

## 2022 Frontier College Literacy Kits Social Enterprise Business Planning and Market Research – Request for Proposal (RFP)

Frontier College is seeking professional services to conduct market research and business planning for a social enterprise related to the creation, distribution and marketing of literacy kits. This RFP document provides the information required to prepare a marketing and business development plan proposal. This project will begin in August 2022 and conclude in December 2022. This work is made possible with funding from the Ontario Trillium Foundation.

### **Proposal submission deadline: July 20, 2022**

Please provide a 3-5 page proposal of how you would deliver the market research and business plan, including a cost estimate.

### **Preliminary meeting/Q&A with shortlisted consultant teams: July 25-29, 2022**

### **Final selection and notification: August 5, 2022**

The final selection will be based on the following criteria:

- The assessed compatibility of the selected supplier to the Frontier College corporate culture and mission statement.
- The assessed ability of the selected supplier's services to provide high quality, timely and cost-effective services.
- The evaluated total cost of the selected supplier's service.
- The assessed ability of the selected supplier to consistently meet Frontier College's and its funder's requirements throughout the length of the proposed commitment.

**Should you have questions, please contact Cory Kane, National Programs Support Manager at: 1-800-555-6523 / 416-923-3591 ext. 323 or [ckane@frontiercollege.ca](mailto:ckane@frontiercollege.ca)**

We look forward to receiving your proposal and the opportunity to work together.

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#### About Frontier College

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[Frontier College](https://www.frontiercollege.ca) is a national, charitable literacy organization that was founded in 1899. In partnership with community organizations and volunteers, we work with children, teens, adults and families across Canada who need help to improve their literacy and numeracy skills. Last year, we reached 40,000 learners, with the help of 2,500 volunteers and 440 community partners. We also distributed close to 100,000 free books and more recently 10,000 Literacy Kits to children and families from coast to coast to coast. Frontier College is accredited under the Imagine Canada Standards program. For more information visit [www.frontiercollege.ca](https://www.frontiercollege.ca).

#### Overview

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Prior to COVID-19, FC's literacy programs for children and youth were conducted on an in-person basis. In Spring 2020, that all changed: the organization made a huge push to pivot to online programming — with incredible results. An external evaluator (Cathexis Consulting Inc.) found that our 2020-2021 digital tutoring programs reached 5,388 young learners across Canada (approximately 60% of 2018-2019 in-person levels). Of these learners, 98% improved skills in reading, writing, or math, and learners in one-to-one digital tutoring programs were especially likely to see improvement in completing their schoolwork.

We are proud of this success but also troubled by what we DO NOT see: all the learners in rural, remote and northern communities we could not reach due to issues with technology access and internet connectivity. This challenge is further compounded by the organizational realities of lower revenues from events, and reduced support from institutional funders.

One solution that FC has utilized to reduce these barriers to learning is the creation and distribution of literacy kits to children and families in communities or regions where online programming is not possible. Each literacy kit contains age-appropriate books, learning extensions such as math games, craft materials, and activity booklets. Literacy kits are a COVID-inspired innovation that enjoys continued popularity with families and community partners — for example the Thunder Bay Children's Aid Society, which distributes kits to clients. Through these partnerships, literacy kits help Frontier College expand its reach, and help boost the capacity of local community-serving organizations.

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Frontier College is now ready to take its literacy kits to another level, and we would like to evaluate the possibility of turning our literacy kits programming into a social enterprise. Frontier College's Literacy Kits Social Enterprise will address many of the challenges listed above by: generating ongoing revenue for FC; raising our profile with potential volunteers/ partners; and serving harder-to-reach learners via our envisioned buy-one, donate-one literacy kit marketing model, as well as other large scale distribution opportunities.

#### Project Deliverables

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A **business plan** that reviews and outlines the following:

- Evaluating the demand for literacy kit products (school boards, libraries, community orgs, families, etc.)
- Pricing/ subscription options for literacy kits (with a potential buy-one, donate one model)
- Business infrastructure required for a literacy kit social enterprise (workspace, staffing, shipping, etc)
- Potential competition in the educational kit market
- Options concerning the final literacy kit product (included materials, presentation, suppliers, etc.)

#### Specifications

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- Each step of the project will be realized in consultation with Frontier College
- Geographic scope is Ontario, including both official languages
- The project will include a chronological summary of all steps involved in the creation of a literacy kits social enterprise
- Market research will be handled by the contracted consultant
- Consultant must be based in Ontario, Canada

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### Timeline

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All project activities must be completed by **December 16, 2022**, with specific deliverables as follows:

- Project commences **August 15<sup>th</sup>, 2022**
- plan delivered by **December 1, 2022**
- Presentation to Frontier College project leadership team by **December 9, 2022**

### Request for Proposal: Detailed Requirements

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#### Proposal submission deadline: **July 20, 2022**

Please provide a 3-5 page proposal of how you would deliver the market research and business plan, including a cost estimate.

**Detailed RFP Responses:** Please provide a **written proposal** outlining the following:

- Background - A description of your agency and its services (please include your agency's commitment to charitable or community work, if any)
- Qualifications - Your credentials in relation to this project, including examples of similar market analysis and business planning projects you have undertaken (include links to reports)
- Analysis plan – How you will go about business planning and market research for this project.
- Budget - Information about your fee structure, including payment schedule and total costs to complete the project.
- Critical Path - A timeline for completing the project, broken down by project phases (market research, business development plan, reporting, presenting, etc.). Include anticipated check-ins with Frontier College.

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- Capacity - A description of the team assigned to this project, and how your agency would handle the French aspects of this project.
- References – Three references for any organizations (preferably charitable, not-for profit) you currently work or recently worked with.
- Other information - Anything else you think we should know.

**Submission details:** Please send proposals in electronic format to [ckane@frontiercollege.ca](mailto:ckane@frontiercollege.ca)

**We look forward to receiving your proposal and the opportunity to work together!**