

# REQUEST FOR SUBMISSIONS

## 1. PROJECT OVERVIEW

The Sinneave Family Foundation (Sinneave) is an operating foundation based in Calgary, Alberta that works with individuals, communities, and organizations across Canada to reduce barriers and enhance opportunities in education, employment, and housing for Autistic youth and adults. Sinneave also contributes to advancing knowledge related to social policy issues in support of its vision that people live, learn, work, and thrive in their communities and realize their desired futures.

Through its NEUROinclusive Workforce Solutions service (<https://neuroinclusive-solutions.ca/>), funded by Employment and Social Development Canada under the Opportunities Fund for Persons with Disabilities, Sinneave provides human resource and neuroinclusion consultative support as well as training and education for employers seeking to improve neuroinclusion in their workplaces.

Sinneave is seeking proposals from qualified consultants or organizations to support strategic outreach by identifying opportunities for consultations with targeted employers, speaking engagements, and partnerships at workforce and business events across Canada. The selected proponent will also help plan and deliver Sinneave-led national and virtual educational workshops that promote inclusive employment and expand the reach of NEUROinclusive Workforce Solutions, advancing efforts to build more accessible, neuroinclusive workplaces.

As part of this strategy, Sinneave intends to establish a comprehensive schedule of coordinated activities in selected cities across Canada. By concentrating multiple engagements, such as participating in a large national event, engaging in direct employer consultation, presenting to a group of HR professionals, and delivering an educational workshop, in a single location over several days, we aim to maximize our presence, deepen local impact, and reduce overall travel and delivery costs.

## 2. SCOPE OF COLLABORATIVE OPPORTUNITIES AND DELIVERABLES

The selected proponent will:

### I. Identify and Assess Existing Opportunities

- a. Conduct research to identify relevant conferences, summits, job fairs, and business association events at the national and regional levels.
- b. Assess opportunities for Sinneave's involvement, such as speaking engagements, targeted consultations, and networking opportunities.
- c. Special emphasis should be placed on events located in **Vancouver, the Prairies, Toronto, and Montreal (x3)**, where outreach efforts will be prioritized.

### II. Plan and Coordinate Sinneave-led National and Virtual Events

- a. Aligning with existing opportunities to participate in national and regional events, ensuring accessibility and alignment with neuroinclusive workforce initiatives, work with Sinneave to closely develop a strategy for hosting targeted educational workshops on key topics and strategies to support employers and human resource professionals throughout the employee lifecycle.
- b. Secure venues and coordinate speakers and panelists for Sinneave-led events.

- c. Manage logistics for virtual and in-person engagements, including technology setup and attendee coordination. Ensure all food and beverage maximums are honoured, based on federal grant guidelines.
- d. Proponent must have or secure access to professional **audio and visual expertise** to ensure high-quality event delivery.

### III. **Engage Employers and Stakeholders**

- a. Foster connections with business leaders, employer groups, and workforce development organizations to enhance participation.
- b. Collaborate with organizations and stakeholders to integrate neuroinclusive employment discussions into existing events.

### IV. **Marketing, Outreach and Attendee Management**

- a. In close collaboration with Sinneave's communications and marketing team, participate in the development of promotional materials and outreach campaigns to maximize event visibility.
- b. Manage registration for Sinneave-led events, including pre- and post-event communications with attendees.
- c. Coordinate with speakers at Sinneave-led events, ensuring a high level of customer service and support.

## **DELIVERABLES**

- **Environmental Scan:** A comprehensive list of suitable national and regional events, including analysis of participation opportunities.
- **Engagement Planning and Execution Framework:** A structured approach for Sinneave's participation in key national and regional events and workshop hosting strategy in each identified location, including detailed budget costs.
- **Marketing and Outreach Plan:** In collaboration with Sinneave's communications and marketing team, produce a comprehensive outreach plan for each identified location, including recommendations and materials for promoting NEUROinclusive Workforce Solutions at key events.
- **Final Event Reports:** Summaries of engagement outcomes, participation metrics, final expenditures, and lessons learned to inform future strategic outreach.

## **3. PROPOSAL CONTENT & SELECTION CRITERIA**

### I. **Organizational Overview MAX 2 PAGES**

- a. Description of the proponent's background, experience, and qualifications related to event planning and corporate engagement.
- b. Outline of organizational capacity, including team roles, key personnel bios, and ability to deliver in multi-city, hybrid formats.
- c. Overview of capacity to deliver services in both official languages.

### II. **Approach and Methodology MAX 3 PAGES**

- a. Proposed strategy for identifying and assessing existing events.
- b. Approach to planning and coordinating Sinneave-led events including both virtual and in-person formats across multiple Canadian regions.

- c. Methods for engaging employers and stakeholders to ensure broad participation.
- d. Risk mitigation and contingency planning for event delivery.
- e. Outline of success indicators and approach to measuring event impact (e.g., attendance, satisfaction, conversion to collaborator, reach)

**III. Budget and Resource Allocation MAX 2 PAGES**

- a. Itemized budget proposal, including costs for event research, planning, and execution.
- b. Explanation of resource allocation and personnel involved in the project.

**IV. Past Experience and References MAX 1 PAGE**

- a. Examples of previous work in event planning, business development, or employer engagement.
- b. References from previous clients or partners.

## **4. BUDGET AND RESOURCE ALLOCATION**

The total available budget for this project is **\$150,000 CAD**, inclusive of all research, planning, event delivery, staffing, travel, accommodation, promotional materials, and reporting. Please note that all travel and event costs must follow the federal National Joint Council guidelines.

## **5. SUBMISSION OF PROPOSALS**

**The deadline for submissions is 11:59pm MDT on Tuesday, July 8, 2025.**

All proponents should submit their proposals in PDF format via email to Emma Duffy at [emma.duffy@sinneavefoundation.org](mailto:emma.duffy@sinneavefoundation.org). Sinneave will respond to all proposals within seven days of receipt indicating next steps. Sinneave is open to considering alternative proposal formats, including a verbal presentation.

## **6. QUESTIONS AND INQUIRIES**

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

Emma Duffy, Inclusive Workforce Lead  
The Sinneave Family Foundation  
[emma.duffy@sinneavefoundation.org](mailto:emma.duffy@sinneavefoundation.org)