SERC SEXUALITY EDUCATION RESOURCE CENTRE MB

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REQUEST FOR PROPOSALS

SERC Website Redesign

November 2026

Issued by: Sexuality Education Resource Centre MB Inc. (SERC)
Date: Monday, November 16, 2026
Closing Date: Friday, December 11, 2026

Invitation:

Sexuality Education Resource Centre MB Inc. (SERC) invites qualified companies to submit proposals for a SERC website (serc.mb.ca).

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.

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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:

Working under the direction of the Executive Director, Director of Programs, Communications Coordinator, and Program Coordinators.

The company will be required to:

- Examine the organization's current website, serc.mb.ca.
- Develop new serc.mb.ca creatives within the existing brand kit.
- Develop the website, including building, testing, customizations & integrations, content migration from the existing website, website hosting, and launch.
- Provide a compensation schedule within a budget of $60,000 CAD.
- Complete the new serc.mb.ca website and launch prior to September 30, 2027.

Proposal Requirements

Proposals must include the following:

- 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 and proposed work plan demonstrating the ability to complete the work within the required timelines. The project must be completed by September 30, 2027.
- Provide a detailed fee proposal including phases for discovery, creative, website development, content migration, and any additional fees.
- Provide three references, including contact information, 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
- Fee schedule
- Qualifications and experience of the company and team
- The quality and fit of the company's proposed work plan
- References

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Questions / Additional Information:

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

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

Please respond to this request for proposals by **Friday, December 11, 2026, at 4:00 pm MBT**. Proposals received after 4:00 pm MBT on December 11 will not be accepted.