees may not directly or indirectly purchase or lease real property from or to the HPPH, nor have any direct or indirect interest in a company which purchases or leases real property from or to the HPPH, unless this interest has been fully disclosed to your Manager, and unless the purchase or lease of the real property is done through a public process.

12. Employees may not attempt to influence any proceedings carried out by duly authorized HPPH employees under the *Health Protection and Promotion Act*.

13. No employee, team or department of the Health Unit shall solicit personal gifts or honoraria for services provided within the mandate of the Health Unit.

14. Honoraria: "A payment given to a professional person for services for which fees are not legally or traditionally required."

    When employees accept speaking or other engagements as a representative of the Health Unit, they should make it clear that an honorarium is not expected. Unsolicited non-cash honoraria from organizations of low monetary value such as plants, food, or books, may be kept for personal use, or may be returned or donated to the Health Unit for other use. All other honoraria are to be returned or placed in the Donations Fund. Gift cards are viewed as cash by Revenue Canada and must be returned or forwarded to the Manager to use for program expenses or the Donations Fund. The Director of Corporate Services is to be notified of the details as soon as possible.

15. Gifts: "Something given voluntarily without payment in return, as to show favour toward someone, honour an occasion, or make a gesture of assistance".

    Staff should never accept gifts from formula companies or tobacco companies or personal gifts from pharmaceutical companies. Staff may accept gifts from industry that advance disease/treatment education (for example, patient teaching kits or drug samples). Such gifts must benefit clients within the practice setting and staff are responsible to ensure any teaching items are accurate, balanced, and complete. Staff may accept drug samples for the purpose of treating clients only. At no time should staff accept a gift of any value when the relationship to the giver is regulatory in nature (for example, Public Health Inspector and a Small Drinking Water System owner). If the situation does not allow immediate return of the gift, notify your Manager as soon as possible to discuss an appropriate plan of action.

    In general, staff are to abstain from accepting gifts from clients and contractors, providing a sensitive explanation, unless the refusal will harm the staff-client/contractor relationship, taking into consideration the following:
    - Was the gift solicited?
    - Is the client mentally competent?

- What is the intent of the gift? Will this gift result in client expectations? Will this gift result in feelings of obligations for staff?
- Is the gift appropriate with regard to timing and monetary value?
- Will the acceptance of the gift result in harm to other clients who do not offer a gift?

Staff should consult their Manager and document the consultation. This should occur prior to accepting the gift whenever possible.

Unsolicited non-cash gifts of low monetary nature that cannot be returned as determined above may be kept for personal use or donated to the Health Unit. For example, upon moving away a client may wish to appropriately express appreciation and congratulations with a small non-monetary gift.

More expensive unsolicited gifts or cash (including gift cards) that cannot be returned, are to be turned over to the Health Unit; Gift cards are viewed as cash by Revenue Canada and must be returned or forwarded to the Manager to use for program expenses or the Donations Fund. The Director of Corporate Services is to be notified of the details as soon as possible.

16. HPPH recognizes the merits of corporate sponsorship for both the sponsor and the Health Unit. Staff must be familiar with and adhere to policy on corporate sponsorship in order to avoid conflict of interest.
When accepting corporate support for an HPPH event, staff must ensure that:
    - final decisions regarding the content, faculty, educational methods, and materials are made without influence from industry sponsors;
    - continuing education activities are scientifically valid, objective, and contain balanced information relevant to the topic or focus of the event;
    - all funds from industry are in the form of an independent educational grant payable to HPPH;
    - educational materials and presentations refer to generic names in addition to trade names where a generic name exists;
    - presenters are paid an amount that is at fair market value and commensurate with the services provided;
    - presenters are paid by HPPH and not the industry sponsor;
    - negotiations for space or for types of promotional displays at HPPH functions are not influenced by industry sponsorship;
    - promotional displays from industry are not in the same room as the educational event;
    - presenters, attendees, and their personal guests pay for the full cost of any pre or post meeting social events;
    - there is a mechanism to manage all identified conflicts of interest; and
    - industry sponsorship of the event is fully disclosed (this includes making the disclosure publicly accessible prior to the meeting).

HPPH will only participate in industry-sponsored research that is ethically defensible, scientifically valid, and that complies with relevant national guidelines,

including the Tri-Council Policy Statement on Ethical Conduct for Research Involving Humans (TCPS-2).

17. Employees, who accept an appointment to a board of a community agency that deals with matters related to HPPH, should always be aware for the potential conflict of interest that may need to be declared.

18. Current employees may not be members of the Board of Health or vice versa.

19. Opportunities to volunteer for HPPH by an employee or board member will be evaluated on a case-by-case basis by the Senior Leadership Team.

20. Upon termination, employees must promptly deliver to HPPH any and all property, technology, data, manuals, notes, records, plans, or other documents, including any such documents stored on any video or software related medium, held by the employee concerning the HPPH services and programs, know-how, developments, and equipment. This includes property the employee made or prepared and relating in any way to the affairs of HPPH. With permission, employees may retain samples of their work if such work is in the public domain. However, this paragraph shall not apply to any original research or to any articles or papers for which the employee is an author or co-author, for which the employee retains all intellectual property rights.

References

College of Nurses of Ontario (CNO). (r 2006). Practice Standard. Therapeutic Nurse-Client Relationship.
Retrieved from: https://www.cno.org/globalassets/docs/prac/41033_therapeutic.pdf)

College of Physicians and Surgeons of Ontario (CPSO). (u 2014).
Policy: Relationships with Industry: Practice, Education and Research. Available from: https://www.cpso.on.ca/Physicians/Policies-Guidance/Policies/Physicians-Relationships-with-Industry-Practice

College of Physicians and Surgeons of Ontario (CPSO). (2007).
The Practice Guide. Medical Professionalism and College Policies. Available from: http://www.cpso.on.ca/Policies-Publications/The-Practice-Guide-Medical-Professionalism-and-Col

Appendix C

1.06.010 | Health and Safety | Occupational Health and Safety

Board: Health and Safety
Approved by: Board of Health
Date of ORIGINAL issue: January 2, 202 (
Date of last REVISION issue: September 25, 2026
Date of last Issue without Revision issue:

PURPOSE

To outline the roles and responsibilities for Health and Safety at Huron Perth Public Health (HPPH).

The Health Unit prioritizes the health and safety of its employees, and also acknowledges its responsibility to ensure the health and safety of the clients we serve, the public we receive and any visitors to our sites.

Every reasonable precaution will be taken to protect workers from injury or occupational disease. A Manager must know the *Occupational Health and Safety Act* requirements, the duties performed by their staff, and the hazards associated with those duties. Employees, students, volunteers and contractors at each office are responsible for understanding and adhering to health and safety policies.

RESOURCES

Annual Recurring Responsibilities Summary: Joint Health and Safety Committee
Home/Site Visit Safety Recommendations
The Right to Refuse Work

Responsibility and Enforcement

1. Everyone doing work for HPPH, without exception, is responsible for ensuring that:
    - Hazards are reported, identified and evaluated;
    - Appropriate control measures are implemented;
    - Appropriate training is provided and participated in; and
    - Every worker understands their role and responsibilities under health and safety policies and procedures.

2. All employees of HPPH will be held responsible for acts of neglect or failures to act to uphold the requirements of this policy.

3. Individuals or corporations may also be liable for fines or imprisonment as handed down by the Ministry of Labour and/or enforcement under the Criminal Code of Canada.

4. Specifically, it is the duty of Directors and Managers to:
    - instruct, inform and supervise employees to protect their health and safety
    - inform employees about any hazard involved in their work and train them in the handling, storage or use of any equipment, materials and protective devices
    - provide equipment, materials and protective devices and ensure they are maintained in good condition
    - ensure that a worker complies with the *Occupational Health and Safety Act* and regulations, and that any equipment, protective devices or clothing required is used or worn by the employee
    - ensure that staff receive an annual review on health and safety matters as outlined in the attached Appendix "Summary of Annual Recurring Responsibilities"
    - Ensure that training is tracked by using our internal Read and Confirm software.
    - ensure compliance with our health and safety policies by staff who routinely work away from our offices, not including meetings and professional development events. "Home/Site Visit Safety Recommendations" may be used to assist in this task.

5. It is the duty of each employee to:
    - work safely in compliance with the provisions of the *Occupational Health and Safety Act* and the regulations
    - report to their Manager any concerns or hazards or contravention of the Act
    - use or wear the equipment, protective devices or clothing as required by their Manager, and report to their manager any defects in their equipment or protective devices that could endanger anyone.
    - be familiar with health and safety-related policies and procedures, and in particular, if required to do home / site visits, see appendix *Home / Site Visit Safety Recommendations*.
    - be familiar with the right to refuse or stop work as described by the *Occupational Health and Safety Act*. See appendix: The Right to Refuse Work.

WHMIS Requirements

1. The Director of Corporate Services (DOCS) acts as overall coordinator of the WHMIS program. The DOCS is responsible for ensuring that all employees have received general WHMIS training annually, but each Director is responsible for occupational health and safety and WHMIS requirements within his or her department. A master listing of all Health Unit Safety Data Sheets (SDS) is available on FileHold or from the DOCS.

2. Safety Data Sheets are to be collected for all ~~harmful~~ products with an available SDS.

3. Directors must ensure that workers are trained in the following areas **before** they are exposed to any specific hazardous products:
    - the nature of the hazard

- how to protect themselves
- what to do if exposed.

4. Labelling is a mandatory requirement for manufacturers. If an HPPH employee transfers a WHMIS product from its original container into another container, a workplace label must be placed on the new container. Also, if a manufacturer's label becomes unreadable or is missing, a workplace label is to be placed on the original container.

5. Reference charts showing WHMIS symbols are to be posted on the Health & Safety section of the bulletin board in all Health Unit offices by the Co-Chairs/Health and Safety Representatives.

6. Full WHMIS requirements are spelled out in RRO 1990 Reg 860 (Workplace Hazardous Materials Information System) made under the *Occupational Health and Safety Act*.

< original signed by >
Bernie Maclellan, Chair
HPPH Board of Health