

Request for Proposal for a Brand and Communications Agency

Issued by: The Food Bank Singapore Ltd

Date of Issue: 10:00am, 27 May 2025

Closing Date for Submission: 4pm, 3 July 2025

Introduction

Established in 2012, The Food Bank Singapore is a registered charity with Institution of a Public Character (IPC) status. As Singapore's leading food rescue organisation, we are committed to ending food insecurity and minimising food waste. Our operations focus on collecting excess food from businesses and individuals, and redistributing it to beneficiaries across our islandwide network — including Active Ageing Centres, charities, and low-income families. In 2024 alone, we redistributed over 217 tonnes of food (equivalent to more than 2.04 million meals), directly supporting over 30,000 individuals from vulnerable backgrounds.

As a charity with IPC status, we are held to the highest standards of transparency, governance, and social accountability. Every activity we undertake is rooted in purpose and driven by our vision of a fairer, more inclusive food system. We take our mission seriously — and this extends to how we tell our story, mobilise support, and design experiences that inspire empathy, generosity and action.

As a mission-led organisation, how we tell our story matters deeply. Our brand is more than a logo — it represents trust, action, and hope for a more equitable food future. We seek a values-aligned Brand Agency that can help elevate and protect our identity, ensuring that our voice, image, and content are consistent, compelling, and purpose-driven.

Our Vision and Mission

We believe that food should never be wasted, especially when so many in Singapore go without.

Vision: To be the leading charity in Singapore devoted to ending food insecurity and reducing food waste through innovative and inclusive solutions.

Mission: To bridge the gap in the market by collecting and redistributing excess food to those in need via a sustainable, fair, and community-based approach.

Scope of Work and Expectations

The selected Brand Agency will partner closely with our Head of Brand and Communications and Executive Director to build, evolve, and protect The Food Bank Singapore's brand identity and communications framework across digital and print platforms.

We are seeking an agency that can support both strategic and executional aspects of branding and communications, including:

- **Brand Strategy and Positioning:** Refine and reinforce our brand story, tone of voice, and core messaging, ensuring alignment across all stakeholder groups.
- **Visual Identity Development:** Enhance or refresh our brand guidelines, ensuring consistency across formats (e.g. logo, colour palette, templates, design assets).
- **Website and Digital Communications:** Provide recommendations and support for our website structure, paid media, UX/UI, SEO and integration with CRM or donation platforms. Familiarity with paid media is advantageous.
- **Content Development:** Support production of newsletters, donor-facing reports, social media content, and annual reports with a consistent tone and high-quality visuals.
- **Stakeholder Communications:** Provide strategic advice and messaging support for public campaigns, press releases, donor engagement, and government/corporate partnerships.
- **Social Media Management:** Propose support packages or advisory on content calendars, analytics, and community engagement strategies.
- **Press Release and Crisis Communications** (if required): Offer support in issues management, including media holding statements and brand protection advice.

KPIs, Budget and Community Contribution

The Food Bank Singapore is seeking a values-aligned agency that not only brings professional excellence to brand and communications work, but also shares our vision of building a fairer, more inclusive food system. This partnership is an opportunity for the selected agency to play a key role in shaping how our mission is understood, felt, and supported by the public, stakeholders, and donors.

As a registered charity with IPC status, we are held to high standards of accountability and operate within tight budgetary constraints. Nonetheless, we are committed to investing in quality partnerships that deliver meaningful outcomes and uphold our brand's integrity and reach.

We invite all responding agencies to propose a monthly retainer fee for this engagement, commensurate with the scope and deliverables outlined. In addition, please outline your project-based fee structure where relevant. While we do not specify a fixed retainer amount in this RFP, we encourage you to present a fair and transparent proposal that reflects both your capabilities and the not-for-profit context in which we operate.

We also welcome agencies to indicate any pro bono or CSR-aligned contributions they may be willing to offer. Such gestures will be viewed favourably, as they reflect a deeper commitment to our cause and community.

To guide the partnership and measure success, the following key performance indicators (KPIs) will be used:

Strategic KPIs

- Clear articulation and adoption of a refreshed brand positioning and messaging framework
- Development of a consistent and professional visual identity across all communications platforms
- Timely delivery of strategic brand assets (e.g. annual reports, brand kits, campaign visuals)
- Quality and creativity of campaign messaging and design, judged by internal and external stakeholders

Engagement KPIs

- Growth in audience engagement across social media and digital platforms (e.g. reach, shares, comments, click-throughs)
- Improvement in donor and stakeholder engagement metrics (e.g. newsletter open rates, campaign conversions)
- Positive qualitative feedback from stakeholders including board members, donors, and community partners

Operational KPIs

- Responsiveness and turnaround time for agreed deliverables
- Adherence to agreed timelines and calendar of deliverables
- Efficiency in managing project-based scopes within approved budgets

We view this engagement as more than a vendor-client relationship — it is a partnership in purpose. The successful agency will demonstrate not just technical excellence, but a genuine commitment to advancing our mission of reducing food insecurity and food waste in Singapore.

What to Include in Your Proposal

To support a fair and comprehensive evaluation process, we ask that all responding agencies include the following components in their submission. Your proposal should demonstrate not only capability and creativity, but also a deep understanding of our mission and the unique operating environment of a registered charity with IPC status.

1. Agency Overview

- A brief history of your agency, including your core areas of expertise.
- Your experience in branding and communications for non-profits, public institutions, or social impact organisations.
- Any accolades, partnerships, or noteworthy campaigns that reflect your strengths in purpose-led communications.

2. Strategic Approach

- Your proposed approach to building and protecting a brand for a social-purpose organisation.
- How you would collaborate with our internal team (including the Executive Director and Head of Brand and Communications) to strengthen our brand voice, positioning, and visibility.
- Proposed frameworks or methodologies you would use to guide strategic brand development.

3. Portfolio of Work

- Case studies or examples (2–3) of relevant work, particularly projects involving mission-driven branding, stakeholder engagement, or cause marketing.
- A selection of recent visual and written assets that reflect your design and messaging capabilities across different formats.

4. Team Composition

- Names, roles, and brief bios of the key team members who will be assigned to our account.
- Indication of whether senior personnel will be involved in strategy and creative direction.

5. Pro Bono or CSR-Aligned Contributions

- Any areas where your agency is open to providing in-kind support, reduced rates, or contributions as part of your corporate social responsibility (CSR) strategy.
- Examples of past or ongoing pro bono work (if applicable).

6. Alignment with Our Mission

- A short narrative (maximum 300 words) on why your agency would like to partner with The Food Bank Singapore.
- How your agency's values and culture align with ours — particularly our focus on dignity, sustainability, and community empowerment.

Please ensure your submission is no longer than 15 pages (excluding appendices or portfolios) and clearly labelled. Agencies may be shortlisted for an interview or clarification session before final selection.

How We Will Evaluate

Proposals will be assessed on the following criteria:

- Demonstrated experience in brand development and integrated communications
 - Creativity, alignment with our tone and mission
 - Flexibility and understanding of working within a not-for-profit context
 - Capacity to deliver quality outcomes efficiently
 - Commitment to long-term partnership and potential for pro bono/CSR engagement
- Above all, we are looking for a partner who is passionate about using the power of branding of branding and communications to drive social change.

Submission Details

All proposals must be submitted by 4pm on Thursday, 3 July 2025 to:

Email: RFP@foodbank.sg

Subject Line: RFP Submission – Brand and Communications Partner

For any enquiries, please contact Arthur Chin – Executive Director, The Food Bank Singapore by **Friday 13 June 2025**, with the subject heading “**RFP – Brand and Communications Partner**”.