



REQUEST FOR PROPOSAL

Solicitation date: February 9, 2026

Closing Date/Time: March 2, 2026

1.0 STATEMENT OF PURPOSE

The Rideau Hall Foundation (RHF) is seeking a qualified digital agency to design and develop a consolidated WordPress website that brings together RHF's primary site and multiple program-specific websites into a single, cohesive digital platform (single WordPress instance). The purpose of this project is to improve clarity, accessibility, usability, and long-term sustainability of RHF's digital presence, while clearly communicating the scope, diversity, and national impact of its programs across Canada. The new website must present a unified RHF brand experience while allowing individual programs to maintain distinct identities, support bilingual content and WCAG 2.2 Level AA accessibility standards, enable robust analytics and Salesforce integration, and be easily managed internally by RHF staff following launch.

2.0 PREPARATION OF RESPONSE

2.1 How to Respond

Quotes must be submitted electronically by e-mail to: lizzy.devine@rhf-frh.ca

Quotes must be received no later than the specified closing date and time.

2.2 Bids

All amounts set out in this RFP are to be specified in Canadian Dollars exclusive of any applicable Canadian taxes.

2.3 Contact

All correspondence, questions or requests for clarification concerning this RFP should be submitted by Email inquiries should be sent to the following address: lizzy.devine@rhf-frh.ca any time before the proposal submission date.

3.0 ABOUT RIDEAU HALL FOUNDATION

The [Rideau Hall Foundation \(RHF\)](#) is on a mission to set Canadians up for success by supporting programming in learning, innovation, leadership, and community building. It is a national effort to ignite Canadian ambition to shape a brighter future for all. The RHF is a non-partisan national charitable organization that amplifies and supports the past, present and future impact of Canada's Governor General, and seeks to engage all Canadians in the core elements of Canadian democracy. By working in partnership, the RHF celebrates excellence while creating opportunities and connecting communities, all towards the shared purpose of a better Canada.

4.0 SCOPE OF WORK

4.1 Current Context and needs

The RHF is seeking proposals for the design and development of a new WordPress website hosted on WP Engine servers that consolidates the following existing program specific websites into a single, cohesive digital platform (single WordPress instance):

1. <https://rhf-frh.ca/> (primary website)

Program sites:

2. <https://ingeniousplus.ca/>
3. <https://catapultcanada.ca/>
4. <https://forum.ca/>
5. <https://www.leadershipcanada.ca/>
6. <https://queeneizabethscholars.ca/>
7. <https://innovation.gg.ca/>
8. <https://canadianinnovationspace.ca/>

The new website must present a unified RHF brand experience while clearly communicating the distinct programs, initiatives, and impact across Canada. The site must be easy to manage internally by RHF staff following launch.

4.2 Mandatory Requirements

Proposals must address, at a minimum, the following requirements:

- WordPress-based website.
- Use of a visual builder or framework that enables RHF staff to easily manage, update, and expand the site internally post-launch (e.g., Divi, Elementor, Bricks, or equivalent).
- Compliance with WCAG 2.2 Level AA accessibility standards.
- Fully bilingual (English and French).
- Google Analytics 4 (GA4) configuration and implementation.
- Salesforce integration to support marketing, development and alumni engagement needs (no current integration exists).
- A proposed innovative approach to consolidating and communicating RHF's national impact, including the ability to highlight grantees, program participants, and award recipients.

4.3 Full Expectations/scope of work

1. Discovery and Planning

- Collaborate closely with RHF staff to define project goals, objectives, success metrics, and key performance indicators.
- Conduct a comprehensive audit and analysis of the RHF main site, including structure, content, functionality, and user experience. Conduct an audit of the program sites to recommend what content should be migrated, consolidated, revised, or retired as part of the new website. RHF has completed preliminary work on this but welcomes external assessment and recommendations
- Conduct a needs assessment for Salesforce integration to determine the most effective approach for supporting RHF's marketing and development requirements. RHF currently uses Salesforce as a CRM and funding portal only.
- Define the overall site architecture, including key pages and sections, and develop a content migration and consolidation plan.

2. Design and Theme Development

- Design a modern, accessible, and visually engaging WordPress website using pre-approved visual builder or theme e.g., Divi, Elementor, Bricks, or equivalent.
- Develop wireframes and/or prototypes for key pages with a strong emphasis on user experience, navigation, and user flow.
- Integrate program-level branding within individual program pages, while maintaining a cohesive RHF brand look and feel across the site.

3. Development and Implementation

- Build the website using the approved design and visual builder/theme. Ensure set up is optimized for best page load performance.
- Ensure full compliance with WCAG 2.2 Level AA accessibility standards.
- Implement bilingual functionality using the WPML plugin. All French translations will be supplied by RHF.
- Configure Google Analytics 4 (GA4), including event and conversion tracking to measure key user interactions, and compliance with Google AdWords requirements.
- Develop the site so it can be fully managed internally by RHF staff, including clear content structures and templates to support future growth.
- Implement an innovative approach to showcasing RHF's impact across Canada, including grantees, program participants, and award recipients (currently <https://rhf-frh.ca/community/> but integrating program specific projects and participants e.g. [Funded Projects - Catapult](#), [2025 Archives - Governor General's Innovation Awards](#), [Winners' Gallery - Ingenious+](#))

4. Content Enhancement and Functionality

- Support the simplification and optimization of existing content for web use, where required. Migrate content from program sites as needed.
- Improve overall navigation, information architecture, and user interface to enhance usability.
- Integrate a section for a monthly impact stories and op-eds (currently <https://rhf-frh.ca/impact/>)
- Embed and integrate external content via iframe: (<https://indigenousteachers.canadiangeographic.ca/>)
- Ensure continuity of access to legacy content through appropriate URL redirects from existing sites.

5. Testing and Quality Assurance

- Conduct thorough testing across devices, screen sizes, and major browsers.
- Identify, document, and resolve all bugs or issues prior to launch.
- Validate accessibility, multilingual functionality, and analytics tracking.

6. Launch and Post-Launch Support

- Coordinate and support the launch of the new website.
- Provide staff training and handover documentation.
- Ensure RHF ownership of all themes, plugins and configurations.
- Provide post-launch support to address any issues that arise immediately following launch.
- Outline options and pricing for ongoing maintenance and support on an as-needed basis.

5.0 QUOTE CONTENT AND FORMAT

5.1 Technical Quote

Suppliers should organize their Technical Quotes to provide the following information sequentially in a maximum of 15 pages:

- Clear outline as to the process the supplier will take to deliver on the expectations set out in section 4.3.
- Breakdown of deliverables and timeline
- Brief Company history, including short bios for team members that will be working on this project.
- Partner companies to be sub-contracted, if any; (and their location)
- Confirmation that the Supplier has all the experience and skills indicated in 4.0 Expectations.
- Evidence that the Supplier can successfully respond to all RHF's needs as indicated in 4.0. If that is not the case, supplier is to indicate which one is not applicable.
- List of past and current projects and three relevant references with brief outline of projects completed and service provided.

5.2 Financial Quote

Suppliers should organize their Financial Quotes to provide the following information to be presented in the same manner in the scope of work outlined in section 4.0

- A proposed budget with cost breakdown by deliverable.
- Details of any potential costs that would not be covered in the above budget, the process to add and, if available, general cost parameters for projects outside of scope.

6.0 SELECTION CRITERIA

All quotes will be reviewed by RHF to determine compliance with the administrative requirements and instructions specified in this RFP. Only quotes that meet the minimum requirements will be forwarded to the evaluation team for further review. Quotes will be evaluated in accordance with the specifications stated below and any addendum issued. Award will be made to the bidder that provides the best overall value to RHF.

Proponents must be either a Canadian company or operate a dedicated Canadian office capable of providing primary service delivery and support.

Corporate Information & Experience	10%
Qualifications of Team	15%
Recommended process to achieve objectives	35%
Client Relations and References	20%
Fee Structure	20%

6.1 Costs to Quote

The RHF will not be liable for any costs incurred by the bidder in preparing a quote submitted in response this RFP or in performing any other activities related to responding to this RFP.

6.2 No Obligation

This RFP does not obligate RHF to contract for the services specified herein. The RHF reserves the right at its sole discretion, and without penalty, to reject any and all proposals received and not to issue a contract as a result of this RFP.

6.3 Estimated Schedule of Procurement Activities

Below is an approximate schedule for our RFQ process. RHF reserves the right to amend as required.

Issue RFP: Monday February 9th, 2026

Proposals Due: March 2, 2026

Interviews with shortlisted bidders: 1-2 weeks week after closing

Notification to Successful bidder: March 20, 2026

Contract Negotiation: March 30, 2026

Confidentiality

All information received by the Proponent provided by or obtained from RHF in any form or connection with this RFP is the sole property of RHF and must be treated as confidential.