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HIV and hepatitis C  
information

# *REQUEST FOR PROPOSALS*

*Starting Home Fires: An Indigenous-led HIV Campaign*

Issuing Organization:  
Two-Spirit Program (CBRC), CANFAR, & CATIE  
RFP Issued: April 23, 2025  
Proposal Deadline: May 15<sup>th</sup>, 2025  
Contact for RFP Submission: [jobs@catie.ca](mailto:jobs@catie.ca)

## Important Notice

Please notify us as soon as possible of your intention to respond to this Request for Proposals (RFP), to ensure that you receive any relevant updates or modifications to the RFP.

E-mail: [jobs@catie.ca](mailto:jobs@catie.ca)

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**Bid Summary Sheet**

Company Name \_\_\_\_\_

Contact name \_\_\_\_\_

E-mail \_\_\_\_\_ Telephone \_\_\_\_\_

Proposed cost

Deliverable	Proposed cost
Development and Design	\$
Video production quantity and costs: pre-production; filming/production; post-production	\$
Radio ad production quantity and costs: scriptwriting and creative development, voice talent fees, recording and editing	\$
Print Design quantity and costs	\$
Distribution support	\$
Payment for Indigenous messengers	\$
Project management	\$
Other costs (please specify)	\$
TOTAL:	

Declaration

I have read and accepted the contents of the RFP. I understand that submission of a proposal does not constitute a formal agreement. I understand that neither party shall have the right to make claims against the other with respect to the RFP process, the selection of any vendor or the failure to be selected. I understand that CATIE may cancel the RFP process at any time, and may elect not to consider, or cancel a contract awarded to a respondent whose submission \_\_\_\_\_

contains misrepresentations or any inaccurate, misleading or incomplete information.

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Full name

Signature

Date

## About the Two Spirit Program, CATIE and CANFAR

### Two Spirit Program, CBRC

CBRC promotes the health of people of diverse sexualities and genders through research and intervention development. CBRC's core pillars - community-led research, knowledge exchange, network building, and leadership development - position the organization as a thought leader, transforming ideas into actions that make a difference in our communities.

Working collaboratively and meaningfully with Indigenous partners, leaders, and Elders, CBRC is supporting the development of Two-Spirit-led programs and initiatives that enhance the health and wellbeing of Canada's Two-Spirit and Indigenous queer and trans communities. This programming includes culturally appropriate and relevant data collection and research, as well as Two-Spirit and Indigenous-led knowledge exchange and resource development

### CATIE

CATIE strengthens Canada's response to HIV and hepatitis C by bridging research and practice. We connect healthcare and community-based service providers with the latest science, and promote good practices for prevention and treatment programs. As Canada's official knowledge broker for HIV and hepatitis C, you can count on us for up-to-date, accurate and unbiased information.

**CANFAR** is a national, independent organization aimed at ending Canada's HIV epidemic by funding research, building awareness, and fostering partnerships. Under its "Bold Actions" strategic plan, CANFAR is committed to increasing national awareness among key populations, through strategic campaigns in collaboration with community-based organizations from coast-to-coast.

## About the Consultancy

### Introduction

The Starting Home Fires campaign is a national, Indigenous-led initiative focused on HIV wellness, prevention, treatment, and de-stigmatization through community-based and culturally grounded storytelling, knowledge sharing, and messaging. This project is a joint effort by the Two-Spirit Program (CBRC), CATIE, and CANFAR, and led by Indigenous advisors. This RFP invites proposals from Indigenous-led creative teams or consultants to help design and implement a social media and radio campaign and develop/design a microsite/webpage to host a resource bundle.

### Project Background

There is a growing need to rethink how HIV knowledge and messaging are shared with First Nations, Métis, and Inuit communities. Current approaches often fail to resonate with Indigenous worldviews and ways of communication, limiting their impact. This campaign centers Indigenous knowledge systems and seeks to spark collective responsibility through affirming, strength-based messaging. It is the result of over two years of consultations, visioning, and wisdom gathering.

## Project Goals

- Ensure Indigenous people have meaningful, accurate HIV-related knowledge.
- Promote autonomy and self-determination in HIV health decision-making.
- Provide affirming, accessible messages rooted in Indigenous storytelling and communication traditions.
- Engage at least 100,000 people, primarily between ages 16–55, through social media and radio.

## Scope of Work

The selected contractor will be responsible for the co-creation and delivery of the following components:

### *Social Media & Radio Campaign*

- Develop 10–24 short-form videos (30–60 seconds) featuring 10–12 Indigenous messengers.
- Create story-driven radio ads using voice actors (2 actors).
- Collaborate with Indigenous leadership to shape messaging that supports HIV wellness and community responsibility.
- Ensure all content reflects diverse Indigenous identities, languages, and ways of knowing.
- Collaborate with project partners to ensure clinical accuracy

### *Resource Bundle*

- Support the development of a webpage/microsite to host a curated collection of resources identified by project leads

## Budget

Available budget will be discussed with shortlisted vendors. Please complete the Bid Summary Sheet with cost breakdowns for:

- Development and design
- Video production quantity and costs: pre-production; filming/production; post-production
- Radio ad production quantity and costs: scriptwriting and creative development, voice talent fees, recording and editing
- Print Design quantity and costs
- Distribution support
- Project management and strategy
- Payment for Indigenous messengers
- Other costs (please specify)

## Applicant Criteria

CATIE will contract a consultant/company with the adequate experience of developing campaigns that are Indigenous led/created and on health or social issues, and will consider other relevant Indigenous-specific work.

We ask that you supply the following information within your proposal to verify this:

- A brief description of your company, including the full range of your services. Please include examples of similar work that you have developed for other clients especially non-profit organizations or Indigenous communities.
- Three references of clients that are similar to CATIE in size, mandate or requirements, indicating the nature and scope of the work you completed for them and the dates of the projects.
- Any relevant promotional materials for your company.

## Instructions

Please notify us at [jobs@catie.ca](mailto:jobs@catie.ca) as soon as possible of your intention to submit a proposal, to ensure that you receive any relevant updates or modifications to the RFP.

Proposals must be received at [jobs@catie.ca](mailto:jobs@catie.ca) by 4:00 p.m. Eastern Time on May 15, 2025. Please use the subject line “RFP –Starting Home Fires – An Indigenous-led HIV Campaign”.

Any proposed changes to the suggested timeline and deadlines should be included in the proposal.

Proposals will only be considered if they are received in full by the application deadline, including the following elements:

- A completed Bid Summary Sheet (see Page 4) that includes a detailed breakdown of costs.
- Your proposed workplan and timeline to complete the activities and any additional proposed activities.
- Information about your consultancy to confirm that applicant criteria are fulfilled.
- Contact details of at least three current or former clients who can be approached for references.

## Evaluation Process

After conducting an initial technical review to verify applicant eligibility and proposal completion, CATIE and the Two-Spirit Program, CBRC will conduct an evaluation of proposals against a set of predetermined criteria. The contract will be awarded to the bidder determined to offer the best



value.

## **Timeline**

June, 2025 to July 2026