

The CARESTAR Foundation

Request for Proposals: Brand Refresh and Website Design/Development January 2022

The CARESTAR Foundation is looking for a designer/firm to refresh our visual identity, including our logo and tagline, create a branding style guide, and help to design/launch a new website.

ABOUT US

The CARESTAR Foundation is a relatively new philanthropic organization focused on improving health outcomes for all Californians, using a racial equity lens to fund and advocate for improvements in emergency and prehospital care.

Recognizing the powerful role that EMS (emergency management system) can play to improve public health and strengthen the healthcare system, we use a trust-based philanthropy model to fund and partner with innovators who are transforming the field so that all Californians experience emergency and prehospital care that is equitable, unified, and compassionate.

The CARESTAR Foundation was established in 2017 as a result of the sale of an air ambulance company, CALSTAR (California Shock Trauma Air Rescue). Beginning in the early 1980's CALSTAR fleet of helicopters and fixed-wing aircraft helped critically ill patients reach Northern California's network of trauma centers and other tertiary hospitals. As the air ambulance industry evolved, CALSTAR made a strategic decision to sell its aviation business and distribute the proceeds to a new organization dedicated to continuing its original charitable and educational purposes, and the CARESTAR Foundation was born.

Using a Racial Equity Lens

According to The Foundation Center's guide, "Grant Making with a Racial Equity Lens" a 'racial equity lens' should bring into focus how race and ethnicity shape experiences with power, access to opportunity, treatment, and outcomes. At CARESTAR, we want to see a world in which there are no statistical differences in key health, treatment, or outcome indicators based on race. A race equity lens, therefore, means that the key question for our work becomes, how are existing racial disparities standing in the way of the equity goal we seek to fulfill? A racial equity lens is a tool to help us think about what can be done to eliminate existing inequities.

PROJECT BACKGROUND

Over the past 12 months, we have worked with *Wonder: Strategies for Good and Change Consulting* to refine our brand and messaging strategy, which included audience research, messaging workshops, and communications recommendations. Additionally, Wonder conducted a series of in-depth stakeholder interviews to explore audience perspective of CARESTAR's name and tagline, including reactions to visual identities, such as logo, color, and typeface. Results, analysis, and recommendations from all of that work are included [here](#).

The CARESTAR Foundation's current logo, color scheme, tagline, and website were developed by a group of founding board members in 2017; however, given how far the organization has come in

refining its mission/vision, our messaging, and strategic planning, we feel it is time to revisit these elements to ensure alignment and cohesion. See [here](#) for existing logo guide.

The current website (www.carestarfoundation.org) is outdated and could use visual and backend updates. The site is currently built in WordPress but we are open to other platforms as an alternative, particularly those solutions that provide better functionality and ease of use for in-house staff. Additionally, our site is not currently optimized for SEO and does not provide analytics.

PROJECT DESCRIPTION

Our primary goals for this project are to 1) develop a strong visual identity that aligns our brand's visual assets with our new messaging and 2) to strengthen our communications infrastructure so that we can share our mission, vision, and impact in a compelling way, and begin to change the dominant visual story about emergency and prehospital care to include more authentic and empowering images of Black, Indigenous, People of Color. Specifically, we are looking for:

- Refreshed organization logo (in color and black/white), taking into consideration the attached insights gleaned from the recent stakeholder interviews.
- New organization tagline.
- Brand style guide including standards and usage, color palettes, fonts and typology, brand essence and personality, brand voice and tone, visual assets, and other graphic elements (social media profile pictures and banners).
- Brand re-launch communications strategy as needed.
- Integrate our new messaging and innovator-centric storytelling into newly designed landing pages, painting a positive picture of how diversity, equity, and inclusion leads to good health, with the full website to be further developed by CARESTAR staff
- Communications templates - new electronic newsletter template, email signatures, slide decks for presentations, etc.
- Organizational stationery templates - business cards, letterhead, etc.

AUDIENCES

In California, the system that provides emergency and prehospital care is complex and multi-dimensional and includes emergency, dispatch, transportation, communication with other healthcare providers, definitive care inside a hospital or trauma center, and discharge/post-trauma long-term care. It also includes injury prevention, emergency preparedness, medical response to natural and mass-casualty disasters, provision of medical coverage at gatherings, and inter-facility transfers.

Adding to the complexity is the fact that the entire system is dependent upon a wide range of stakeholder groups including community-based nonprofit organizations, public and private emergency response organizations, and hospitals and trauma centers working together in partnership (for a further breakdown of these groups, see the list [here](#)). Our audiences include different types of organizations within each of these groups, with a few select rising to the top as priorities including:

- Healthcare and health equity nonprofits
- Local Emergency Medical Services Agencies (LEMSAs) and trauma center professionals
- Public health departments

BUDGET

Our budget is \$30,000 - \$50,000, encompassing all aspects of the brand refresh and initial set up of a new website.

TIMELINE

RFP published	By December 10, 2021
Review of proposals	January 31, 2022
Anticipated award of contract	By March 4, 2022
Anticipated start of the project	March 14, 2022
Anticipated completion of the project	June 2022

SUBMIT A PROPOSAL

Proposals should be submitted electronically via email (PDF preferred) with the subject line "CARESTAR Brand Refresh and Website Design Proposal" to Linda Wendel, Communications Director at lwendel@carestarfoundation.org no later than January 31, 2022, at 11:59pm PST.

Questions regarding this request for proposals can also be directed to lwendel@carestarfoundation.org.

All proposals should include:

- Proposed approach and methodology, work plan, and timeline.
- Summary of rebranding experience, specifically in the nonprofit, healthcare, and/or philanthropic fields.
- Summary of website design experience, including portfolio/examples of past work.
- Total proposed budget, including fees and descriptions for each deliverable; include any maintenance fees/retainers you would recommend.
- Proposed approach for including an equity lens to rebranding and communications initiatives and strategies.
- Specification of any deliverables that are subcontracted or outsourced.
- A brief statement on relinquishing ownership of intellectual property and copyrights of the produced materials.
- Profiles of key staff for the project.
- 3 references

EVALUATION CRITERIA

- Clarity, presentation, and organization of the proposal.
- Demonstration of project understanding.
- Ability to fulfill project requirements and deliverables.
- Viability and creativity of methodology and approach.
- Ability to apply a racial equity lens to the project.
- Cost-effectiveness.

A note on CARESTAR'S commitment to equity

CARESTAR is committed to creating a diverse, equitable, and inclusive workplace and culture and advancing racial equity and justice in all aspects of our work and messaging. We strongly encourage women, people of color, LGBTQ persons, people of different levels of physical ability, and all qualified persons and firms to submit a proposal for this project.