



# REQUEST FOR PROPOSALS

## SERC Teen Talk Website Redesign

### August 2025

**Issued by:** Sexuality Education Resource Centre MB Inc. (SERC)

**Date:** Monday, July 28, 2025

**Closing Date:** Friday, August 8, 2025

#### Invitation:

Sexuality Education Resource Centre MB Inc. (SERC) invites qualified companies to submit proposals for a new website to support the Teen Talk program at SERC.

#### About Us:

Sexuality Education Resource Centre (SERC) is a community-based, non-profit, pro-choice organization. We are dedicated to promoting sexual health through education.

**Our Mission:** Promoting sexual health through education

**Our Vision:** A diverse society that celebrates sexuality throughout life

#### Our Values:

- **Community:** Working in collaboration with a wide range of communities by actively listening and learning from the communities in which we work, acknowledging their strength and wisdom, and working holistically towards collective goals
- **Anti-Oppression:** Recognizing that structural oppression exists in many forms, including in our organization's past, and that those structures create barriers, harms, and violence. We will employ an anti-oppression approach in our work and relationships. In doing so, we will prioritize equity, accessibility, and decolonization
- **Learning:** Valuing ongoing learning. A commitment to our own continued learning. We will promote equitable access to comprehensive sexual health education in the community and support the community's capacity to share information more widely. We will honour community knowledge and multiple ways of knowing

- **Advocacy:** Advancing human rights as they relate to sexual and reproductive health in Canada. We recognize the need to amplify the voices, goals, and needs of communities disproportionately affected by systemic and structural barriers. This means we will call for bold and revolutionary actions in pursuit of the rights, access, and choice of the community
- **Access:** Removing barriers to authentic self-expression and access to choice in all matters related to sexual and reproductive health, including abortion. Guided by harm reduction principles and our stance as a Pro-choice organization, we are committed to respectful and judgment-free safer spaces and equitable access to fact-based information for informed choices

SERC provides inclusive, non-judgmental education about sexuality. We believe that people have the right to accurate information on all their choices.

## Scope of Work:

The company will be required to:

- Work under the direction of the Co-Executive Directors, Youth Program Coordinators, and the Communication Coordinator
- Examine the organization's current website, [teentalk.ca](http://teentalk.ca)
- Develop new [teentalk.ca](http://teentalk.ca) creatives
- Develop website, including building testing, customizations & integrations, content migration from existing website, website hosting, and launch
- Provide a schedule of compensation
- Complete the new [teentalk.ca](http://teentalk.ca) website and launch prior to March 31, 2026

## Proposal Requirements

Proposals must include the following:

- A detailed overview of the company, indicating the scope of the practice and range of activities provided by your company
- Detailed information on the qualifications and experience of company staff or consultants to be assigned to the project
- Description of experience in web development and content migration
- Description of the understanding of the work to be done, including the approach, proposed work plan demonstrating the ability to complete the work within the required timelines. The project must be completed by March 31, 2026
- Provide a detailed fee proposal including phases for discovery, creative, website development, content migration, and any additional fees
- Provide three client references, including contact information and examples of work, for website development projects completed by the company

**Proposals must include all information above to be considered for review.**

## Proposal Evaluation Criteria

The following criteria will be used to review all proposals that meet the requirements:

- The company's experience in developing websites for non-profit organizations, youth-focused, or community health organizations
- Fee schedule
- Qualifications and experience of the company and team
- The quality and fit of the company's proposed work plan
- References

## Questions / Additional Information:

All inquiries related to this Request for Proposals are to be directed, in writing, to:

Leigh Anne Caron & Gillian Roy  
Co-Executive Directors  
[jobs@serc.mb.ca](mailto:jobs@serc.mb.ca)  
Office: 204-982-7800

Please respond to this request for proposals by **Friday, August 8, 2025, at 4:00 pm**. Proposals received after 4:00 pm on August 8 will not be accepted.