



**MYSTIC VALLEY ELDER SERVICES
REQUEST FOR PROPOSAL (RFP)
Organizational Rebranding Project**

Issued by

Mystic Valley Elder Services, Inc.
300 Commercial Street, Suite 19
Malden, MA 02148
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Date

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Primary Contact

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Introduction and Background

Mystic Valley Elder Services, Inc. (MVES) is a not-for-profit, charitable organization, which is tax-exempt under Section 501c (3) of the IRS Code. MVES serves as both the federally designated Area Agency on Aging (AAA) and the state-designated Aging Services Access Point (ASAP) for the following 11 cities and towns in Massachusetts: Chelsea, Everett, Malden, Medford, Melrose, North Reading, Reading, Revere, Stoneham, Wakefield, and Winthrop.

The mission of MVES is to support the rights of older adults and people with disabilities to live independently with dignity in a setting of their choice by providing them and their caregivers with information, advice, and access to quality services and resources. MVES is one of the largest ASAPs in the Commonwealth of Massachusetts serving a racial, ethnically and socio-economically diverse population of older adults, people with disabilities and caregivers.

Project Description

Since 1975, Mystic Valley Elder Services has partnered with individuals and caregivers across Massachusetts' Mystic Valley region to ensure that older adults (age 60 and older) and adults with disabilities have the support they need to live the life they choose. Over the past five decades, we've grown from serving Malden and surrounding cities to now supporting 11 communities with a dedicated team of more than 300 staff and 400 volunteers. Today, we are the region's leader in home and community-based services for older adults, adults with disabilities, and their caregivers—touching the lives of more than 20,000 individuals every year.

As we mark our 50th anniversary, we are seeking a creative and strategic partner to help us refresh our brand to reflect our evolution, expansion, and the diverse individuals we serve. This rebranding initiative will include a new logo, visual identity, and messaging that celebrates our history while positioning us for the future. Our updated brand should communicate our values of dignity, independence, equity, aging in place, cultural inclusion, choice, and community engagement. Our goal is to complete this project in a two-month time frame to align with our 50th Anniversary Summit event.

Scope of Work: Mystic Valley Elder Services Rebranding Project

Stage 1: Framework Development

- Work with MVES staff to review previously conducted market research and stakeholder surveys and interviews and gain an understanding of the elder services landscape
- Review internal materials, including program descriptions, marketing collateral, and communication processes

Stage 2: Brand Strategy & Visual Identity Development

- Develop insights from previously conducted research to refine MVES' current identity and future vision
- Design a new logo, which may include a tagline, to align with an updated organization name and brand strategy

- Establish a visual identity system, including color palette, typography, and imagery guidelines
- Prepare a style guide for consistent application across all platforms

Stage 3: Messaging Framework

- Craft key messaging to support the rollout, including:
 - Elevator pitch
 - Mission and vision statements
 - Talking points for staff and stakeholders
- Ensure messaging reflects MVES' values: dignity, independence, equity, aging in place, cultural inclusion, choice, and community engagement
- Deliver a rollout toolkit with templates and guidance for consistent brand application

Deliverables

- Logo and visual identity system
- Style guide
- Messaging framework

Project Budget: \$15,000

Qualifications

Respondents should have a minimum of five (5) years' experience and experience managing at least two (2) similar projects is preferred. Preference may be given to vendors with previous experience working with human service non-profit organizations and Supplier Diversity Program vendors. Local vendors are also encouraged to apply.

Submission Guidelines

The following submission guidelines and requirements apply to this Request for Proposal:

- Only qualified individuals or firms with prior experience on projects such as the one outlined in this RFP should submit proposals
- Questions and inquiries regarding this RFP can be emailed to rfp@mves.org by January 28, 2026 at 3pm
- Proposals must be submitted to rfp@mves.org by January 30, 2026 at 5pm (EST) to be considered
- Proposals must be no more than five pages in length, excluding resumes of key personnel
- Proposals must remain valid for a period of 60 days
- MVES reserves the right to select no proposals should no bidder submit a proposal that meets our organization's needs

Submission Components

- Provide a description of the history, experience, and qualifications you have to perform the scope of work including summary information on at least two projects that you previously led that are substantially similar to this initiative
- Describe the general approach, tools, and strategies that you would propose in carrying out the scope of work including your proposed workplan and timeline.
- If you have a standard set of terms and conditions, please include them in your proposal.
- All costs, rates, terms, and conditions will be subject to negotiation.

Contract Award

Awards shall be made based on whose offer is responsive to the requests and most advantageous to MVES. Contracts shall be made only with responsible firms who possess the ability to perform under the terms and conditions of the procurement. A low bid will not necessarily be the deciding factor.

Timeline

RFP Release Date: January 14, 2026

RFP Question Deadline: January 28, 2026 at 3pm (EST)

RFP Submission Deadline: January 30, 2026 at 5pm (EST)

Anticipated Contract Start Date: February 2026