



REQUEST FOR PROPOSAL

AI STRATEGY, READINESS, AND RESPONSIBLE ADOPTION ROADMAP

Deadline for Submission: July 21, 2026, 5:00 PM EDT
Subject Line: "AI Consultant RFP"



The Opportunity

Target start date: August 2026

Target completion date: November - December 2026

Budget ceiling: \$12,000 - 20,000 CAD before tax

About Prosper Canada

Prosper Canada is a national charity driving bold change that enables more people to prosper. With government, business and community partners across Canada, we are expanding life-changing financial empowerment services, innovating for greater inclusion and impact, and removing barriers to financial well-being for people with low and modest incomes. Our goal is a Canada where everyone has the opportunity and support to achieve financial well-being and live with dignity, stability, and possibility.

Background

The purpose of this RFP is to identify a consulting partner who can help Prosper Canada assess practical and responsible opportunities for AI adoption, prioritize high-value use cases, and develop a clear roadmap, policy framework, and governance approach to support safe and effective implementation.

Prosper Canada has been leveraging various systems and tools for data collection, storage and processing. As the organization strategically works toward centralizing data and providing secure access to systems and information, the need for embedding AI tools and processes into our work has become a priority for the organization.

Prosper Canada is the owner and maintainer of the **Benefits Wayfinder** www.benefitswayfinder.org, a national public-facing online navigation platform that is used by financial empowerment practitioners and individuals in Canada to determine eligibility and application criteria for federal, provincial and municipal benefits. Determining the most appropriate and effective way to integrate AI into this platform will be key to the future of its usage and relevance.

Engagement overview

Prosper Canada is seeking an experienced AI consulting partner to support an organization-wide assessment of opportunities to apply artificial intelligence (AI) across our programmatic and operational functions. This includes internal systems and tools, as well as externally-facing tools and platforms.

The consultant will help Prosper Canada identify practical and responsible ways AI can reduce administrative burden, improve operational efficiency and effectiveness, strengthen program delivery, enhance Benefits Wayfinder user experience, with the ultimate goal of enhancing our ability to achieve our national impact. Based on this analysis, the consultant will work with the Director, Digital Infrastructure, Strategy, and Solutions to create a recommended one- to two-year roadmap for AI testing, adoption and use across the organization.

This engagement will focus on:

- Assessing our current organizational readiness for AI
- Identifying and prioritizing practical AI use cases across operational and program areas
- Recommending a small set of high-value opportunities for pilot testing or implementation
- In concert with Prosper Canada's Information Security consultant, developing a fit-for-purpose AI policy and supporting guidance to ensure responsible and effective use of AI across the organization

The consultant will report directly to the **VP, Impact and Operations**, who is the executive sponsor for this initiative and work closely with the **Director, Digital Infrastructure, Strategy, and Solutions**.

Prosper Canada is currently at an early stage of organizational AI maturity. We have developed and disseminated internal AI use guidelines that provide initial guardrails for staff use of AI tools. This engagement will build on that foundation by helping Prosper Canada identify where AI could responsibly support operational efficiency, program delivery, service innovation, and organizational learning.

A specific outcome of this engagement will be working closely with the Benefits Wayfinder program team to identify responsible AI opportunities that could improve usability, support content maintenance, streamline back-end workflows, and strengthen the platform's continued relevance and value for practitioners and/or individual users.

Scope of work

The consultant will work with Prosper Canada leadership and staff to conduct an organization-wide AI opportunity assessment and provide strategic recommendations.

Key responsibilities may include:

1. Organizational AI readiness and opportunity assessment

The consultant will conduct an assessment to determine Prosper Canada's readiness to adopt AI.

Activities may include:

- Interviews, workshops, or surveys with staff and leadership
- Review of workflows, systems, and data practices
- Identification of operational or program areas where AI could improve efficiency or effectiveness
- Assessment of risks, constraints, and governance considerations

2. Identification and prioritization of AI use cases

The consultant will identify a broad set of potential AI opportunities across operational and program areas and develop a prioritized shortlist of 3–5 high-value use cases recommended for further exploration, pilot testing, or implementation planning.

This may include:

- Identifying opportunities to enhance the Benefits Wayfinder platform with AI
- Mapping potential AI applications across departments
- Identifying opportunities to reduce administrative burden
- Identifying opportunities to enhance program delivery and insights
- Evaluating use cases based on feasibility, value, risk, and implementation effort

For each prioritized use case, the consultant should outline expected benefits, feasibility, key risks, required capabilities or resources, and suggested next steps.

3. Responsible AI policy and governance recommendations

The consultant will support Prosper Canada in developing a fit-for-purpose AI policy.

This may include:

- Responsible AI principles tailored to the organization
- Acceptable use guidelines and guardrails
- Governance processes for evaluating AI tools and initiatives
- Guidance related to privacy, bias mitigation, transparency, and human oversight
- Alignment with relevant Canadian regulatory considerations where appropriate

4. Strategic recommendations and roadmap

The consultant will provide strategic guidance on how Prosper Canada can move forward with responsible AI adoption.

Deliverables

This engagement is intended to produce strategic recommendations, practical implementation guidance, and a roadmap for priority opportunities. It is not expected to include full technical build, procurement of AI tools, system integration, or production deployment unless specifically proposed and agreed to as part of the final scope.

Deliverables should include the following core outputs, while allowing proponents to recommend refinements based on their expertise:

- A summary of the organizational AI opportunity assessment (Readiness assessment)
- A prioritized shortlist of 3–5 recommended AI use cases, including expected benefits, feasibility, key risks, required capabilities or resources, and suggested next steps
- A one to two year roadmap for piloting and implementing priority opportunities with timeline
- A draft AI policy and governance framework
- A presentation to the Executive Team summarizing findings and recommendations

Consultants are welcome to propose refinements to this scope based on their expertise.

Time commitment

This engagement is expected to take place over approximately **two to four** months, with the level of effort varying across phases of the project.

Most work can be conducted remotely, though occasional virtual workshops and meetings with staff and leadership will be required. In-person meetings in Toronto may be possible but are not required.

Budget

- Compensation will be commensurate with the consultant's proposed scope, approach, and experience.
- Prosper Canada is open to proposals that outline different engagement approaches and corresponding budget estimates.
- Prosper Canada anticipates this engagement will fall within a **budget range of approximately \$12,000–\$20,000**, depending on the proposed approach and level of effort.
- Proponents are encouraged to propose an approach they believe will deliver strong value within this range.

Submission process

Proposals must be received electronically at gavingoes@prospercanada.org by **5:00 PM EDT on July 21, 2026** with the subject line **"AI Consultant RFP"**. Acceptable formats are PDF, DOC, or DOCX.

Proposals should include:

- A brief description of the consultant or firm
- Relevant experience and examples of similar work, particularly related to AI strategy, organizational readiness, responsible AI, governance, or non-profit/public-benefit contexts
- Proposed methodology and approach, including how the consultant will engage staff, assess readiness, identify and prioritize use cases, and develop recommendations
- Proposed timeline and level of effort
- Proposed budget and fee structure, including key assumptions, estimated level of effort, and any optional or out-of-scope costs
- Professional profiles of team members who will work on the project
- Two references from similar engagements
- Optional: one relevant work sample, such as a strategy, roadmap, readiness assessment, governance framework, or similar deliverable

Proposals should be concise and focused on the proponent's understanding of Prosper Canada's needs, proposed approach, relevant experience, team qualifications, timeline, and budget. Prosper Canada recommends a maximum length of 10 pages, excluding resumes, references, and work samples.

Prosper Canada may decline to review late or incomplete submissions and reserves the right not to award a contract through this RFP process.

Selection criteria

The RFP review committee will evaluate proposals using the scoring criteria below. Prosper Canada may invite selected proponents to participate in online interviews and reserves the right to make an award based directly on written proposals, interview discussions, or further negotiations with one or more proponents.

Proposal scoring

Prosper Canada will prioritize proposals that demonstrate practical AI strategy experience, strong responsible AI and governance expertise, a clear understanding of the non-profit and financial empowerment context, and a realistic approach that delivers strong value within the available budget.

Criteria	Scoring
Overall fit with Prosper Canada's needs and engagement objectives	/10
Understanding of Prosper Canada's context and needs	/15
Relevant AI strategy, readiness, and responsible adoption experience	/15
Responsible AI, privacy, and governance expertise	/15
Quality and feasibility of proposed methodology, workplan, and team	/15
Budget, level of effort, and overall value	/15
Total	/100

Contract selection timeline

Task	Completion date
Questions and inquiries deadline	July 15, 2026
Proposal submission deadline	July 21, 2026
Relevant AI strategy, readiness, and responsible adoption experience	July 23-24, 2026
Proposal review and scoring	July 27-30, 2026
Proponent meetings or interviews as requested	July 31, 2026
Target contract start date	August 17, 2026

Our values

At Prosper Canada, we value being collaborative, human-centred, and forward-thinking. We see strength in diversity, equity, and inclusion, and strive to create a culture where people feel valued, respected, and empowered. In recognition of the trauma that many people living on low income have experienced, we have begun incorporating trauma-informed principles into our data collection activities. We expect this engagement to reflect these values, particularly in how AI opportunities are assessed for usefulness, accessibility, privacy, equity, and potential risk.

Questions and Inquiries

Questions regarding this Request for Proposals may be submitted by email to **Gavin Goes, Director, Digital Infrastructure, Strategy, and Solutions**, at gavingoes@prospercanada.org until **July 15, 2026**.

Prosper Canada may share responses to common or material questions with all known proponents to support a fair and transparent process. Prosper Canada may not respond to questions received after this deadline.

Communication with Proponents

Prosper Canada will use email as the primary method of communication with proponents throughout the RFP process. Proponents are responsible for ensuring that the contact information provided in their proposal is accurate and monitored during the selection period.

Any material updates, clarifications, or changes to this RFP may be shared with all known proponents to support a fair and transparent process. If interviews are required, Prosper Canada will contact shortlisted proponents by email to schedule meetings during the period identified in the Contract Selection Timeline. Prosper Canada intends to notify all proponents of the outcome once a decision has been made.