



REQUEST FOR PROPOSALS (RFP): Website Design for FoodShare Toronto and Toronto Partners for Student Nutrition (TPSN)

FoodShare Toronto is accepting proposals to re-design and further develop its website, including the creation of a site for the Toronto Partners for Student Nutrition embedded and visible in the same infrastructure but also with its own distinct domain pointing to this infrastructure. This will be a concept to completion production requiring a firm that can handle all site planning, interface design and production. Upon completion of the development of the site, FoodShare and TPSN will assume full responsibility for website content maintenance and administration, so the design must include a content management solution that allows in-house staff with little to no design or technical aptitude to easily update content and modify elements of site design after the initial launch.

About FoodShare, our Partnering, and the Toronto Partners for Student Nutrition

FoodShare Toronto is a non-profit community organization whose vision is Good Healthy Food for All. Founded 25 years ago to address hunger in our communities, FoodShare takes a unique multi-faceted and long-term approach to hunger and food issues. We work to empower individuals, families and communities through food-based initiatives, while at the same time advocating for the broader public policies needed to ensure that everyone has adequate access to sustainably produced, good healthy food. Working "from field to table," we focus on the entire system that puts food on our tables: from the growing, processing and distribution of food to its purchasing, cooking and consumption.

FoodShare Toronto is Canada's largest community food security organization, recognized as an important innovator of effective programs that have been reproduced all across Canada. We facilitate empowerment and community development from the ground up, cultivating awareness, building citizenship and enhancing individual and community participation, all the while striving to improve access to good healthy food.

Since its earliest years, FoodShare has recognized that partnership makes us stronger and amplifies the effects of our work. We pioneer by illustrating what is possible, creating empowering tools and replicable, scalable solution models (our programs) to combat universal food problems, then we mentor communities in adapting and growing these solutions. We apply our program models to the direct needs of low-income communities in Toronto, implementing these solutions universally to remove stigma. FoodShare's community development partnership model means that our work is leveraged exponentially, garnering affects that reach far beyond Toronto and even Canada.

Our programs, which reach over 145,000 children and adults per month in Toronto, include Student Nutrition, Field to Table Schools, The Good Food Café, Focus on Food youth internships, the Good Food Box, Good Food Markets, Fresh Produce for Schools and Community Groups, Baby and Toddler Nutrition, Community Kitchens, Field to Table Catering, the Food Link Hotline, Power Soups, Community Gardening,

Composting, Beekeeping and Urban Agriculture. (Please refer to our 2010 calendar for pictures and details of these programs and how they fit together. The calendar may be found here: <http://www.foodshare.net/download/2010Calendar.pdf>)

FoodShare is actively involved in several community based partnerships, including collaboration with the Toronto Partners for Student Nutrition, the Toronto Beekeepers Cooperative and several other urban agriculture and school curriculum partnerships.

The Toronto Partners for Student Nutrition is a partnership of the Toronto Board of Health, Boards of Education, Toronto Foundation for Student Success, the Angel Foundation and several community organizations including FoodShare Toronto. TPSN operates almost 800 student nutrition programs across Toronto.

Summary of the Project

The existing FoodShare website (www.foodshare.net) was originally designed and produced about 10 years ago as a platform for the Resource Library (<http://www.foodshare.net/resource/index.cfm>), which is now out of date. As FoodShare's programs and needs expanded, various add-ons were programmed, resulting in less-than-friendly user experiences and complex precarious infrastructure that must be managed by an outside webmaster. The website requires a complete overhaul, updating appearance, structure and the way that it manages and presents information and resources. It also requires the addition of various functionalities and features that will make it consistent with current standards.

Purpose

To redevelop the FoodShare web site in order to:

- Ensure infrastructure stability and integrity;
- Streamline and improve the user experience, making navigation consistent and intuitive, and simplifying the look and feel of the website to allow meaningful 'at a glance' connections for all stakeholders from the homepage, and further exploration of all pages;
- Communicate consistently all that FoodShare does and how we do it (mission, vision, values, inclusivity, community centred spirit), highlight our full range of programs and services, empower and connect users with information resources, direct services and with each other;
- Communicate time-sensitive details of initiatives, workshops, events and other updates;
- Facilitate order taking, event registration and payment processing through the use of forms, databases and ecommerce functions;
- Make it easy for donors to contribute; for customers to connect with and order services; for partners, interested individuals and communities to access and share resources; and for volunteers to sign up;
- Build interactive online communities around all of our programs to encourage the exchange of information and resources;
- Provide easily downloadable resources;
- Capitalize on all possible social media opportunities;

- Encourage viral activity to spread the word about FoodShare.

Requirements

Following is a full wish list of functionalities. Proposals that incorporate a variety of approaches and can outline modular or tiered approaches to achieving all of these desired functionalities will be appreciated in the event that budgetary considerations hamper the undertaking of all of this work at once.

- Serve the needs of multiple stakeholders representing the full diversity of Toronto's communities and organizational relationships, i.e. customers, funders and donors, partners, communities and community members, teachers, students, general public, media and more;
- Ensure that these many stakeholders recognize their needs on the home page;
- Make all programs prominent on the home page and incorporate individual pages and resources as necessary;
- Build Interactive community hubs around all of our programs to encourage the exchange of information and resources;
- Host a variety of downloadable resources and materials including program or project manuals, organizational documents (Annual Report, Strategic Plan, etc.), fundraising support resources, produce order sheets, etc;
- Facilitate order taking, event registration, and payment and donation processing;
- Make a donation mechanism obvious on every page;
- Add a search mechanism;
- Add blogs, alerts, and social media connections and capabilities;
- Add survey management capabilities;
- Incorporate the management of our Enews, Newsletters and subscription lists;
- Add a high-visibility Media page and Fundraising support page;
- Incorporate the capability through design elements and/or buttons and banners to highlight on the homepage key messaging or upcoming events and rotate this messaging;
- Reflect FoodShare's branding as represented in our Strategic Plan and Annual Report, which may be found here:
<http://www.foodshare.net/download/FoodShare-StrategicPlan2009.pdf> and
<http://www.foodshare.net/download/FoodShare-AR2008-09.pdf>)
- Provide a content management system with varied levels of security access and integrated style guidelines to permit non-technical FoodShare staff to instantly updated website content. This content management system must allow flexibility in templates such that pages on the website focused on each of our programs and collaborations can cultivate a distinct look and features as required.

Key Audiences

FoodShare serves the needs of multiple stakeholders and multiple relationships representing the full diversity of individuals and communities in the city of Toronto, and beyond.

Timelines

This is an open and competitive process. Proposals are due no later than 5:00pm, Friday March 19. Proposals will be evaluated immediately thereafter. The successful candidate will be notified in the week of March 22. Work will begin in the week of March 29, with ideal completion prior to May 31, 2010.

Development Guidelines

The website designed by the successful candidate must meet the following criteria:

- Provide a content management system with varied levels of security access and integrated style guidelines to permit non-technical FoodShare staff to instantly updated website content. This content management system must allow flexibility in templates such that pages on the website focused on each of our programs and collaborations can cultivate a distinct look and features as required;
- Convert some existing content to the new website (NOT including the current Resource Library: <http://www.foodshare.net/resource/index.cfm>);
- The overall site must reflect FoodShare's bright and community-centered branding and our values, employ photographs of our work, be uplifting and empowering and have an attractive mix of text, graphics and interactive features as described;
- Each section of the site should have its own common look and feel, allowing the opportunity to reflect and cultivate the varied personalities of each of our programs. In the case of representing the collaboration between FoodShare and TPSN, two domains will point to the same page;
- Ease of Navigation: information should be grouped and presented in a simple and logical manner and require no more than three levels of navigation to find the desired information;
- Search capabilities using key words or phrasing that will identify content from throughout the site;
- Increase Google search optimization;
- Tracking System: provide tracking software and the ability to produce tailored site reports as required.

Proposal Format and Contents

No particular format is requested, but proposals must provide all information requested in this RFP. A proposal may, and is encouraged to add information not requested in this RFP, but such information should be included in addition to, not instead of, the requested information.

The proposal must demonstrate the ability to fulfill the requirements and perform the necessary work in this RFP, on the requested timelines. At a minimum, the proposal must contain:

- A company profile, including length of time in business, core competencies and relevant experience;
- Current reference information for three former or current clients;
- A list of websites (including URLs) your firm has produced that best reflect your work and relevancy to this project, accompanied by a

description of your objectives in these projects and an appraisal of your success in achieving them;

- A list of primary personnel to be assigned to the work discussed in this RFP, with a description of each person's duties, experience and training;
- A critical path up to the proposed launch date (May 31, 2010 or sooner) including a description of required input of FoodShare staff;
- Budget/fees: the quoted price should be inclusive of required revisions, graphics and all other items required for site development. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees;
- Based on the information provided in this RFP and in response to the needs of the redesign: proposed concepts and ideas, website features sample visuals, an overall view of the web site structure;
- Any other information deemed pertinent.

Proposal Evaluation

Each proposal will be evaluated by FoodShare based on the following criteria:

- Cost;
- Demonstration of ability to best fulfill our requirements and meet our needs as outlined in this RFP on the defined timelines;
- Demonstration of ability to communicate the spirit of FoodShare.

Deadline and Proposal Submission

Proposals should be submitted (electronically preferred) by **5pm Friday March 19, 2010** to:

Adrienne De Francesco
Fundraising and Communications Manager
FoodShare Toronto
90 Croatia Street
Toronto, ON M6H 1K9
adrienne@foodshare.net

No late proposals will be considered.