

## Guelph Humane Society Website Redesign Request for Proposals (RFP)

### Executive Summary

The Guelph Humane Society (GHS) is seeking proposals from qualified web development agencies to design and develop a new website that enhances user experience, improves functionality, and aligns with our mission of advancing the welfare of animals through care, education, community engagement and relationships.

The following RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and / or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

Submissions must be received by: **Monday, April 20, 2026, at 5:00 pm**

### About the Guelph Humane Society:

GHS is a registered charity that has been serving the needs of animals and community members in Guelph and Wellington County for more than 130 years. We receive no government funding for our charitable programs and services and instead rely on fundraising efforts and the generosity of those in our community. The needs of our community have changed over the years, and the services and support GHS offers have changed along with it.

**Vision:** A compassionate world where all animals are valued and respected

**Mission:** Advancing the welfare of animals through care, education, community engagement and relationships

**Values:** Compassion, Leadership, Collaboration, Integrity & Transparency

### 2024/2027 Strategic Priorities:

- Advance Animal Welfare through direct care and being responsive to community needs
- Drive organizational growth and strength by creating a healthy organization that is financially viable, a place where people want to work and volunteer, and the community is inspired by what we do
- Build community by bringing the community together around shared values and goals to ignite change

### Reference documents:

- [Charting Our Future Direction Strategic Priorities 2024 – 2027](#)
- [Impact Report 2025](#)

### Our Programs & Services:

- Serve as the humane society for the City of Guelph and Wellington County
- Sheltering for stray and surrendered pets
- Lost and found services
- 24- hour Animal Services for the City of Guelph, Township of Centre Wellington and the Township of Guelph/Eramosa, including animal control, bylaw, pound and licensing services
- Adoptions services
- A robust wildlife program
- Social Services programs aimed to help keep more pets and people together through our GHS Cares programs
  - Pets in Transition, no-cost long-term boarding for individuals fleeing intimate partner violence or those seeking mental health and addictions support
  - Emergency Boarding, no-cost short term boarding for families and individuals experiencing crisis, such as hospitalization, fire, incarceration, death
  - Senior Support, no-cost short or long-term boarding for pets of seniors needing hospital care
  - GHS Pet Food Bank, we provide pet food to approximately 500 pets per month



HOPE.  
CARE.  
COMPASSION.

- Humane Education programs for children and youth both at the shelter and in the community
- Birthday parties
- Volunteer Program
- Foster Program
- Signature, community and DIY fundraising events such as Happy Trails Walk-a-thon, Happy Tails Gala, plant sales and more
- Outreach services such as low-cost nail trim and microchip clinics

#### Audiences:

Location: Primary visitors are from Guelph and Wellington County, although we attract visitors from across southern Ontario and across the GTA.

**Annual website traffic:** 224,000 visitors/ more than 800,000 events annually

#### Primary Audience:

- Donors and supporters
- Granting agencies
- Volunteers
- Adopters
- People who have lost or found a pet
- Vulnerable community members seeking help
- Pet-owners and animal lovers seeking information on how to care for pets
- Community members looking to help wildlife
- New recruits
- Parents
- Teachers

#### Secondary Audience:

- Government partners: local and provincial
- Local emergency services: police, fires, hospital, etc.

- Employees & board members
- Other humane society and rescue organizations
- Agencies looking for help for their clients (GHS Cares Partners)

### Project Background, Goals & Objectives:

The Guelph Humane Society currently has a web presence ([guelphhumane.ca](http://guelphhumane.ca)) that is outdated in appearance, structure, and functionality. The existing website was launched in 2017; the existing site and functionality has had only minor adjustments in the past eight years.

As is, the website does not currently meet our evolving needs, and we aim to create a modern, accessible, and engaging platform that facilitates adoptions, donations, community engagement, community services and educational outreach, including an animal welfare knowledge hub.

The selected agency will be expected to fulfill the following deliverables, in close collaboration with the Executive Director, the Director, Communications and Community Engagement, and select staff members

The primary objectives of the new website are:

- **User-Friendly Design:** Ensure an intuitive, mobile-responsive, and accessible website optimized for search engines (SEO).
- **Improved Navigation & Functionality:** Streamline access to adoption listings, donation forms, volunteer sign-ups, and educational resources.
- **Seamless Integration:** Connect best in class systems such as Raiser's Edge, Adopets, Shopify, email marketing platforms, and social media. Or build in or ability to build in a seamless adoption process platform and retail platform. *Note: we work with a variety of CRMs in our organization (fundraising, adoption, etc) for a total of 4 CRMs at this time (expected to increase in the future). These CRM's require either iframes to be included or API's that connect these platforms.*
- **Enhanced Donation & Fundraising Capabilities:** Implement secure, user-friendly donation processing.



**GUELPH**  
HUMANE SOCIETY

HOPE.  
CARE.  
COMPASSION.

- **Multimedia:** Capability to host video content, interactive maps, and virtual tours.
- **Content Management System (CMS):** Enable easy content updates by GHS staff.
- **SEO & Performance Optimization:** Improve search engine rankings and website speed.
- **Compliance & Accessibility:** Adhere to AODA and WCAG 2.1 accessibility standards.
- **Security:** Implement best security practices including HTTPS, data encryption, and secure login

### Scope of Work:

The selected vendor will be responsible for:

- **Research & Discovery:** Conducting stakeholder interviews and user research.
- **Website Design:** Creating wireframes, mockups, and final design assets.
- **Website Development:** Building the site with a modern CMS (e.g., WordPress, Drupal) and implementing key integrations.
- **Content Migration:** Transferring content from the existing website.
- **Testing & QA:** Ensuring functionality, security, and accessibility compliance, with strict adherence to **AODA (Accessibility for Ontarians with Disabilities Act) standards.**
- **Training & Documentation:** Providing training for staff to manage the CMS.
- **Ongoing Hosting, Support & Maintenance (Optional):** Proposing post-launch support packages.

### Deliverables:

- Detailed project timeline with milestones
- High-fidelity website mockups for approval
- Fully functional website with CMS integration
- Documentation and staff training
- Post-launch support plan



HOPE.  
CARE.  
COMPASSION.

### Proposal Requirements:

Interested vendors should submit a proposal including:

- **Company Information** – Overview of your organization and relevant experience.
- **Portfolio** – Three to five examples of similar projects completed.
- **Project Approach** – Your strategy for designing and developing the new website.
- **Timeline** – Estimated project duration with key milestones.
- **Team** – Key personnel involved in the project.
- **References** – At least three client references.
- **Support** – Description of post- launch support and maintenance services.
- **Budget** – A detailed budget proposal with breakdown. Proposals should include a detailed cost breakdown, including:
  - Design & Development Costs
  - Licensing Fees (if applicable)
  - Optional Ongoing Hosting, Maintenance & Support
- Any additional information that showcases why you are the right agency for this

### Project timelines:

- RFP Release Date: March 24, 2026
- Deadline for proposal submissions: April 20, 2026
- Evaluation and selection of proposals: April 21 to May 2, 2026
- Project Kick-Off: May to early June 2026
- Project target completion at latest: September/October 2026

### Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- Experience and qualifications of the agency/team
- Proposed approach and understanding of project goals
- Accessibility and compliance considerations, including **AODA compliance**



HOPE.  
CARE.  
COMPASSION.

- Creativity and originality of the proposed
- Cost-effectiveness and value
- Clarity and feasibility of the project approach and timeline
- Quality of previous work and client references

#### Conclusion:

The Guelph Humane Society looks forward to partnering with a creative agency to enhance and improve our online presence. Thank you for your interest in this project.

#### Contact:

**Nicole de Raucourt** (she/her)

*Executive Assistant*

[Nderaucourt@guelphhumane.ca](mailto:Nderaucourt@guelphhumane.ca)