

YW Calgary

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REQUEST FOR PROPOSAL

**YW CALGARY WEBSITE
REDEVELOPMENT**

Issue Date: June 5th, 2025

Responses Due: July 4th, 2025

Company Name: YW Calgary

Website Domain: ywcalgary.ca

Contract Manager: Andrea Stordy, Creative Director



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REQUEST FOR PROPOSAL (RFP)

1. INTRODUCTION

YW Calgary invites qualified firms to submit proposals for our Website Redevelopment RFP. This document outlines our organization's background, the project purpose, desired functionality and specific proposal requirements. We welcome vendor recommendations and understand that some details may evolve based on research or more effective solutions.

Proposals must be submitted electronically by **16:00 MST on July 4th, 2025**, to the Contract Manager (email listed under Contract Manager & Project Team) with the subject line: **[Vendor Name] Website RFP**.

2. TIMELINE

RFP Release	June 5th, 2025
Deadline for Questions	June 19th, 2025
Deadline for Proposal Submission	July 4th, 2025
Vendors Notified of Decision	July 11th, 2025
Project Kickoff	Week of July 14th – 18th, 2025
Website Launch	April 2026

3. DEFINITIONS

- "Request for Proposal (RFP)" means this document.
- "Contract Manager" means the person identified in the Contract Manager & Project Team section of this RFP.
- "Vendor" means an organization responding to this RFP.
- "Proposal" means a Vendor's response to this RFP and includes all the Vendor's



attachments and presentation materials.

- e. "Services" means the duties, tasks, and responsibilities as described in this RFP.
- f. "Agreement" means the contract between the successful Vendor and YW Calgary, including this RFP and the accepted Proposal.

4. VENDOR QUESTIONS

All questions regarding this RFP must be submitted in writing to the Contract Manager. Responses will be provided at the discretion of YW Calgary and shared with all Vendors who have submitted a Proposal.

Vendors must promptly notify the Contract Manager in writing of any ambiguity, discrepancy, error, omission, or contradiction identified in this RFP and request clarification as needed to prepare their Proposal.

To ensure timely and effective responses, all questions or concerns related to the terms, conditions, or requirements of this RFP—including standard terms and conditions—must be submitted in writing to the Contract Manager by the deadline specified in Section 2 (Timeline). Questions received after this deadline may be addressed at YW Calgary's discretion.

5. VENDOR EXPENSES

The Vendor is responsible for all costs of preparing and presenting its Proposal.

6. CONFIDENTIALITY

All information provided by YW Calgary or obtained by the Vendor in connection with this RFP—whether disclosed before or after its issuance—is considered confidential and remains the exclusive property of YW Calgary. This information:

- Must be used solely for the purpose of preparing a response to this RFP and, if applicable, for fulfilling the obligations of any resulting agreement;
- Must not be disclosed to any third party without the prior written consent of YW Calgary; and
- Must be returned to YW Calgary, or permanently deleted (if stored electronically), upon request.



7. BACKGROUND

YW Calgary is a legacy organization and a leading advocate and service provider for women and their families, with 115 years of history. We work to foster safety, equity and opportunity through programs that promote mental health, housing stability, economic empowerment, gender equity and more. At the heart of our mission is a deep commitment to supporting women and their children who are experiencing or fleeing domestic violence. Through crisis intervention, emergency shelter, trauma-informed counselling and long-term support services, we help women rebuild their lives with dignity and hope.

As a visible and trusted presence in Calgary's social service sector, YW Calgary plays a vital role in advancing dialogue and action around the well-being of women and families. Through a refreshed website, we aim to improve user experience and accessibility, amplify our brand narrative and more effectively engage our key audiences, including those in crisis, program participants, funders, donors, volunteers, partners, media and the Calgary community.

8. PROJECT PURPOSE

Our website is one of our most important owned platforms, serving as a digital front door for clients in crisis, a storytelling tool for donors and funders and a hub for community engagement. It plays a critical role in service navigation, program awareness, event promotion, fundraising, and advocacy, while reinforcing YW Calgary's leadership and values.

As we continue to expand our reach and deepen our impact, we recognize the need to refresh our website to better reflect who we are and to meet the evolving needs of our diverse audiences.

Accessibility is a top priority: as a social sector organization, our website must be fully usable by individuals from all backgrounds, on any device and in any situation, whether they are seeking urgent support, looking to donate, exploring programs, or engaging with our community.



This project aims to enhance user experience, strengthen accessibility and performance, uphold user privacy standards, and improve how we communicate our story and services to clients, funders, donors, volunteers and the broader Calgary community.

9. PRIMARY OBJECTIVES

Enhance Accessibility

Ensure the website meets or exceeds WCAG 2.1 AA standards, providing an inclusive experience for all users, including those with disabilities or using assistive technologies.

Improve User Experience (UX)

Streamline site navigation and structure to make it easier for diverse users—especially those in crisis—to find information quickly and intuitively.

Modernize Design and Interface

Reflect YW Calgary's brand, values, and impact through a modern, responsive, and emotionally resonant design.

Optimize for Mobile and All Devices

Ensure a seamless, responsive experience across all screen sizes and platforms.

Increase Engagement

Enhance integration with key digital tools and platforms to foster deeper community involvement. through advanced functionality tools proposed by the development team. This includes improving connectivity with:

- Crisis supports
- Social media channels
- Online donation platforms
- Event registration systems
- Fitness membership portal
- Space and facility booking tools
- Continuing education course sales



- Program inquiries
- Newsletter sign-up forms

Support Internal Capacity

Provide a robust, user-friendly CMS that allows YW Calgary's internal staff to update content easily and maintain the site long-term.

Ensure Scalability and Sustainability

Build a site that can grow with the organization and adapt to future needs, including integration with CRM systems or digital campaigns.

Improve Performance and Security

Optimize site speed and ensure best practices in data privacy and cybersecurity.

10. DELIVERABLES

Vendor submissions must demonstrate why your team is the ideal partner for YW Calgary and must include the following components:

Overview of Your Team and Experience

Introduce your team and highlight relevant experience in website design and development, particularly for non-profit or social sector organizations. Explain what sets your firm apart.

Strategic Approach to Website Design and Development

Describe your overall methodology, including how you approach discovery, wireframing, design, accessibility, development and testing phases.

Approach to Accessibility and Inclusive Design

Outline how your team will ensure accessibility compliance standards and build a site that serves users of all abilities and backgrounds. Include a high-level plan for accessibility testing.

Technology Stack and CMS Recommendation

Identify the proposed CMS and any relevant tools or frameworks you would use. Explain your rationale and how the platform supports long-term sustainability for YW.



Project Management and Collaboration Approach

Explain how you will work with YW Calgary's internal team, including project timelines, milestones, communication tools and review cycles.

Examples of Similar Work

Provide two-three examples of past website projects, with at least one in the non-profit or public service space. Include URLs, project descriptions and results where available.

Security

Outline how the development will ensure data security, including encryption, secure access controls, regulatory compliance, and vulnerability management. Proposals should also explain how tracking technologies will be used in line with privacy laws, with clear disclosures and user consent.

Sustainability and Maintenance

Proposals must include a website support and maintenance plan, outlining service scope, update frequency, response times, and support costs for Year 1 and beyond. Include a 3-year hosting and maintenance fee structure with SLAs, and training for internal administrators.

Results and Impact

Share any measurable outcomes, improvements and lessons learned from your previous client experience (e.g., increased engagement, improved accessibility scores, reduced bounce rates) and performance benchmarks for website speed, uptime, and hosting or scalability.

Budget and Cost Breakdown

Include a detailed breakdown of project costs, including design, development, testing, training and post-launch support.

11. COST

Proposals must include a detailed and itemized breakdown of all fees and disbursements associated with the delivery of the Services, as well as contingency plans outlining provisions for handling unexpected costs.



All pricing must be quoted in Canadian dollars, expressed in actual dollar and cent amounts. Prices should be inclusive of all applicable taxes, with the exception of GST, which must be itemized separately.

12. CONTRACT MANAGER & PROJECT TEAM

For the purposes of the provisions of information surrounding this contract or the administration of the contract, please contact the Contract Manager.

Name	Title	Email	Project Role
Andrea Stordy	Creative Director	astordy@ywcalgary.ca	Contract Manager & Project Lead
Allison Wheeler	Brand & Marketing Strategist	awheeler@ywcalgary.ca	Project Manager

13. SUBMISSION DETAILS

Proposals must be received by email to the Contract Manager **before 16:00 MST on July 4th, 2025.**

Any supporting printed materials may be delivered to: **YW Community Hub**
1715 17 Avenue SE - Calgary, AB, T2G 5J1. Attention: Andrea Stordy, Creative Director.

14. YW CALGARY RESERVATION OF RIGHTS

YW Calgary reserves the right to:

- Reject any or all proposals, in whole or in part, for any reason and at its sole and absolute discretion;
- Enter negotiations with one or more vendors at any time, without any obligation to engage with all vendors;
- Cancel or withdraw this RFP or choose not to proceed with the project described herein, for any reason whatsoever.



15. INTELLECTUAL PROPERTY

Unless otherwise agreed to in writing:

All materials—including but not limited to programs, reports, notes, drawings, images, data, forms, and other records—created, prepared, or recorded by: the Vendor, YW Calgary, or jointly by the Vendor and YW Calgary, in connection with the Services under this RFP or any resulting Agreement, will be the sole property of YW Calgary. The Vendor hereby assigns to YW Calgary all rights, title and interest in such materials, including all associated intellectual property rights.

During the term of the Agreement, the Vendor will have a non-exclusive, non-transferable license to use any jointly created intellectual property solely for the purpose of delivering the Services. Upon completion or termination of the Agreement, the Vendor must return all such materials to YW Calgary, whether completed or in progress. The Vendor may retain a single archival copy for record keeping purposes.

Any invention, discovery, or improvement developed by the Vendor at YW Calgary's request during the provision of Services will belong to YW Calgary. The Vendor assigns all related intellectual property rights and agrees to support their protection. This obligation survives the Agreement. Work created independently by the Vendor outside the Agreement or without YW Calgary's direction is excluded.

16. NO FURTHER CONTRACT OR LIABILITY ARISING FROM RFP PROCESS

By submitting a Proposal, the Vendor acknowledges and agrees that:

- Nothing in this RFP, the submission of a Proposal, the review or consideration of a Proposal by YW Calgary, or any communications between the parties in relation to the RFP or the Proposal, will create any obligation on the part of YW Calgary to enter any further business relationship with the Vendor. Any engagement between YW Calgary and the Vendor will only occur pursuant to a written Agreement signed by both parties. Absent such an Agreement, YW Calgary will have no liability or obligation to the Vendor in connection with the subject matter of this RFP.
- The Vendor is participating in this RFP process at its sole risk and expense. YW Calgary will not be liable for any costs, expenses, or liabilities incurred by the



Vendor in connection with its participation.

- YW Calgary makes no representations or warranties other than those expressly stated in this RFP.
- YW Calgary reserves the right to cancel this RFP at any time, to reissue it for any reason, or to choose not to proceed with it at all, without incurring any liability. No Vendor will have any claim against YW Calgary because of such actions.
- All Proposals and accompanying documentation submitted by the Vendor will become the property of YW Calgary and will not be returned.

17. EVALUATION CRITERIA

Proposal Criteria	Value	Mark	Comments
Strategic approach for proposed development to achieve the primary goals	20		
Use of technology, accessibility standards, cyber security, privacy and data-driven insights	20		
Team expertise and bench strength (designers, developers, PMs, etc.)	15		
Client management, responsiveness, training and post-launch support model	15		
Understanding of non-profit sector	15		
Clarity and transparency of fees, providing good value	15		
Total	100		