



REQUEST FOR PROPOSALS

SERC STRATGIC PLANNING

November 2025

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

Date: November 3, 2025

Closing Date: November 21, 2025

Invitation:

Sexuality Education Resource Centre MB Inc. (SERC) invites qualified candidates to submit proposals for developing SERC's 2026 – 2030 Strategic Plan and accompanying Operation Plan. Engagement for this project will start in January 2026, with a draft strategic plan presented to SERC's Board of Directors in March 2026. Final documents, including the operational plan to be delivered by the end of May 2026.

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 successful candidate will be required to:

- Work under the direction of the SERC Board of Directors to deliver a comprehensive Strategic Plan
- Conduct a literature review of SERC's current strategic plan and other relevant strategic plans including but not limited to:
 - WRHA
 - Province of Manitoba Health, Seniors, and Long-Term Care
 - Province of Manitoba WAGE
 - United Way of Winnipeg
- Engage stakeholders, community, staff, and board of directors for input on strategic priorities
- Develop and Present strategic plan
- Develop and Present accompanying operational plan
- Provide a schedule of compensation
- Complete the SERC strategic and operational plan by May 30, 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 strategic planning for nonprofits, including community health agencies
- 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 May 30, 2026
- Provide a detailed fee proposal including cost breakdown for consultations, surveys, focus groups, meetings, documents, and tools. Proposals under \$15,000 may be considered.

- 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 non-profit, community health strategic planning within the Manitoba context
- Fee schedule under \$15,000
- 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:

Gillian Roy
Acting Executive Director
jobs@serc.mb.ca
Office: 204-982-7800

Please respond to this request for proposals with Strategic Planning in the subject line by **November 21, 2025**. Proposals received after 5 pm on November 21 will not be accepted.