



Request for Proposals: Update Montessori Academy of London's Mission and Vision statements

Project Description

For more than 55 years, Montessori Academy of London has provided families in the London and surrounding areas, high-quality, traditional Montessori education. The school currently serves 330 students who are 18 months to 14 years of age. It continues to be a leader in Montessori education, widely admired across Canada and internationally.

In 2010, Montessori Academy of London (formerly Montessori House of Children) became a registered charity and not-for-profit. As part of this process, the school rebranded itself, and Vision, Mission and Values statements were established.

The school's Board of Governors agreed in 2022 that it is time to revise the Vision and Mission statements to better reflect the school and its future. Some preliminary work was done with the Board of Governors, and the school staff were engaged to discuss the vision and mission of the school at a staff meeting in August 2022.

Statement of Work

We recently introduced our [Strategic Direction for 2022-2027](https://montessori.on.ca/about/strategic-priorities/) (<https://montessori.on.ca/about/strategic-priorities/>) that will guide the school through the next five years. Montessori Academy of London now seeks to re-envision and re-define our vision and mission statements, which were developed before 2010, to better align with the school's objectives and priorities - taking into account where we are and where we're going as a leading Montessori school, registered charity and not-for-profit organization.

We are engaging the help of an outside marketing firm with experience in such projects.

The overarching objective of this project is to develop new vision and mission statements and associated messaging and material to better align with the school's purpose and direction.

www.montessori.on.ca

Montessori Academy of London • 719 Waterloo Street, London, Ontario N6A 3W1

Phone: 519-433-9121 Fax: 519-433-8941



Activities the incumbent will undertake:

- Draft new [Vision and Mission statements](#) for the school.
- Gather input from key stakeholders - online or in-person focus groups; analyze the feedback and data as it applies to the school's priorities and the development of messaging.
- Present findings to school leadership and key stakeholders.
- Develop and implement a plan to share updated Vision and Mission statements with key audiences using existing communication channels.
- Provide guidance in auditing and updating printed and electronic materials that feature the Vision and Mission Statements, as applicable.

Timeline, budget, scope

- October 2023 through June 2024
- Proposal submission: September 29, 2023
- Project start date: October 30, 2023
- Completion date: June 3, 2024
- Budget \$10,000

Submission guidelines & requirements

Only those proposals received by the stated deadline will be considered.

All proposals, submitted by the deadline will be reviewed and evaluated based upon information provided in the submitted proposal. In addition, consideration will be given to cost and performance projections. Further, the following criteria will be given considerable weight in the proposal selection process:

- Proposals received by the stipulated deadline must be in the correct format and include all information requested.
- Bidder's alleged performance effectiveness of their proposal's solution.
- Bidder's performance history and alleged ability to timely deliver proposed services.
- Bidder's ability to provide and deliver qualified personnel having the knowledge and skills required to effectively and efficiently execute proposed services.
- Overall cost effectiveness of the proposal.
- Please include a sample final report, together with your response.
- Proposals need to be submitted by 4 p.m. Friday, September 29, 2023

Note: Montessori Academy of London reserves the right to cancel, suspend, and/or discontinue any proposal at any time, without obligation or notice to the proposing bidder.

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Proposal contact

Proposals in response to this RFP will be accepted via email, sent to Linda Yovanovich, Communications Director: lyovanovich@montessori.on.ca by 4 p.m. on Friday, September 29, 2023. Questions can be submitted to Linda by Sept. 8.

Summary of Bidder background

- Bidder's Name(s)
- Bidder's Contact Information (and preferred method of communication)
- Date Bidder's Company was Formed
- Description of Bidder's company in terms of size, range and types of services offered and clientele.
- Bidder's principals, project manager at agency, and details of team members, including past experience working on similar support
- Samples from similar past projects with other organizations
- Critical path/Timeline of deliverables and tasks to complete
- Cost Proposal Summary and Breakdown
- References: 3 references of past clients of similar project size and/or scope

Terms and Conditions & Confidentiality

MA reserves the right to:

- Reject any or all responses to the RFP;
- Suspend, cancel or alter timelines attached to the RFP at any time for any reason without penalty;
- Amend the scope of the project;
- Not necessarily accept the lowest cost proposal;
- Terminate the project or its discussions with any vendor at any time without any legal obligation or liability;
- The request for proposals does not constitute an offer to enter into a contract but rather is only an invitation to submit a response;
- Waive formality, informality or technicality in negotiating a satisfactory proposal

All proposal submissions will be evaluated using an internal evaluation criteria and the project will be awarded to the vendor judged to provide the best overall value.

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All respondents will be notified regarding the acceptance of their proposal, regardless of whether or not they are successful; however, the school will not provide any details on the successful bid or other responses.

All expenses incurred in the preparation and presentation of the response to the RFP is entirely the responsibility of the vendor.

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