

**Collaborative Funders' Table  
Communications Consultant Request for Proposal  
March 2025**

**About the Collaborative Funders' Table (CFT)**

The CFT is a partnership among eight grant-making organizations in the Calgary area that have pooled financial resources and are working to improve employment outcomes for Opportunity Youth and young adults in Calgary. Opportunity Youth are 18- to 29-year-olds who are not engaged in school or work and who face one or more barriers to employment (racialized, newcomer, Indigenous, low socio-economic, involvement in the justice system, minimal work experience, low education level, experience with disability etc.). More information can be found on our webpage, <https://burnsfund.com/calgary-youth-employment-initiative/>.

The members of the CFT include Burns Memorial Fund, the Calgary Foundation, the City of Calgary, JPMorgan Chase Foundation, the RBC Foundation, and the United Way of Calgary and Area. Burns Memorial Fund is the administrator of the CFT funds.

**Project Overview**

The CFT is seeking a qualified Communications Consultant to support with the development and dissemination of a comprehensive, expertly curated and designed Industry Association Toolkit to improve the knowledge, skills, and culture of employers regarding employment of Opportunity Youth.

The Toolkit will include tools and resources such as:

- Summary research on the business case for hiring Opportunity Youth
- Messaging on the value of employing Opportunity Youth in meeting corporate citizenship goals
- Collection of links to relevant and accurate information on the barriers that Opportunity Youth face, and strategies to reduce these barriers in a workplace
- Best HR practices for recruiting and interviewing Opportunity Youth (research summaries, tip sheets, etc.)
- Best HR practices for onboarding and mentoring Opportunity Youth employees (research findings, tip sheets, guidelines, etc.)
- Best HR practices and strategies for retaining Opportunity Youth employees
- Information and connection to local community agencies that support employers in finding, preparing and hiring Opportunity Youth employees
- Best practices for partnering with a local community agency



## Scope of the Project

Working closely with a project Steering Committee of the CFT, the selected Communications Consultant will:

- Engage with the CFT and CPHR Alberta to determine the types of resources that would be most valuable to their members, identify resources currently in use, and understand gaps in information that future learning resources could fill.
- Gather input from CPHR Alberta about industries that have entry-level jobs and are more likely to hire Opportunity Youth and verify the type of resources that would be most valuable to those members.
- Create new learning resources where needed to fill gaps in information.
- Curate a comprehensive package of resources into the web-based Industry Association Toolkit. Ensuring the Toolkit is user-friendly, engaging, and visually appealing.
- Work with the CFT and CPHR Alberta to gather employer feedback on draft material. Revise content based on feedback.
- Work with the CFT and CPHR Alberta to learn which tools require customization. Customize the Industry Association Toolkit for specific industries, where needed. Engagement to include focus groups with industry association employers.
- Pilot the customized Industry Association Toolkit with relevant employers and HR professionals. Revise Toolkit as necessary based on the pilot test results.
- Support the creation of a dissemination plan, appropriate branding, and key dissemination partners who can help to reach the intended audience.
- Design webinars and conference presentations highlighting the benefits of employing Opportunity Youth, best practices for employers, and resources available from local community agencies.

## Proposal Requirements

Please submit a proposal that includes the following details:

- A brief description of your experience as a communications consultant, particularly in the development of utility driven resources and toolkits designed to strengthen professional practice and organizational culture. Include examples of your ability to engage with diverse stakeholders, develop adult learning and other capacity building tools and resources as well as any experience working with a collaborative project, non-profits, or in the employment sector. Additionally, if applicable, describe your experience working with employers.
- An overview of your proposed methodology and timeline for developing the toolkit. Please outline your proposed approach to research, content development, stakeholder engagement, and final delivery.
- A detailed budget outlining costs for services rendered. Include estimated cost for each webinar, presentation at conference, and workshop/information session.
- Contact information for at least three references from previous clients/projects.
- Samples of relevant products, resources, or toolkits you have previously developed demonstrating your ability to execute this project effectively.

## Confidentiality and Intellectual Property

All data, documentation, information, materials, and intellectual property conceived, developed, created, or contributed to pursuant to the completion of the project in this request for proposal shall be owned by the Collaborative Funders' Table, and shall be fully useable and customizable as required.

## Budget & Timeframe

The total budget for all work related to the contract must not exceed \$80,000 including GST and travel and contingency expenses. The project will take place between May and November 2025.

RFP Issued	March 7, 2025
Deadline for submission of proposals	March 28, 2025
Contract awarded	April 21, 2025
Start of contract	May 1, 2025
All activities complete	November 30, 2025

## Evaluation and Selection

Proposals will be evaluated based on the following criteria:

- Demonstrated expertise in professional resource/tools evaluation and gap analysis, adult learning content development, resource consolidation, and development of clear, engaging, user friendly and visually appealing content to build capacity and change professional practice.
- Demonstrated track record of successfully completing similar projects.
- Approach to conducting research and effectively engaging with diverse stakeholders.
- Ability to produce clear and actionable content that meets the needs of the target audience.
- Quality, feasibility, and alignment of the proposed methodology and timeline with the project's objectives.
- Cost effectiveness.

## Submission Instructions

Please submit your proposal and supporting documents as a PDF or Word document by **March 28, 2025**, to: [CYEI@burnsfund.com](mailto:CYEI@burnsfund.com). Please use the following format for the email subject line: "Consultant RFP Response."