



Request for Proposals: Graphic Design of Financial Literacy Resources

Deadline for Submission: 12:00 PM EDT, May 26, 2025

Subject Line: "Resource Re-Design RFP"

About Prosper Canada

Prosper Canada is a national charity dedicated to expanding economic opportunity for Canadians living in poverty through innovative programs and policies.

Our vision is a Canada where everyone has access to the financial supports, products, and guidance needed to build a secure financial future.

As the country's leading champion of financial empowerment, we collaborate with business, government, and community partners to create policies, programs, and tools that transform lives and promote widespread financial well-being. We help organizations across sectors integrate proven financial empowerment strategies into their services in a sustainable, impactful way.

Project Background and Purpose

Prosper Canada is seeking a qualified **graphic designer (firm or consultant)** to redesign and update three of our most utilized financial literacy resources:

- [*Dealing with debt*](#)
- [*Soaring with Savings*](#)
- [*Investing with Interest*](#)

These updates are part of a larger initiative to make financial education resources more inclusive, accessible, and engaging, especially for diverse communities including Black Canadians, Indigenous communities and people living with disability. The redesigned materials must reflect Canada's diverse population, human centred and adhere to accessibility standards, and be optimized for digital distribution, with print-ready files.

This RFP seeks expert support in **graphic/media design, content integration**, and **accessibility**, in partnership with Prosper Canada's Marketing and Communications Department with input and collaboration from the Community Services and Impact team.

Project Scope and Deliverables

The selected consultant or firm will:

- Redesign new graphic elements and format three resources in both **English and French**
- Ensure digital worksheets are fillable PDFs

- Incorporate updated written content provided by Prosper Canada
- Integrate imagery and design elements that reflect the diversity of Canadian individuals (representation of people), families, and communities
- Produce visually engaging and media-enhanced layouts that support clear communication of financial concepts
- Ensure final materials meet accessibility requirements (e.g., AODA compliance)
- Coordinate with Prosper Canada staff and stakeholders through review and revision cycles

Deadline for final deliverables: August 22, 2025

Budget

The total budget for this contract is **\$60,000 CAD**, inclusive of:

- Graphic/media production
- Considered instructional and content design
- Project coordination and stakeholder engagement
- Accessible formatting for digital (including fillable fields) and print

Consultant Qualifications

We are seeking a **diversity focused firm or consultant** with demonstrated expertise in:

- Graphic/media design for educational or informational content
- Financial literacy
- Instructional and content design for diverse learners
- Culturally inclusive, accessible design practices
- Collaboration with non-profits and social impact organizations
- Coordinating stakeholder input, including from subject matter experts and community members with lived experience
- Project and stakeholder management in learning and training environments

Proposal Requirements

Please include the following in your submission:

1. Firm Profile

- Overview of your experience including but not limited to designing educational materials for diverse and low-income communities

2. Project Team

- Bios of key personnel and subcontractors, if applicable

3. Approach and Work Plan

- Description of your methodology, project phases, timeline, and milestones
- Emphasis on agile practices and collaboration

4. Budget

- Estimated total cost with a detailed budget breakdown

5. Client References

- Three references from similar projects completed in the past three years

6. Portfolio Samples

- Three recent examples of narrative or story-driven projects, particularly those aligned with visual storytelling

7. Primary Contact Information

- Name, title, email, and phone number of the person to contact for next steps or clarifications

Evaluation Criteria

Criteria	Weight
Relevant Experience and Skills <ul style="list-style-type: none">• Graphic/media design for diverse audiences• Accessibility expertise (e.g. AODA compliance)	50%

<ul style="list-style-type: none"> • Collaboration with multi-stakeholder teams • Technical proficiency in design tools 	
Design Thinking and Communication Skills <ul style="list-style-type: none"> • Visual problem-solving • Strong grasp of typography, layout and branding 	30%
Creativity and Flexibility	10%
Value for money	10%

Contract Conditions

This will be a **fixed-price contract**, with agreed terms set at the project outset based on your proposal and subsequent discussions.

Submission Instructions

Submit proposals by **12:00 p.m. EDT on May 16, 2025** to:

Wendy Abbott-Serroul, Sr. Manager Marketing and Communications

wabbottserroul@prospercanada.org

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For questions or clarifications, please contact us at the email above. Responses to questions may be shared with all applicants.