



## REQUEST FOR PROPOSALS: ANNUAL REPORT DESIGN

Jake's House is inviting proposals from creative services to design and deliver an impactful marketing material for the organization's mission;

- Our 2023-2024 Annual Report in both digital and print formats. This engagement will include planning, design, and development in close collaboration with the Jake's House Team.

## BACKGROUND

***IN THE 80'S: 1 in 10,000 Canadian children were diagnosed with autism...***

***TODAY: That number is 1 in 66***

Welcome to Jake's House 20th-year celebration. As we reflect on our journey from a small family initiative to a thriving provincially and nationally driven organization, we are filled with gratitude for the support, dedication, and resilience of our team, partners, and the families we serve. Founded in 2004 by the Bodanis family, Jake's House started with a vision to create a supportive and inclusive environment for individuals with autism spectrum disorder (ASD) and their families, achieving that goal and so much more ever since.

Over the past two decades, Jake's House has expanded exponentially, now encompassing a vast network of over 36,000 family members whom we support and empower daily. Through four strategic offerings – social events for the whole family; mentoring programs for youth; employment opportunities for young adults; and housing for the aging population – Jake's House supports individuals on the spectrum throughout their entire lifespans.

As we mark this significant milestone, we are thrilled to launch this Request for Proposal (RFP) for our 2023-2024 Annual Report, inviting passionate and innovative partners to join us in our mission. This RFP presents an opportunity for collaboration and partnership with Jake's House, enabling us to expand our reach, enhance our services, and continue making a positive impact in the lives of individuals with ASD and their families as we celebrate this 20-year milestone.

Over the past 20 year's Jake's House has achieved monumental achievements and reached soaring heights through its community impacts. The 2023 Holiday Parties in Toronto, Ottawa and London continued the tradition of bringing families together with over 3,000 people in attendance overall, while the organizations first ever 'Our Night to Shine' Gala in April 2024 hosted over 400 corporate partners and supporters. The charity surpassed its targets of serving individuals with autism through the Legends Mentoring Program (LMP), Employment Mentoring Program (EMP) and Inclusive Housing Program (IHP).



Jake's House has been featured in numerous articles over the years, including Medium, NPR, Message, Toronto Star, Global News, and CP24. In 2022, our co-founder Irene Bodanis was profiled in Global Heroes Magazine, recognizing her lifetime dedication to her own children and many others in the autism community. And in December 2021, Jake's House CEO, Jennifer Joseph was selected as one of the 10 Best CEOs of 2021, with a two-page feature and a picture on the front cover by Industry Era magazine. In addition to the aforementioned achievements, Jake's House also supported the successful launch of ASD Band, featuring four very talented Canadian performers, each of whom is on the spectrum. This year, ASD band has released a new EP and participated in numerous interviews (including the Kely Clarkson Show), received multiple music industry awards, and notable mentions from public figures.

### OUR MISSION

***“In the absence of a true cure, the most effective treatment for autism lies no further than our family and friends.” - Co-Founders Irene & Dave Bodanis***

**Our Mission:** We provide meaningful support to individuals with autism and their families across Canada.

**Our Vision:** We provide practical help today through a continuum of services, supporting individuals throughout their entire lifespans; and lasting hope for tomorrow through the growth of a strong community.

**Our Solution is Community:** We know more than any other single issue, families living with autism need a community. Understanding our families and their needs and connecting them to a strong support system is the foundation that Jake's House is built on.

### SCOPE OF WORK

***Our only hope to help even more families living with autism... is you.***

#### 1. 2023-2024 Annual Report:

Jake's House is seeking a creative partner to plan and design the charity's first ever Annual Report in both digital and print formats. This report is an important visual to showcase the achievements made in 2023-2024 and recognize the communities and stakeholders that facilitated Jake's House success. Our goal of this publication is to



efficiently celebrate our Jake's House journey over the last 20 years and dive into the growth of the past fiscal years' highlights.

A component of the report should acknowledge the current financial trends in the non-profit industry, specifically the struggles with inflation and rising costs that many Canadians are living with. According to [Imagine Canada](#), many Canadian non-profit organizations are dealing with the following issues when it comes to donor participation:

- 69% of nonprofits that typically receive donations are experiencing challenges finding new donors
- 58% say that donors are not giving as much as they used to
- 49% report challenges retaining existing donors

Jake's House will provide information on high-level statistical data needed (i.e., program participants served, annual operating budget). Jake's House will also assist in providing all content and significant milestones and events across all initiatives in 2023-2024, as well as the past 20 years. Jake's House will provide access to Marketing folders including our library of photography and media assets.

The design must incorporate Jake's House colour palettes, typography, and remain consistent to Jake's House branding book guidelines. The report should present clean, creative visual content and infographics to engage our audience effectively. The contractor is responsible for researching relevant information regarding the autism community or non-profit sector to further compel the report's narrative. The contractor is responsible for writing portions of the report and be proficient in amplifying Jake's House tone and voice throughout the text.

The report will be published in English and French and be shared publicly on our website, but most used with government, corporate, and service partners.

Suggested content for the report is as follows:

1. Front and back covers
2. Letter from the CEO
3. Introduction to Jake's House History and celebration of its 20-year history (2004-Present)
4. Board members and Team
5. Current Infographic of Non-profit sector
6. Highlights on Jake's House core initiatives (Community & Connection, Legends Mentoring Program, Employment Training Program, Inclusive Housing Program)
7. Donor Appreciation
8. Volunteer Growth and Appreciation
9. Financial Statements
10. Additional items as requested

## PREFERRED QUALIFICATIONS



***With your support, we make Jake's House a home.***

Preference will be given to creative agencies with expertise in storytelling through digital platforms, specifically telling the story of impact, as well as weaving narrative, quantitative and visual formats. The core team should have experience in design and execution for digital channels and print. The agency must have successful project management expertise, and experience developing content for non-profit organizations would be considered an asset.

## DELIVERABLES TIMELINES

Phase 1 – Detailed outline of report's content(s) - October 25<sup>th</sup>, 2024

Phase 2 – Final graphic design concept – November 1<sup>st</sup>, 2024

Phase 3 – First Draft of Report – November 15<sup>th</sup>, 2024

Phase 4 – Final Progress Meeting – November 29<sup>th</sup>, 2024

Phase 5 – Final Report Due – December 13<sup>th</sup>, 2024

## SUBMISSION GUIDELINES

All submissions should include the following components:

- Cover Letter
- Contact Information
- Information about Consultant and/or Company
- Proposed Work Plan
- Minimum of three examples of past work on organizational reports
- Customer Reference
- Detailed Quote

Proposals must be received no later than October 16<sup>th</sup>, 2024, and should be sent via email to [community@jakeshouse.ca](mailto:community@jakeshouse.ca). Please include in the e-mail subject line "Annual Report Proposal".

Applicants may submit their question(s) in writing until October 11<sup>th</sup>, 2024, to [community@jakeshouse.ca](mailto:community@jakeshouse.ca). Please include in the e-mail subject line "Questions: RFP: 2024 Annual Report".



## RFP: ANNUAL REPORT

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This RFP does not guarantee or commit Jake's House to proceed with the above-described work. Due to the overwhelming responses, not all candidates will be contacted.