

REQUEST FOR PROPOSAL

Marketing, Communications and Website Hosting Services

Issued: Wednesday, November 26, 2025

One Kids Place Children's Treatment Centre
400 McKeown Avenue
North Bay, ON, P1B 0B2

1. INTRODUCTION

One Kids Place Children's Medical Treatment Centre of Northeast Ontario (OKP) is a regional multi-service agency offering community-based rehabilitation, specialized clinic services, and related supports for children and youth (birth to 19 years) with communication, developmental, and physical disabilities. OKP provides an integrated range of services that address the evolving physical, emotional, and psychological needs of each child. Our services include Physiotherapy, Occupational Therapy, Speech-Language Pathology, Social Work, Therapeutic Recreation, and several specialized clinics, group programs, and camps. Last year, we served 3,624 children, providing a total of 44,743 visits across our districts.

Mission – Together with families and partners, we help make a difference in the lives of children and youth with special needs in the Districts of Muskoka, Nipissing, and Parry Sound. Through the delivery of inter-disciplinary supports, services, and therapy, our expert team of professionals empower every kid to reach their full potential and create a place of belonging in our communities.

Vision – Empowering families for a more inclusive future for our kids.

Values- Collaborative, Accessible, Respectful, Community, Expertise

One Kids Place is one of twenty-one children's treatment centres (CTC) in the province of Ontario and employs over 100 staff members while operating four locations, Huntsville, Nipissing, Parry Sound, and Timmins, serving these communities and the surrounding regions.

One Kids Place is governed by a volunteer Board of Directors and funding is primarily provided by the Ministry of Children, Community and Social Services (MCCSS) and is a proud member of Empowered Kids Ontario and the Nipissing Wellness Ontario Health Team. OKP was incorporated on April 11, 2005, and became a registered charity on January 17, 2006.

Additional information can be found on our website www.onekidsplace.ca

2. OVERVIEW

One Kids Place is seeking proposals from qualified Marketing and Communications firms with the capability to host and maintain our website as well as provide support for our brand presence, supporting communications initiatives, and ensuring a secure and reliable digital environment.

3. TERM OF THE CONTRACT

One Kids Place is seeking proposals for Marketing, Communication, and Website Hosting Services. The term of the contract is three (3) years with the option of two (2) one (1) year extensions subject to approval of both parties.

Firms are to submit a proposal defining how they will fill the requirements below.

4. RESPONSIBILITIES

4.1. Marketing and Communication

4.1.1. Branding and Messaging

- Work with existing brand strategy and visual identity to further the organization's awareness and mission while engaging with the Director of Development to collaboratively ensure brand consistency and growth.

4.1.2. Media Relations

- Offer crisis communication support as needed.

4.1.3. Content Development

- Create and manage content for website, print collateral, and social media platforms, ensuring messaging aligns with organizational goals and values.

4.1.4. Digital Marketing

- Recommend strategies for improving reach and engagement, while providing analytics and performance reporting.

4.1.5. Campaign Development (As Needed)

- Develop and execute marketing campaigns and report measurables and campaign effectiveness.

4.1.6. Event Support

- Assist with promotion, media coverage, and community outreach for events as required.

4.1.7. Bilingual Support

- Providing services in both English and French is considered an asset.

Website Hosting and Maintenance

4.1.8. Website Hosting

- Provide secure, scalable, and reliable hosting services for One Kids Place Websites, while ensuring high uptime (99.9%) and performance.

4.1.9. Maintenance and Updates

- Perform regular updates to content management system, plug-ins, and perform security patching. SLA of 2 Weeks for patching plug-ins and security updates considered zero day or equivalent.
- Ensure website remains current and functional. Build in design elements to website that allow for future technologies or improvements.
- Notify One Kids Place of any changes/updates to website when work is done.

4.1.10. Technical Support

- Define response time expectations for critical, high, and low-priority issues
- Provide uptime monitoring and a timely helpdesk system for issue resolution.
- Support must be available during standard business hours (8:30 a.m. to 5:00 p.m. EST, Monday to Friday), excluding statutory holidays.
- Outline escalation procedures for unresolved or urgent issues.

4.1.11. Ontario Digital Service Standard

- Ensure all digital services align with the Ontario Digital Service Standard, including user-centered design, accessibility, privacy-by-design, and performance measurement.

4.1.12. Disaster Recovery

- Maintain regular backups of website (daily/weekly/monthly), for a period of 1 year
- Outline a tested disaster recovery plan.

4.1.13. Security

- Provide and maintain a valid SSL certificate for the website.
- Ensure SSL encryption is applied to all data in transit.
- Ensure data at rest is encrypted using industry-standard protocols.
- Hosting provider must guarantee data residency within Canada or provide equivalent safeguards that meet Ontario's privacy legislation (PHIPA/FIPPA).
- Perform monthly security scans and audit logs for login attempts, file changes, and suspicious activity.
- Maintain website security best practices and immediately notify OKP of any vulnerabilities or breaches.

4.1.14. Accessibility Compliance

- Ensure the website meets AODA standards, including WCAG 2.2 Level AA guidelines for accessible design, navigation, and content presentation.

4.1.15. Privacy and Data Protection

- The selected Firm must ensure all marketing, communications, and website hosting practices comply with Ontario's privacy legislation, including the Personal Health Information Protection Act (PHIPA) and the Freedom of Information and Protection of Privacy Act (FIPPA). Vendors must:
 - Conduct Privacy Impact Assessments (PIAs) before launching any new features or collecting personal information.
 - Implement privacy-by-design principles in all digital tools and campaigns.
 - Ensure data residency in Canada or provide equivalent safeguards.
 - Use encrypted transmission and storage for all personal and health information.
 - Maintain a privacy breach protocol, including notification to OKP and affected individuals.
 - Comply with annual breach reporting requirements to the Information and Privacy Commissioner of Ontario.

4.1.16. Performance Monitoring

- Monitor analytics, page load times, and accessibility compliance.

4.2. Proposal Content

In response to the RFP, the Firm must address the following components of work:

4.2.1. Qualifications and Experience

- Provide a brief history of your firm, including years in operation, size, and areas of specialization.
- Describe your experience working with organizations in the children's health, nonprofit, or public service sectors.
- Highlight any experience with similar scopes of work (e.g., integrated marketing and website hosting).
- Introduce the key members who will be assigned to this project, include their roles, qualifications, and relevant experience. Identify a primary point of contact for the duration of the contract.

- Include any examples of past work that demonstrate your capabilities in branding, communications, and website hosting. If possible, include links to the live websites or campaign materials. Please explain the methodology and strategies for One Kids Place you would apply in addressing the following areas:

Branding and Messaging

Media Relations

Content Development

Digital Marketing

Campaign & Event Support

Website Hosting & Maintenance

Provide a detailed breakdown of costs, including:

- Hourly or project-based rates
- Hosting and maintenance fees
- Optional service or add-ons

Include at least three (3) references from clients. Provide contact information and a brief description of the work performed.

5. INSTRUCTIONS FOR BIDDERS

All communications related to this Request for Proposal shall be conducted via email to ensure clarity, consistency, and proper documentation. To confirm that messages are received and acknowledged, the sending party must request a read receipt with each email. Both parties are responsible for maintaining accurate records of all correspondence, including read receipts and acknowledgments, for audit and compliance purposes.

5.1. All interested companies should send an email no later than **Fri, December 5th, 2025** at 4:00PM, notifying One Kids Place of their interest and intention to submit a proposal.

5.2. Questions and Inquiries

- Any questions or inquiries should be received by OKP no later than **Fri, December 12th** at 4:00PM.
- Direct all questions and inquiries to development@onekidsplace.ca
- Responses will be returned to all interested parties no later than **Fri, December 19th, 2025** at 4:00PM.

5.3. Closing date

All proposals must be received via email to development@onekidsplace.ca by **Wed, December 24th, at 12 noon** and be clearly marked, "Proposal Marketing, Communications, and Website Hosting Services – One Kids Place Treatment Centre" with a contact person and relevant contact information.

Proposals received after this time/date will not be considered.

6. CONTACT FOR THE PROJECT

Katharine Strang
Director of Development and Community Relations

Phone: (705) 476-5437, ext. 3909

Email: development@onekidsplace.ca

7. TERMS, CONDITIONS AND SUPPLEMENTARY INFORMATION

7.1. Right to Reject

One Kids Place has the right to reject any or all proposals, in whole or in part, at its sole discretion. Neither the qualifying proposal which scores the highest number of rating points, nor the one which contains the lowest price will be necessarily accepted. Selection will be based on the best overall value to the Corporation.

7.2. Pricing and Validity

All pricing must be quoted in Canadian dollars and remain valid for a minimum of 90 days from the proposal submission deadline. Any additional costs must be clearly identified in the proposal.

7.4 Compliance

The selected Firm must comply with all applicable federal, provincial, and municipal laws and regulations, including privacy and accessibility standards. Website hosting and data handling must meet Ontario's privacy legislation and security requirements.

7.5 Conflict of Interest

Firms must disclose any actual or potential conflicts of interest that may affect their ability to perform the services outlined in this RFP.

7.6 Liability

One Kids Place shall not be liable for any costs incurred by Firms in the preparation or submission of proposals.