



## Request for Proposal – Children’s Aid Foundation of Canada Gala - Teddy Bear Affair

### Overview:

Children’s Aid Foundation of Canada is inviting qualified and experienced event planning firms to submit proposals for the transformation of our annual fundraising event, the Children’s Aid Foundation of Canada Gala - Teddy Bear Affair. With a legacy of 37 years, this black-tie event has played a pivotal role in raising nearly \$40 million since 1986 to support families, children, and youth in the child welfare system.

At this juncture in the Foundation’s history, we are seeking an innovative event partner to reimagine the Gala for 2024 and beyond. We are looking for a creative collaborator who can help us shape the future of our biggest annual fundraising event, ensuring the continuity of critical unrestricted funds. These funds are essential to enable the Foundation to empower children, youth, and families to fulfill their dreams, heal, find hope, and thrive.

### About Children’s Aid Foundation of Canada:

Children’s Aid Foundation of Canada envisions a future where every child has the opportunity to thrive. As the only national charity supporting children, youth, and families involved with the child welfare system, we design and fund programs that empower these individuals to build resilience and lead fulfilling lives. Learn more at [cafdn.org](http://cafdn.org)

### Event Details:

Event Name: Children’s Aid Foundation of Canada Gala – Teddy Bear Affair  
Date: Fall 2024, weekday or weekend  
Venue: TBD – RFP to include options within Toronto  
Size: 600-700 guests  
Audience: Philanthropists and business leaders  
Budget: \$500,000-600,000, (Note: this budget is inclusive of event management company fees and exclusive of taxes)  
Funds raised: 1,300,000  
Tone: Inspirational  
Purpose: Fundraising for families, children, and youth in the child welfare system

### Gala Objectives:

1. Raise Funds: Raise \$1,300,000 (minimum) in funds to support our programs aimed at addressing the needs of children, youth, and families involved with the child welfare system.
2. Increase Awareness: Increase awareness about the challenges faced by families and children in the child welfare system.
3. Inspire Engagement: Inspire attendees to actively engage with our cause and become donors.

**Proposal Requirements:**

The selected event planning firm will be responsible for the following aspects of the Foundation Gala and the proposal should reflect how these will be achieved:

1. Event Concept and Theme: A proposal for a reimagining of Children's Aid Foundation of Canada's annual fundraising event. Selected firm must develop a creative and engaging event concept that will drive towards our revenue goal.
2. Venue Management: Propose venue options for consideration, secure an appropriate venue and manage all logistical aspects, including seating arrangements, catering, and technical requirements.
3. Vendor Management: Select and coordinate with production, AV and décor vendors and manage all logistical aspects and technical requirements.
4. On Site Event Management: Develop a detailed plan for setup and tear down, establish a dedicated on-site point of contact to oversee all aspects and manage vendor coordination for the event.
5. Program Development: Create a compelling program, including speeches, entertainment, and other engaging activities that will ensure a second-to-none experience.
6. Youth Ambassador Engagement: Work with the Foundation's Lived Expert and Youth Ambassador Manager to implement engagement strategy with Youth Ambassadors to share their stories and engage with attendees, for example through the fund-a-need moment.
7. Fundraising Strategies: Support the Foundation's fundraising strategies, including solicitation and management of the silent auction, auction committee management, onsite donations, raffle, fund-a-need moment, and sponsorship opportunities.
8. Guest Experience: Ensure a seamless and enjoyable experience for all attendees, including registration, hospitality, and event flow.
9. Marketing and Promotion: Develop marketing materials, including invitations, promotional materials, sponsorship recognition, printed materials, and social media content to promote the event.
10. Budget Management: Develop and manage a detailed budget, ensuring cost-effectiveness and maximizing fundraising efforts; ensuring that the cost-to-funds-raised ratio stays under 40 cents to the dollar.
11. Post Event Report and Data Collection: Compile and analyze data, identify lessons learned for continuous improvement, deliver a detailed financial report, and provide recommendations for future events.

**Key considerations:**

The proposal must include the following:

1. Opportunities for:
  - a. Sponsorship sales

- b. On-site fundraising
  - c. Other fundraising opportunities
2. Plans to keep the cost-to-funds-raised under 40 cents to the dollar
3. Venue options within Toronto

**Proposal Submission Guidelines:**

Interested event planning firms are requested to submit the following documents:

1. Company Profile: Provide an overview of your company, including experience in organizing similar events.
2. Event Proposal: Outline your proposed concept, including venue options, strategies, and approach for managing and organizing the Foundation's fundraising event.
3. Budget: Provide a detailed budget breakdown, including all costs associated with organizing the event and event planning fees broken out by category.
4. References: Include references from at least three past clients or partners for similar events and provide work samples.

**Proposal Submission Deadline and Selection Process:**

All proposals must be submitted by December 4, 2023, via email to Nadia Formigoni, VP, Marketing and Communications at [nformigoni@cafdn.org](mailto:nformigoni@cafdn.org). Should questions arise, our team can be available for a Q&A meeting during the weeks of November 6-17, or you can review our FAQ (Frequently Asked Questions) [here](#). Proposals will be evaluated based on creativity, experience, cost-effectiveness, and alignment with the Gala's objectives. Shortlisted firms may be invited for an interview during the week of December 11, 2023.