**Reflective Revisioning and Rebranding Project**

**for the**

**Sexual Assault Centre of Brant**

**Request for Proposals**

The Sexual Assault Centre of Brant (SAC) seeks an experienced consultant or consultant team to help the staff and board develop and launch a new outward facing identity for our organization.

Title: Rebranding Consultant or Consultant Team

Compensation: $25,000  
Duration: October 1, 2024 to March 31, 2025

Supervision: Executive Director

Colleagues and Collaborators: ED, Staff, Board

**About SAC**

The Sexual Assault Centre (SAC) has been dedicated to fostering healing and driving positive change in the Brantford/Brant County community for the past 30 years. Our mission is twofold: we offer direct support and services to survivors of sexual violence while actively working with the community to challenge and change the conditions that allow such violence to occur.

In response to the profound changes and challenges facing our communities in the last five years, we have embarked on a transformative journey as an organization. Eighteen months ago, we temporarily paused our outreach and development activities. This decision was made to allow us to focus on stabilizing our operations, eliminating waitlists, and enhancing our core services.

We anticipate that this phase of our work will be completed by the fall. At that time, we plan to reengage with the community in a more meaningful way, not only by deepening our involvement but also by introducing new initiatives that will highlight and promote the vital work we do. We are excited about the possibilities ahead and look forward to continuing our mission with renewed energy and purpose.

**Project Planning and Position Summary**

SAC is seeking a dynamic and visionary individual who will take the lead in reimagining and enhancing the public-facing aspects of our organization. This role requires someone with a creative mindset, capable of envisioning and executing innovate strategies that will elevate our presence and impact within the community. The ideal candidate will be instrumental in shaping how we communicate our mission, engage with our communities, and promote our services, ensuring that our outreach efforts are both effective and reflective of the vital work we do.

Please outline a workplan with approximate timelines to include the following:-

Phase 1: Strategic Planning

* Facilitate and develop a strategic plan for Pub Ed/Outreach and Community Engagement
  + Conduct initial consultations with key stakeholders (staff. Board) to gather input
  + Analyze current outreach efforts and identify areas for improvement
  + Draft a strategic plan outlining goals, target audiences, key messages, and engagement strategies
  + Review and refine plan based on feedback from stakeholders.
* Facilitate and develop a strategic plan for social media
  + Assess the current social media presence and performance
  + Identify opportunities for growth, engagement, and alignment with the organization’s mission and values.
  + Develop a social media strategy for the organization
  + Review and refine based on feedback from stakeholders.

Phase 2: Staffing and Development

* Assist with the development of job descriptions, job postings, interview tools and workplans to guide the day-to-day activities of the staff in these positions.

Phase 3: Branding and Visual Identity

* Liaise with staff, board and other key stakeholders about the development of a new logo
  + Review and refine based on feedback from stakeholders
* Contribute to the final version of our updated website
  + Review the beta version of the website and identify areas where the new branding can be integrated
  + Collaborate with stakeholders to ensure the website reflects the updated “vibe” and strategic direction
  + Assist in finalizing content and visuals to align with the new brand identity

Phase 4: Promotional Materials and Launch

* Design and produce promotional materials, including brochures, flyers, and branded merchandise
* Oversee the creation of new signage for the SAC office and events
* Orchestrate a launch of our new look
  + Plan and execute a launch event or campaign to unveil the new logo, website, and promotional materials
  + Develop a communication plan to announce the rebranding to the community, including press releases, social medial campaigns, and email newslettters

**Desired Competencies for the Consultant or Consulting Team**

The ideal consultant or consultant team will possess the folloing key competencies (or equivalent experience):

* Knowledge of sexual violence organizations – experience working with organizations focused on sexual violence and violence against women;
* Solidarity with diverse gender identities: knowledge and experience in supporting trans, genderqueer, non-binary, Two Spirit, and intersex communities;
* Knowledge of feminist theory;
* Conflict resolution skills and experience implementing these within organizations;
* Advanced analytical and critical thinking skills – proficiency in gender-based analysis, and the application of intersectional, anti-oppression and anti-racist frameworks;
* Understanding of oppression and inequity – deep awareness fo the historical and ongoing oppression impacting marginalized survivors, including gender diverse, trans, youth, elder and BIPOC communities;
* Strategic planning and branding experience;
* Project management experience;
* Collaborative leadership;
* Facilitation Skills – both in-person and virtual;
* Proven track record to deliver and achieve project objectivies;
* Familiarity with SAC’s work or a background in grassroots sexual assault centres is a distinct asset.

**Contract Details and duration**

This is a six month contract (October 1, 2024 to March 31, 2025) that includes a draft workplan and end of project deliverables.

**Compensation**

Our budget for compensation for this work is $25,000. The successful candidate assumes responsibility for the declaration of income and remittances owing to Canada Revenue Agency. HST is provided by OCRCC.

**How to apply**

To submit your proposal,please follow these guidelines:

1. Workplan document (three pages):

* Approach – Outline your approach to this consultation work, including a detailed workplan that explains how you will accomplish the tasks outlined in the RFP.
* Relevant Experience – Provide examples of similar consultation work you have completed, or other experiences that require revisioning and collaboration with community stakeholders.
* Cost Breakdown – Include an estimated cost breakdown for each aspect of your work, ensuring that it aligns with the specific compensation amount.
* Local Context (if applicable): If you or your team have not previously worked in Brantford/Brant/Six Nations, describe how you would familiarize yourself with the unique history and current realities of the local community.

1. CV and References

* In a separate attachment, provide your CV (or your team’s CVs) along with three current references.

1. Submission Details

* Send your proposal to: [sexualassaultcentre@sacbrant.ca](mailto:sexualassaultcentre@sacbrant.ca)
* Include “RFP for 3R Consultant” in the subject line of your email

**Deadline for submission is September 15, 2024**