

REQUEST FOR PROPOSALS: CREATIVE DESIGN AND DEVELOPMENT OF OAND'S 2025 ANNUAL REPORT

RFP SUMMARY

- Issue Date: June 13, 2025
- Proposal Deadline: June 30, 2025 at 5:00 PM EST
- Contact Person: Kevin Draper
- Email for Inquiries & Submissions: governmentrelations@oand.org

INTRODUCTION

The Ontario Association of Naturopathic Doctors (OAND) invites proposals from qualified creative agencies, designers, or communications professionals for the drafting and design of our 2025 Annual Report, scheduled for release in the first quarter of 2026.

This report will showcase the activities and impact of the association over the 2025 calendar year. More than a compliance or reporting document, the Annual Report will serve as a storytelling tool to highlight the contributions of the naturopathic profession to Ontario's healthcare landscape, elevate public and stakeholder engagement, and support strategic revenue generation through sponsorship and promotional opportunities.

Approximately 10-15 printed copies are anticipated. We welcome proposals from agencies that offer full-service solutions including printing, as well as those that provide design-only services and coordinate with third-party print vendors.

ABOUT OAND

The OAND is the professional association representing licensed naturopathic doctors in Ontario. We advocate for an integrated healthcare system that recognizes the vital role of naturopathic medicine. Through policy development, public education, professional development, and stakeholder collaboration, OAND supports its members in delivering high-quality, patient-centered care.

PROJECT SCOPE

We are seeking a partner to lead the content development, narrative design and written content, visual storytelling, and layout/design production of the 2025 Annual Report. The final product should be delivered as both a print-ready PDF and a web-optimized digital version (interactive preferred).

KEY COMPONENTS

Narrative and Storytelling:

- Craft a compelling narrative arc reflecting OAND's 2025 priorities, impact, and achievements.
- Highlight 75 years of OAND as a regulated naturopathic member association
- Integrate broader commentary on the role of naturopathic doctors within the evolving healthcare landscape.
- Include member and patient voices via quotes, stories, or profiles.

Design and Layout:

- Visually engaging and aligned with OAND's brand guidelines.

- Incorporation of charts, infographics, and photography to enhance accessibility and engagement.
- Design must meet AODA accessibility standards for digital formats.
- Layout should allow repurposing for presentations, web, and social media channels.

Sponsorship Integration:

- Strategically incorporate spaces for advertisers, sponsors, or partners.
- Highlight supporter contributions or impact stories while maintaining overall design cohesion.

Multichannel Usability:

- Designed for seamless distribution in both print and digital formats.
- Recommendations on interactive or mobile-optimized elements are encouraged.

Printing:

- Approximately 10-15 hard copies of the Annual Report will be printed.
- Proposals should specify whether printing services are included or if the vendor will coordinate printing.
- Include recommendations on paper type, binding, finishes, and environmentally sustainable options if applicable.

DELIVERABLES

- Creative Brief and Work Plan (in consultation with OAND)
- Content Outline and Draft Narrative
- Visual Concept and Initial Design Mock-ups
- Draft Report (for feedback)
- Final Annual Report (print-ready PDF and web-optimized digital version)
- Source Files (e.g., InDesign, Illustrator)
- Optional: Recommendations for interactive or web enhancements
- Optional: Coordination or execution of printing services
- Recommended specifications for printed version (e.g., size, paper quality, quantity)

TIMELINE

Phase	Milestone	Date
Phase 1: RFP Process	RFP Issued	June 13, 2025
	Deadline for Questions <i>Note: Responses to questions will not be published; OAND will respond individually as needed</i>	June 20, 2025
	Final Proposal Submission Deadline	June 30, 2025 (by 5:00 PM EST)
Phase 2: Selection & Onboarding	Vendor Selected	July 15, 2025
	Kickoff Meeting	August 1, 2025
Phase 3: Development & Delivery	Preliminary Visual Concept & Design Mock-Up	September 20, 2025
	First Draft Due	December 15, 2025
	Final Report Due	February 17, 2026

Note: The above timeline is subject to adjustment during contract negotiations. Final dates and deliverables will be confirmed as part of the Service Agreement (SA) with the selected vendor.

PROPOSAL REQUIREMENTS

Interested vendors should include the following in their proposal:

- Company overview and relevant experience
- Project team and bios
- Understanding of OAND's mission and target audiences
- Proposed approach and work plan
- Project timeline
- Detailed budget with cost breakdown
- Portfolio samples (especially for nonprofit, healthcare, or professional associations)
- Three references
- Disclosure of any potential conflicts of interest
- Indication of AODA accessibility expertise (especially for digital formats)
- Specification of whether printing services are offered or if the team will coordinate externally

EVALUATION CRITERIA

Proposals will be evaluated based on the following:

- Demonstrated understanding of project goals and OAND's audience
- Quality and creativity of past work
- Experience with nonprofit and/or healthcare reporting
- Feasibility of the proposed timeline and budget
- Strength of the proposed team and references

SUBMISSION INSTRUCTIONS

All proposals must be submitted by **June 30, 2025 at 5:00 PM EST** via email in PDF format

to: **governmentrelations@oand.org**

Subject Line: *Annual Report RFP Submission – [Your Company Name]*

QUESTIONS

Questions regarding this RFP may be submitted via email to the address provided no later than June 20, 2025. OAND will respond to inquiries individually. If multiple questions relate to the same topic or if a request exceeds the level of detail available at this stage, OAND may respond with general guidance rather than specific details. Please note that responses will not be compiled or published publicly.

We appreciate all applicants for their interest in collaborating with the Ontario Association of Naturopathic Doctors (OAND). Please note that only those selected for further consideration will be contacted.