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PAUKTUUTIT

INUIT WOMEN OF CANADA

PAUKTUUTIT INUIT WOMEN OF CANADA REQUEST FOR PROPOSALS

The Spotlight Initiative: Gender
Equality Community Dialogue

About Pauktuutit Inuit Women of Canada (Pauktuutit)

Mission

Grounded in Inuit Qaujimagatuqangit (IQ), Pauktuutit partners with Inuit women, communities, and organizations to advocate for and provide guidance to improve the health, economic, safety, justice, and ultimately empower Inuit women to have greater opportunities to thrive.

Vision

Inuit women and our families live in safe, healthy and thriving communities and have access to social, cultural, economic and political advancement.

Values

- We are guided by Inuit Values and Principles
- We are Collaborative
- We are Inclusive
- We are Innovative
- We embrace ethics and integrity

Strategic Priorities

- Amplify the voices of Inuit women and gender-diverse Inuit
- Advance Pauktuutit's Inuit-specific GBA+ Framework
- Increase Representation of Inuit women in leadership
- Invest in Our Team

How we Work

Pauktuutit Inuit Women of Canada (Pauktuutit) is the national representative organization of Inuit women in Canada and is governed by a 15-member Board of Directors from across Canada. Our mandate is to foster a greater awareness of the needs of Inuit women, and to encourage their participation in community, regional and national concerns in relation to social, cultural and economic development.

Pauktuutit's work, grounded in Inuit Qaujimagatuqangit Principles and our Inuit-specific gender-based analysis (GBA+) framework, spans the following key portfolios: social and economic development, violence and abuse prevention, justice, health and wellbeing.

Our Needs

This request is seeking a media buying partner with strong connections to CBC North and APTN to promote our podcast series over several months. The chosen agency will develop and execute a comprehensive media strategy to expand the podcast's reach, engage target audiences, and drive traffic.

The agency will create a media strategy tailored to the podcast's goals and target audience, with a focus on platforms connected to Indigenous and Inuit communities, including CBC North and APTN. They will manage media buys across audio, digital, and possibly TV, negotiating rates and securing advertising spaces while collaborating with our internal team to ensure alignment with the brand and messaging.

The campaign will involve implementing paid media across selected platforms like radio, digital, and social media, aiming to maximize reach and engagement. Key metrics, such as downloads, listens, and website traffic, will be tracked and reported.

Additionally, the agency will provide audio editing and post-production support to ensure high-quality audio for each episode, working with our team to finalize the content and incorporate intros/outros. They will also co-develop a unique, culturally respectful logo for the podcast, created by Inuit artists, reflecting the podcast's themes and goals.

The agency will use their network to engage audiences, utilizing connections with CBC North and APTN for maximum exposure.

Successful applicants must attend project meetings and submit progress updates as required, along with final project documents.

Invitation to Vendors

This Request for Proposals ("RFP") is a targeted invitation to select suppliers to submit proposals to provide strategic planning services as described in Schedule A (the "Deliverables"). This RFP is issued by Pauktuutit Inuit Women of Canada, a not-for-profit corporation funded by the federal government. Pauktuutit reserves the right to reject any and all submissions.

Instructions to Vendors

Proponents should submit their proposals in a single PDF electronic file to Shelagh Roxburgh sroxburgh@pauktuutit.ca.

Subject line should indicate "The Spotlight Initiative: Gender Equality Community Dialogue".

Proposals submitted in any other manner will not be accepted.

RFP Timeline and Process

Issue Date: April 25th, 2025

Anticipated decision date: May 12th, 2025

Mandatory Requirements

The proposal must not exceed 20 pages, and must include:

- An executive summary;
- A summary of the qualifications and experience of the proponent organization;
- A summary of your approach, including proposed tactics and deliverables;
- A summary of your experience in non-profit and Indigenous/Inuit led organizations, including three relevant case studies;
- Brief workplan and timeline from May 2025 to August 2025;
- Sample budget not to exceed \$95,000, including HST.

Evaluation Process

Pauktuutit will evaluate and score proposals based on the following rating criteria:

Evaluation Criteria	Weighting
Qualifications and experience of the Proponent <ul style="list-style-type: none">• Proposal shows recent and relevant evidence of strategic planning experience for national non-profit organizations• Experience working with Inuit/Indigenous non-profit and women's sector organizations at national and/or international level• Knowledge of Indigenous media landscape• Ensure alignment with messaging and brand.	40%
Experience with Sensitive Topics <ul style="list-style-type: none">• Past experience in media and communications on sensitive topics that impact Indigenous people	40%
Project Timeline <ul style="list-style-type: none">• Ability to deliver project and activity workplan within project timeline	10%
Ability to Work with Partners <ul style="list-style-type: none">• Willingness and ability to coordinate with Indigenous partners	10%
Total	100%

Confidentiality

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

SCHEDULE A – Services and Deliverables

Objective/Purpose

PIWC's goal is to develop and deliver a monthly podcast across Inuit Nunangat, featuring topics surrounding gender equality and its unique challenges as it relates to improving economic participation, increasing leadership in various sectors, helping prevent and eliminate gender-based violence, and improving overall mental well-being. Each episode will be structured around an interview with an Inuk woman and/or subject matter expert, touching on root causes of inequality in Inuit society. PIWC Staff will introduce topics, Inuit podcasters and provide context of the current state of gender equality across Inuit Nunangat.

Project Scope

The scope of this project is to create a media strategy to raise awareness about current conversations around Inuit Specific Gender Equality, including a media launch on northern specific platforms to meet our target audience.