



REQUEST FOR PROPOSAL

2019 Annual Campaign

Jewish Family & Child is looking for skilled, innovative and experienced graphic designer with a strong background in not-for-profit direct mail campaigns. We want to hear from you if you've helped organizations develop and design their materials from concept to completion. You must have excellent communication and branding skills, able to create engaging content, be experienced in setting up documents for professional print, and be comfortable with Canada Post's weights and restrictions. Copywriting experience is an asset.

We would like our 2019 Annual Campaign direct mail package to reflect our branding and key messages but we want a fresh feel to the materials that will push boundaries and make an impact. The work we do changes people's lives and we want our campaign to reflect that. Examples of recent campaigns can be found on the following pages. We are open to creative suggestions but we typically produce:

- a key piece (brochure, card, etc.)
- a folded reply form
- a Business Reply Envelope
- in a designed, personalized exterior envelope.

The work will begin in January 2019 and will need to be completed by the end of March 2019. JF&CS will require high resolution, print-ready files of the final pieces and will use its own printing company. JF&CS will not partner with a designer or ad agency that requires us to use a specific printing company. All photographs that are used in the campaign will be required as well.

Once you have reviewed our past materials and feel you can adequately quote this job, please send a sample of your work, any client references you have and your proposal by DECEMBER 1, 2018 to:

Jodi Klaiman
Marketing Specialist
Jewish Family & Child (JF&CS)

ijklaiman@ifandcs.com

If you have any questions or require further clarification, please call 416.638.7800 x 6279

Now, what's next We will...



Open our doors to every member of our diverse community

- By providing accessibility to all programs and services regardless of financial means.
- By offering safe, inclusive, friendly spaces.
- By ensuring the people we serve are free to express their culture, religion, gender and sexual orientations without fear of judgement or alienation.

Persist until everyone we serve is living with dignity

- By ensuring that Holocaust survivors never again feel abandoned.
- By making certain no one is alone at the end of his or her life.
- By supporting the spiritual and emotional needs of people throughout their lives, whether in their homes, hospitals or other facilities.

Expand the safety net for our community's most vulnerable people

- By alleviating the effects of poverty through direct financial assistance.
- By breaking down barriers to success for youth aging out of the child welfare system.
- By creating opportunities for individuals and families to achieve self-sufficiency and independence.
- By providing people with the tools they need to realize their potential.

Help strengthen families

- By recognizing that families come in many different shapes and sizes.
- By empowering family members to overcome obstacles and realize opportunities.
- By helping families nurture their children and youth well into adulthood.



For 150 years, JF&CS has been a place of hope and opportunity for our community. With your support we will continue this vital and important work for the next 150 years.



Reality

Many Jewish kids cannot participate in sports or music lessons, do homework on their own computer, or experience the fun and friendships of summer camp.



Jerry has gained independence and overcome his anxiety issues through a variety of JF&CS' mental health and wellness services from individual counselling to our weekly Bagel Club.

Her eyes were blue support will give us the services and find new and creative ways to provide assistance to the growing number of clients we see with mental health challenges.

Rachel was placed in foster care and then adopted through JF&CS when she was 16 months old. She is now a happy, creative and thriving 18 year-old in her first year of university.

Her 18 year old daughter needs a parent, not another foster care. Your support will help us find government housing for better side of all aspects just babies.

Joseph no longer has to choose between feeding his three children and paying his rent thanks to the financial assistance he receives from JF&CS.

Her 18 year old daughter needs a parent, not another foster care. Your support will help us find government housing for better side of all aspects just babies.

Whether a result of financial circumstances, neglect, family breakdown or other isolating challenges, no child should have to miss out on the privileges enjoyed by their peers. As a Jewish Children's Aid Society, JF&CS ensures that all vulnerable children have the opportunity to enjoy extracurricular activities, attend summer camp and gain the skills and confidence to pursue their dreams.



See over →

There is a common thread

POVERTY



As people come through our doors, they do so with a host of concerns and challenges, but poverty (or the risk of poverty), seems to be a common thread that ties many of their lives to Jewish Family & Child. Poverty affects not only the individuals on the following pages, but our community's overall health and welfare. Whether someone is hanging by a thread, picking up the threads of their life, or literally in need of new threads to clothe their family, we must be there to support them. Simply put, JF&CS strives with every passing day to reduce the effects of poverty in our vibrant and caring Jewish community.



in many of our clients' lives...



EVERY STEP OF THE WAY

Please help JF&CS be there for those who need us most. Your gift will support the one in seven members of our community that will come to us for help this year.

Make your donation today by visiting us online at www.jfandcs.com or by calling 416 638 7800 ext.6999.



All numbers are based on the most current available data. CRA Charitable Registration 851300301RR0001

EVERY STEP OF THE WAY.

LEAH'S MATZAH

PASSEVOY ASSISTANCE PROGRAM

People observe Passover in a variety of ways depending on where they were born and how they were raised. Leah's parents... can't afford to observe it at all. Your gift will provide assistance like kosher for Passover food to hundreds of people.



SHAYNA'S PUNIM

WOMAN ABUSE PROGRAM

Shayna lives in a beautiful home with two daughters, a dog and a successful husband... with a vicious temper that terrifies her. Your gift will provide abuse women with crisis intervention, counseling, emergency financial assistance and kosher, non-kosher emergency housing.



FACT: OVER 90% OF JEWISH FAMILY & CHILD'S CLIENTS ARE JEWISH.

The strength of Toronto's Jewish community relies on the support we show each other and how we take care of one another. Please, make your Friends gift today by visiting us online at www.jfandcs.com, by mail, or by calling 416 638 7800 x6235. On behalf of Leah, Noah, Shayna and Max, thank you.

This year 58 kids needed to wear our Leaning the Playing Field Fund 1300 women experienced abuse and required our services 418 Holocaust survivors needed emergency assistance 1321 people came to us in need of assistance during a Jewish holiday