

Terms of Reference (TOR) for Website Developer

Date: March 26, 2026

1. Background

The Learning Center (TLC) is a non-stock, non-profit organization founded in 1975. Formerly a learning institution serving individuals with special needs, TLC has recently transitioned into a resource organization that supports programs and initiatives in the Special Education (SpEd) sector. This shift enables TLC to uphold its longstanding values while expanding its impact through innovative, indigenous, community-based, and grassroots SpEd efforts aligned with its revised Vision and Mission.

To support this transition and communicate its renewed direction, TLC is developing a website that will serve as its primary online platform for visibility, outreach, and engagement.

2. Purpose and Objectives of the Project

TLC is seeking a qualified and experienced website developer (individual or team) to design and develop its new website. The website will reflect TLC's evolution, mission, and advocacy while serving as an accessible, user-friendly, and informative space for potential partners, supporters, and the general public.

The intended website must:

- Clearly communicate TLC's history, transition, and renewed vision and mission.
- Provide information about TLC's supported programs, partners, and initiatives.
- Showcase community stories, project updates, and sectoral insights.
- Be mobile-responsive and optimized for accessibility and search engines.
- Include a Content Management System (CMS) that enables staff to manage and update site content independently.
- Reflect a clean, professional, and mission-driven design aligned with TLC's identity.
- Incorporate strong accessibility and security standards from the outset to ensure a consistently safe, inclusive, and professional online presence.
- Feature a visible and user-friendly Contact Us section that allows visitors to easily send inquiries and connect with the organization.

3. Scope of Work

The developer will be responsible for the end-to-end development of TLC's new website. The scope of work includes:

Component	Description
Website Design and Development	<ul style="list-style-type: none"> ● Design a visually engaging and intuitive website aligned with TLC's brand and values. ● Build the site using a CMS platform with full responsiveness across devices.
Core Functionalities	<ul style="list-style-type: none"> ● Homepage that introduces the new TLC, highlights programs and partners, and showcases impact stories and calls to action. ● Section for About TLC, Our Programs, Stories and Resources, Partnerships, and Contact Us. ● 'About TLC' section featuring the organization's history, vision and mission, board of trustees, and core team. ● 'Our Programs' section presenting TLC's approach, current initiatives, and implementing partners. ● 'Stories and Resources' section with impact stories, sector updates, and relevant materials. ● 'Partnerships' section that highlights partner stories and provides clear ways to support SpEd initiatives, become an implementing partner, or donate. ● 'Contact Us' page with organization details and a user-friendly inquiry form with newsletter subscription option.
Security	<ul style="list-style-type: none"> ● Implement an SSL certificate, ensure data security and privacy measures, and set up regular backups.
Search Engine Optimization (SEO) and Accessibility	<ul style="list-style-type: none"> ● Apply foundational SEO best practices. ● Ensure compliance with basic web accessibility standards (e.g, alt text, contrast, screen reader compatibility).
Training and Documentation	<ul style="list-style-type: none"> ● Provide a training session for designated staff on using and managing the CMS. ● Deliver a simple user guide/manual for future reference and maintenance.

4. Deliverables

The following deliverables will be expected from the website developer:

- A fully functional, mobile-responsive website signed with TLC's mission and identity.
- A CMS that enables content updates and resource management by TLC staff.
- Documentation covering site structure, CMS use, and maintenance guidelines.
- A staff training session on CMS and site administration.
- Basic technical support and maintenance for at least six (6) months post-launch.
- A detailed project quotation and proposed timeline.

5. Confidentiality and Data Security

The selected developer shall treat all data, materials, and information shared by TLC as confidential and shall not disclose or use such information for any purpose other than the execution of this project, without prior written consent.

All data and content developed or integrated into the website must be securely stored and backed up, with appropriate measures taken to prevent unauthorized access, loss, or breaches. The developer must comply with applicable data protection and privacy standards and ensure that the website includes basic security features (e.g., SSL certificate, secure admin access).

6. Qualifications and Application Process

Qualifications:

TLC is seeking a website developer (individual or team) with the following qualifications:

- Proven experience in designing and developing responsive, user-friendly websites—preferably for NGOs, nonprofits, or advocacy organizations.
- Strong proficiency in web development tools, CMS platforms, and responsive design best practices.
- Knowledge of basic security standards and data protection protocols.
- Ability to translate organizational branding and messaging into clear, functional, and visually engaging digital platforms.
- Strong communication skills and experience working collaboratively with clients.
- Experience in training non-technical staff on CMS use is an advantage.

Application Requirements:

Interested applicants are invited to submit the following:

- A brief proposal outlining your approach to the project, timeline, and understanding of the scope of work.
- Relevant portfolio of past website projects (especially in the development or social sector).
- Detailed quotation including cost estimates, resource allocation, and optional features or enhancements.
- CV or organizational profile highlighting relevant experience and expertise.

Send proposals to ventureforfundraising@gmail.com by **Friday, April 10, 2026**.