



## **Search and Rescue Prevention Canada**

Statement of Work  
Partnership Facilitation  
and Project Management  
Search and Rescue Prevention  
Enhancement SAR-NIF Project

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**Version 1.0**

**April 21, 2015**  
**Presented by:**  
**Jim McAllister**

<i>Client name</i>	<b>Search and Rescue Prevention Canada</b>
<i>Project Lead</i>	<b>Jim McAllister</b>
<i>Project name</i>	<b>Search and Rescue Prevention Enhancement</b>
<i>Begin date</i>	<b>May 2015</b>
<i>End date</i>	<b>March 31, 2018</b>

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## Statement of work

Search and Rescue Prevention Canada (SPC) is a new federally registered Not-For-Profit organization with a mission of; **to reduce the number and severity of Search and Rescue incidents in Canada.**

The following purposes guide SPC in conducting activities to achieve its mission:

- 1. to provide public education, prevention programs and awareness to outdoor recreationists and those in care of vulnerable people;**
- 2. to solicit, receive, control, administer and distribute funds and gifts;**
- 3. to own and dispose of property, both real and personal;**
- 4. to liaise and interact with Search and Rescue and prevention organizations in all provinces, countries, and at the federal and national level;**

SPC is based in Richmond B.C., while the SPC board includes members from across Canada with experience and a keen interest in SAR prevention. The board submitted an application for funding under the Search and Rescue New Initiatives Fund (SAR-NIF), which has been approved. The SPC board is seeking contracted services for Partnership Facilitation and Project Management.

## **Summary of project**

The SAR Prevention Enhancement Project will assist in addressing issues of support and coordination related to SAR prevention identified within the Quadrennial SAR Review, and support activities outlined in the AdventureSmart Strategic Plan and Partnership Engagement document. The project will bring together a broad range of stakeholders and prevention program delivery organizations from air, marine, and ground Search and Rescue; as well as those involved with vulnerable persons. An evidence based approach will define priorities for targeting prevention activities, potential for co-operation between agencies, how existing programs can be better supported, and what new programs are needed.

The project will also engage corporations and retailers in SAR prevention; including providing funding, aiding in delivery of programs (eg displays in stores), and/or selling clothing and equipment branded with safety messaging. SAR Prevention Canada (SPC) as a federally registered Not for Profit organization with a specific focus on prevention has the ability to seek partnerships with the public and private sector to help the delivery of programs by many different organizations. SPC will continue to seek the advice of stakeholders and engage partners based on the relationships and agreements developed during this project

### **Project details:**

SAR Prevention Canada will harmonize prevention efforts focused on public education in SAR awareness, alerting and survivability by providing the mechanism to unite government, industry, volunteer and not-for-profit sectors to maximize impact in program delivery. Development of new products, delivery of existing products and services and promotional activities will be leveraged by working with retailers, media, manufacturers and other agencies to strengthen the message of shared responsibility for safety with an ultimate goal to extend the message reach and have the potential to generate a revenue stream to not just sustain but to grow AdventureSmart.

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SPC will bring together SAR practitioners, industry manufacturers and retailers along with injury prevention specialists to determine needs, increase understanding and generate buy-in for safety messages to create a unified front to encourage the public to “get Informed and go outdoors”. This project will generate the momentum towards an overarching approach to SAR Prevention leveraging the AdventureSmart brand.

### Project Components

1. Establishing a steering committee for the project, consisting of SPC board members and additional representatives from supportive agencies, 8 Steering Committee members will meet in person 5 times, 2 of these being in conjunction with the Stakeholders Meetings.
2. Conducting an on-line survey of stakeholders and user groups to establish a baseline for knowledge and understanding of SAR Prevention, to assist in discussions on enhancing programs and from which to measure incremental increases in awareness mid and long term.
3. Bringing together a broad range of stakeholders together in a more holistic, while focused, way than has been attempted in the past to;
  - a. define SAR prevention as it relates across marine, land (including for vulnerable persons) and air
  - b. look at commonalities on which effectiveness and efficiency of messaging can be leveraged
  - c. Discuss alignment of support for prevention program delivery where possible, eg providing information cross spectrum when at public events, for example when WaterWise and AdventureSmart Teams would take every opportunity to promote both programs and share resources when possible.
  - d. Create agreements on sharing of resources towards a common focus of prevention within the NSP.

Two national meetings of Stakeholders will be held, adjacent to SARscene 2015 and 2016, involving 40 participants for 2 days each. The first meeting will define SAR prevention and provide the information for developing partnerships and program agreements. The second meeting will review progress, further develop

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long standing partnerships, and develop additional program agreements. Extensive communications with stakeholders prior to, between, and following the meetings will be carried out, to maximize the effectiveness of the meetings and further develop details of programs and agreements.

4. Drafting of a comprehensive report on the current status of all SAR Prevention programs and activities in Canada as a reference document to assist in defining Prevention, to act as a baseline from which to measure the mid and long term success of the efforts started within the SAR Prevention Enhancement Project, and to act as a catalyst for further discussions with stakeholders towards working in partnership to maximize the reach and effectiveness of messaging.
5. Developing partnerships with major pan-Canadian corporations and retailers to promote SAR Prevention and to garner financial and other support for the delivery of AdventureSmart and other SAR prevention programs and activities by;
  - a. Based on Stakeholder discussions and agreements define the potential roles, and supports that they can provide, of corporations and retailers,
  - b. Develop marketing tools for use in obtaining the support of corporations and retailers,
  - c. Establishing contact with key personnel within target corporations and retailers who have large and visible presence across Canada from which to promote prevention,
  - d. Complete agreements with corporate and retail partners in supporting prevention.

The partnerships with corporations and retailers will be developed through individual contacts; involving phone contacts, emails, and in-person meetings. Appropriately 100 approaches, 30 in-depth discussions, and 15 partnership agreements are anticipated.

6. Establishing an enhanced system and network for the distribution of AdventureSmart materials and coordination of presenters that will accommodate the forecasted growth in reach; including delivery of information and programs to scouting groups, summer camps, teachers, etc. These are perfect targets for the delivery of AdventureSmart information and to leverage the investment already made in programs and information. These activities will commence on

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the start of the project and build in capacity over the three years. The outreach will include 6 regional workshops on delivering AdventureSmart programs.

7. Purchase and distribution of supplies to support the delivery of programs by new partners and presenters under the AdventureSmart banner, utilizing the enhanced distribution system established within this project. (list of supplies included).
8. Drafting of a final report for the project, reflecting success to date, work in progress and evidence based action plan for further enhancement of SAR Prevention in Canada.

### **The following work will be completed under contract by the successful proponent;**

Under general direction of the SPC Project Lead facilitate new partnerships to enhance SAR Prevention by:

- developing materials for approaching corporations and retailers which explain the purposes of SAR prevention and explains opportunities for supporting SAR prevention,
  - establishing contact with corporations and retailer key representatives to discuss opportunities for partnering in SAR prevention,
  - complete partnership agreements with coporations and retailers that detail support for SAR prevention activities,
- Establish contact and facilitate meetings with other organizations that are involved in, or should be involved in, SAR prevention to develop synergies in supporting and delivering SAR Prevention, and

Under general direction of the SPC Project Lead effectively manage the project by:

- liaising with the National Search and Rescue Secriatariat (NSS), SPC Executive and Board members,
- managing all financial matters inlcuding tracking of expenditures and submitting of invoices related to the project,

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- completing all financial claims and reports required for the SAR-NIF funding,
- arranging and facilitating meetings with stakeholders, Subject Matter Experts, and other SAR organizations as required,
- processing travel claims submitted by meeting attendees,
- ensuring all other aspects of the project are carried out in the most efficient and effective manner, and

Assist the SPC board in developing the structure of the organization by:

- Conducting a on-line survey of Stakeholders and user groups to establish a common understanding and definition of SAR Prevention,
- leading gap analysis and action planning processes,
- providing expertise in organizational development, and
- providing reports on all activities in a manner which represents the organization professionally

## **Assumptions**

SPC will provide access to documents and contacts.

All required equipment (computers, phones, software, etc) and work space will be the responsibility of the contractor.

The contractor will be required to ensure confidentiality of information gathered and produced. All electronic and paper reports, products and training materials will be the property of SPC, and will be submitted at the end of the work.

## **Change management process**

Any changes to the scope of work outlined within this document and the contractor will be discussed by the parties as to any additional cost and appropriate approvals gained before additional work is undertaken.

## **Engagement related expenses**

The contractor is responsible for all costs associated with the work.

**Contract**

Following negotiations with the successful proponent a Contract will be drafted outlining the specifics from this Statement of Work and conditions for the completion of work.

**Project Budget**

The approved rate is \$60.00 per hour with maximum funding of \$120,000 (inclusive of any taxes required) over the term (date of contract signed to March 31 2018) of the Contract, with submission of invoices on a monthly basis for actual time spent. The quarterly budget allocated within the project will be determined within the Contract up to the maximum amount shown.

Travel and accommodations for meetings will be claimed as per Federal Government rates, separate from the maximum noted above, within the approved budget.

**Information to be included in proposals**

Proponents must include the following information within their proposals to be considered;

- proponent name and address,
- contact name, phone numbers, and email address,
- outline of related experience and knowledge in partnership facilitation, project management, financial/record keeping, search and rescue, and/or SAR Prevention/outdoor safety,
- any additional value added qualifications the Proponent can provide,
- disclosure of any relationship to SAR, and/or outdoor safety, organizations,
- statement confirming understanding of the project requirements and ability to complete same within the term of the project, and
- acknowledgement that the Proponent will work as a independent contractor.



## Submission of Proposals

Proposals must be submitted by email, as a attached PDF, to [jmmcallister@shaw.ca](mailto:jmmcallister@shaw.ca). Proposals must be received by **1630hrs (Pacific time) on June 01 2015** to be considered. Proponents must retain a 'read receipt' for their submitted proposals, which maybe requested to confirm submission.

Questions regarding this project can be directed to the President of Search and Rescue Prevention Canada at [jmmcallister@shaw.ca](mailto:jmmcallister@shaw.ca).