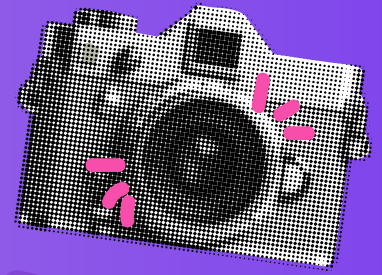


# REQUEST FOR PROPOSAL



WEST COAST KIDS  
CANCER FOUNDATION

Feb 1, 2024



## Background

### WCK Overview

West Coast Kids Cancer Foundation (WCK) does the small things that make a big impact every day. We provide food, connection, resources, and mental health support for B.C. families navigating childhood cancer and blood disorders. WCK steps in where healthcare stops: we help families feel supported and heard through family-led programming that meets practical, everyday needs. All WCK programs are delivered at no cost to families. Having established programs in 2019, WCK has already supported over 330 families across the province and brought them relief at a critical time. In 2023 alone, WCK provided nearly 600 hours of children's programming and over 22,500 units of food to families across the province. For more information, visit [wckfoundation.ca](https://wckfoundation.ca)

### Project Goals

We're looking to capture new photos as WCK marketing assets to:

- Give families a flavour of our [programs](#), what they're like, and how they can be of help
- Show the impact of WCK programming on families to donors and supporters
- Represent the kids, teens, and families we serve in authentic ways, being led by them in the moment during the creative process
- Demonstrate the connectedness and care between family members, which is supported by WCK (the kids and families are the heroes of the story, WCK is the guide)

We're looking for someone who is passionate about capturing authentic moments and able to go with the flow, allowing children and families to be themselves and fully in control when being photographed. We'd love to hear from someone who strongly identifies with WCK's brand personality.



find out more about WCK's brand personality [here](#)

## Submission Requirements

- Summarize your relevant photography experience and qualifications, including any similar projects
- Briefly describe your approach to working with children & families and what's most important to you
- Confirm your ability to complete all outlined project tasks in line with WCK's brand personality
- Provide any samples, case studies, and/or references
- Indicate your general weekday/weekend daytime availability May-September 2024 (see provisional dates in the Timelines section), or when you would need finalized shooting dates by
- Confirm ability to travel to locations around Metro Vancouver
- Confirm flexibility to work alongside a videographer/undertake videography project in tandem
- Outline how long after each shoot date images would be delivered

## Project Details

### Description

Provide a selection of high quality digital photographs (mixture of landscape and portrait, around 40 images per hour of photography) that highlight the connection and joy that WCK programs bring to children, teens, and families. Shoots will happen in different locations and involve a mixture of headshots, family portraits, activity shots, and capturing off-the-cuff joyful moments. Most shots will not be to camera, so a photographer who can also blend into the background while capturing great images would be perfect for this project. We are looking to capture similar moments as video footage, so a videographer will likely be present on location as well taking mainly background B-roll footage.

These are the words we like to use to name our photos:

Playful | Thanks | Welcome | Love | Happy | Connection | Helping | Family | Hug | Energy | Community | Chilled

## Scope and Budget

Maximum budget: \$5,000

Shoots will be arranged between May and September 2024, depending on family availability, confirmation of planned activities, and photographer & videographer availability.

WCK has a small staff team and, as a charity, we cannot exceed our budget for projects. We welcome counters within your proposal, outlining what you could do to meet our aims within the budget. As we work to finalize dates and locations for planned project activities, we will really value your flexibility as we work around our families’ needs.

# Timelines

## Request for Proposal

Description	Date
Deadline for proposals	February 23, 2024
Review of proposals and requests for more information	Feb 23 - March 15, 2024
Award contract	March 18, 2024

## Provisional Project Timeline

Description	Anticipated Date/s	Assets sought
"The Club" photoshoot at Camp Capilano retreat	Half-day shoot on a weekend in May 2024	Headshots of participants (around 20) Photos capturing their social connection with one another
Hangouts home photoshoots	Weekdays/weekend daytime Three dates in June 2024	3 x 1-hour photo shoots of Hangouts participants/facilitators at home engaging in an online Hangout  Images depicting fun, laughter, social connection and interaction with virtual buddies on screen Portray the comfort of being at home while participating (e.g. on a couch, in the backyard)
Families at home	Weekdays/weekend daytime Two dates in June or September 2024	2 x 1-hour photo shoots of families interacting with each other, sharing moments of joy and connectedness. Images of families enjoying food together and playing together.  Possibly capture a family receiving a WCK box of food and unpacking the meals  Capture parent/child bond and sibling bonds.
City Camp	Five weekday dates between July 2-26, 2024	Five half-day photo shoots on location in Surrey.  Activity shots of campers engaging in camp activities  Off-the-cuff moments of joy, social connection, celebration, love and care  Images depicting the relationship between a camper and a WCK

		<p>“buddy” (staff/volunteer)</p> <p>Some shots of the staff &amp; volunteer team at work, teamwork</p> <p>Possibility of family photos (families choose between a portrait shot or an image of them doing an activity together)</p>
Families in hospital	Weekend/weekday date in September 2024	<p>Half-day photoshoot with a family in a clinic setting</p> <p>Images of the family members enjoying WCK meals and smoothies while in a hospital room</p> <p>Possibly images of a child joining in with a virtual Hangout from a hospital bed</p>

## Selection Procedure

- ☐ Previous experience
- ☐ Samples and/or case studies from previous projects
- ☐ Projected costs
- ☐ Demonstrated alignment with WCK values, [ethics](#), and brand personality
- ☐ Description of your approach when working with children and families
- ☐ Clear outline of availability



Please send your proposal to

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