



MUSCULAR  
DYSTROPHY  
CANADA

---

DYSTROPHIE  
MUSCULAIRE  
CANADA

## Request for Proposal

For: Interpretation and Translation Services

Date: April 19, 2021

## Table of Contents

Introduction .....	3
Section 1 – Proposal Submission Instructions .....	4
Section 2 – Scope of Work .....	5
Section 3 – Proponent Submission Information .....	6
Section 4 – Proposal Evaluation .....	8
Signature of Authorized Officers .....	10
Appendix A.....	11

## Introduction

Since 1954, Muscular Dystrophy Canada (MDC) has been the leading voice of the neuromuscular community in Canada. Thanks to our generous donors, we support individuals impacted by neuromuscular disorders, by investing in research, delivering critical programs and services, and challenging public policy.

Funded by Canadians from coast to coast, our investment in the research community is advancing the development of important new treatments. Our programs and services play a critical role in informing and supporting members of the neuromuscular community by funding equipment to improve daily life; hosting family and caregiver retreats; providing emotional and educational support; and with providing access to vital resources and support systems. Our advocacy efforts focus on enhancing public policy at all levels of government to bring about positive change. We are currently working to bring new treatments and trials to Canada. Advances in medicine have resulted in individuals with neuromuscular disorders living longer but not necessarily living better. As their disorder progresses and changes, so do their needs and financial strains.

Our desire is to provide support through all stages of disease progression by providing the tools, resources and support individuals need to live a full and rich life.

MDC relies on fundraising dollars to achieve our key strategic priorities. Traditionally, MDC has raised millions of dollars by fundraising through in person events. COVID 19 has forced MDC to pivot to consider and bring the community together to raise critical funds through a meaningful virtual experience.

## Section 1 – Proposal Submission Instructions

MDC is looking for an experienced interpretation and translation company to support various virtual events and development of collateral throughout the year. As a national organization our goal is to provide communications in both official languages, to engage all communities across the country. As we work towards expanding our French communications, we would benefit from the expertise of an external partner who can help ensure we are engaging our French speaking stakeholders effectively and accurately.

Please send proposals to Heather Rice @ [Heather.Rice@muscle.ca](mailto:Heather.Rice@muscle.ca) by Friday, April 30, 2021. All inquiries regarding the RFP must be submitted in writing to Heather Rice as early as possible within the bidding period. Inquiries must be received **no less than five (5) business days** before the bid closing date to allow sufficient time to provide a response. Inquiries received after that time may not be answered prior to the bid closing date.

For information about MDC, please visit our website at [www.muscle.ca](http://www.muscle.ca).

# **Section 2 – Scope of Work**

## **Service Requirements**

### **INTERPRETATION**

1. Webinars – 1.5 hours per month
2. Virtual Fundraising Events
  - a. Walk4MD – 1 hour of content (June 18)
  - b. Virtual Walk4CMT – 1 hour of content (Sept 18)
  - c. Defi gratte-ciel– 1 hour of content (Oct 2)
  - d. Thank You Gala – 1 hour of content (Date TBD – Late Oct. to late Nov.)

### **TRANSLATION**

#### **Human Resources and Volunteer Engagement**

- 3 or 4 HR Role Profiles (2-3 pages each)
- 3 or 4 Volunteer Profiles (2-3 pages each)
- Volunteer Handbook (60-80 pages)
- 5 Volunteer Orientation/PD Sessions (10-35 pages each)
- Announcement about new Community Volunteer structure (2-3 pages)
- Updated Chapter and CSF Principles (10 pages each)
- Communication support for Volunteer Awards (2 -3 pages)
- 2 Semi Annual Volunteer Newsletters (2-3 pages each)
- Volunteer Satisfaction Survey (4-5 pages)
- Volunteer Data Collection Survey (3-4 pages – update from current survey)

#### **Revenue Development**

- Fire Fighter volunteer positions (~4 profiles)
- Thank you letter for Fire Fighters (1 page)
- Fire Fighter Campaign Supply List (1 page)
- Fire Fighter presentation (~3-4 slides)
- International Fire Fighter Day (social media content; 4 to 6 posts; video subtitles)
- Fire Fighter Appreciation Day (social media content; 4 to 6 posts)
- Defi gratte-ciel– Website content, social media, video subtitles (8 to 10 videos)
- Do It Yourself Program (webpage content, social media and How-To package (3-4 pages))
- Walk4MD – social media and email content (~20 posts and ~8-10 emails)
- Ornament Campaign – Social Media, email and webpage content (~6-8 posts, 6 emails and 400-500 words of content for website)
- Wheelchair Dare – one webpage and social media content (~3-4 posts)
- Sponsorship Package (6-8 pages)
- Fire Fighter Resource Manual – (~6 pages)
- Fire Fighter Impact Report (2 pages)

## **Research**

- Webinar report (1 per month at ~35 slides)
- Survey's following Webinars (24)
- Virtual Round Table reports (12)
- Canadian health experience surveys (12) ahead of virtual round table
- Research Spotlights – 2 per month
- Weigh in Wednesday - one per month ~400 words
- Advocacy Toolkit (~50 pages)
- Stewardship Email (~12)
- Website
  - 12 disorder pages
  - Research projects/grants
  - Knowledge translation reports
  - Research project listings
  - Webinars
- Research Grants (social media, news release, blog post, email)

## **Mission**

- Outreach presentation (~48)
- Lunch and Learn presentation (~31)
- Impact brochure (2 pages, ~400 words)
- Donor Pamphlet (2 pages, ~400 words)

## **Donor Relations & Corporate Giving**

- National philanthropy day email to donors (~300 words)
- MDC sponsorship package – 5-6 pages
- MDC backend package (~300 words)
- MDC donor thank you letters, tax receipts letters and in mem/in honour letter template (1 page each)
- Chapter reports (5-10 pages, X 4)
- Donor stewardship reports – (4-5 pages @ ~6 per year)
- Donor funding requests – 4-5 pages @ ~ 6 per year)
- Mid-level pilot project – emails and package development (4-8 pages)
- Holiday greeting (~300 words)
- Annual report, monthly donor and Foundation stewardship letter – once a year (3 @ ~400 words)
- Planned Giving website content (~7 pages of content @ ~300 words)
- Social media recognition for donors (3-4 times per year)
- Monthly campaign – Campaign landing page, content and social media posts (DONE)
- Monthly donor thank you letter, decline letters. (2 @ ~300 words)
- Employee giving form (~2 pages)
- Walk4CMT – email communications (~4-5 emails of 300 words)
- Thank You Gala – invitation, website, autoresponders, 4-5 emails
- Equipment Program Proposal – (~5 pages)

## **Marketing & Communications**

- French Re-engagement strategy (content TBD)
- Giving Tuesday (social media, email campaign, other items TBD)
- Retroactive translation for videos (~20 videos)

## **Section 3 – Proponent Submission Information**

### **3.1 Cover Letter and Introduction**

The production company shall provide a cover letter that introduces the firm and or consultant; and summarizes the proposal deliverables and costs. This should allow MDC's Evaluation Team to quickly gain an overall perspective of the proposal, prior to reviewing in detail. The cover letter must be signed by an authorized signing officer of the organization.

### **3.2 Qualifications/Experience**

This section includes a brief description of the firm and or consultant including qualifications and experience relevant to the above re: scope of work.

The bidder is asked to provide:

1. Brief overview of organization, strength and structure
2. Clearly identify the team that will be assigned to the MDC account
3. The firm's and or consultant's current and largest public sector clients, indicate the type(s) of services performed and the number of years served for each client
4. Evidence of experience, including a list of previous projects, mandates or other work similar to the types of services required hereunder with similar timelines

### **3.3 Lead Personnel**

Experience and Roles of Key Team Members. Please provide information as follows:

1. Case studies/examples showcasing related project experience
2. Experience of the key team lead and the key team members

### **3.4 Methodology and Approach**

The bidder is asked to provide:

1. Approach to managing competing projects, and priorities
2. Turnaround times

### **3.5 Price Proposal (see Appendix "A" below)**

Proponent shall provide a Price Proposal for services.

### **3.6 References**

Provide three references for any work done by your firm in the past three years that is similar in nature to the requirements defined in this RFP. Select clients that are similar to MDC and provide a contact name, along with his/her phone number, fax number and email address.

The reference information provided should identify the size of the engagements conducted for them as well as demonstrate the extent of your previous experience, the clients' overall satisfaction with your services and the results achieved, including your adherence to interim and final deadlines.

### **3.7 Presentation**

MDC may request Proponent(s) to present their proposal to the evaluation team. If so, the objectives, requirements and evaluation criteria for the presentation will be provided when the invitation to present is extended.

The presentation should provide an overview of the firm's and or consultant's proposal with emphasis on the following:

1. Understanding of the assignment
2. Approach and plan
3. Projected outcomes

## Section 4 – Proposal Evaluation

### **4.1 Evaluation Process**

- An evaluation committee will be formed by MDC
- The criteria against which proposals will be evaluated is identified below
- MDC may request clarification from any Respondent when evaluating a proposal

### **4.2 Evaluation Criteria**

For proposals to be evaluated, the Respondent must demonstrate experience and qualifications, and disclose any actual or perceived conflict of interest by providing a written statement.

Proposals will be evaluated based on the following criteria:

<b>MANDATORY REQUIREMENTS</b>	<b>MET</b>
1. The firm shall provide a cover letter that introduces the firm and summarizes the proposal approach and costs.	Y/N
2. The cover letter must be signed by an authorized signing officer of the organization.	Y/N
<b>RATED REQUIREMENTS</b>	<b>%</b>
Understanding of requirements	10%
Qualifications/Experience	10%
Lead Personnel	10%
Methodology and Approach	10%
Price Proposal	30%
References	5%
Presentation	25%
<b>TOTAL</b>	<b>100%</b>

### **4.3 Basis of Selection**

1. To be considered responsive, a bid must:
  - a) Meet all the mandatory requirements of this solicitation; and
  - b) Obtain the required minimum of 70 per cent of the points for the criteria which are subject to point rating.
2. Bids not meeting (a) or (b) above will be given no further consideration.
3. The responsive bid that scores the highest number of rated points will be recommended for award of a contract.

# **SIGNATURE OF AUTHORIZED OFFICERS**

## **PROPONENTS CERTIFICATION AND ASSURANCES**

This form must be attached to and form part of the Supplier's proposal for:

1. I/We make the following certification and assurances as a required element of the RFP that the truthfulness of the facts affirmed here and the continuing compliance with these requirements are conditions that apply to this RFP or the Agreement entered into pursuant to this RFP.
2. I/We certify that this bid is made without any connection, knowledge, comparison of figures or arrangement with any other company, firm or person making a bid for the same work and is in all respects fair and without collusion for fraud.
3. I/We agree to comply with all of the terms, conditions and provisions as outlined herein, understanding that such conditions and provisions apply to this RFP or the Agreement entered into pursuant to this RFP.

---

Authorized Signature

---

Print/Type Name

---

Position

---

Date

---

Company's Registered Name

**Mailing Address of Vendor:**

Street \_\_\_\_\_ City \_\_\_\_\_

Province \_\_\_\_\_ Postal Code \_\_\_\_\_ Telephone Number \_\_\_\_\_

Email Address \_\_\_\_\_ Website \_\_\_\_\_

## APPENDIX “A” – PRICE PROPOSAL

Proposed Resource(s)	Total Hours	Hourly Rate	Extended Cost
		\$	\$
		\$	\$
		\$	\$
OTHER COSTS (such as travel, living) without mark-up		\$	
		TOTAL EXTENDED COST	\$
		HST	\$
		<b>GRAND TOTAL</b>	<b>\$</b>

**Please Note:**

- All costs shall be quoted in Canadian dollars (CAD): HST excluded;
- Proposals shall be irrevocable for a period of ninety (90) days following the RFP closing date;
- All costs shall remain firm for the period of the resultant contract;
- The hourly rate shall be all-inclusive and cover all wages, overhead and profit; and