



New loveLife Trust

This RFP is for the design, Revamp, cosmetic upgrade, hosting, maintenance services. Design and maintenance of the loveLife intranet also referred to as Chill room and the retainer for the existing loveLife website.

Send any Questions to: Fikile Ntanzani fntanzani@lovelife.org.za, 011 523 1000

Send proposals to: Nontuthuzelo Ndima nndima@lovelife.org.za, 011523 1000

Goal for the upgraded website to be maintained and designed from the: 01st October 2023

Company Overview

The New loveLife Trust, also known as “loveLife”, is a South African youth non-profit organisation that was established in 1999 as a joint initiative of leading South African non-governmental organisations, private foundations and the South African government. Initially, it was established with a mandate to reduce by half, new HIV infections and pregnancies among young people aged 10-24 years by half within a five-year period. With the passage of time the vision of the organisation has evolved to become “a leader in Youth Health Promotion” by 2021. We define Youth Health, in line with the World Health Organisation (WHO), as a “state of complete physical, mental and social well-being” - (www.who.int/about/mission/en). The main target group has also been extended from 10 - 24 years as defined by the World Health Organisation.

Our audience

Our primary audience who is our product consumer are young people between the ages of 10-24, who are primarily at their formative years and by the fact of being young people are experimental. Are transitioning from being children, to teenagers and to young adults. loveLife’s target market are digital natives who most of which were born around the year 2000 now popularly known as Ama 2000. These digital natives do not know a universe besides the one dominated by technology and the saturation of mobile phones which becomes their first introduction to computers. Most of them are raised by digital migrant’s parents, grandparents and aunts who were born before technology. Although loveLife’s interventions are largely face to face activities they are supported by multi - media intervention which includes radio and social media. The young people of South Africa might be relying on google for anything research, for their school work, celebrities, Pop culture and or other things. Their reference to life is coloured by access to technology. They are active on social media and different websites

Secondary Audience

Academics who are developing papers on youth health, Development studies scholars, parents, investors who might be interested in our organisation not excluding partners in the youth health space nationally and internationally.

Other audiences

People who are interested in partnering with the organisation.

Objectives of the Upgrade

Our number one objective of the website is to be a youth health portal where all young people come to for all information health and active lifestyles which includes counselling services online. Youth health is loveLife's commodity, our profit is uptake of youth health services and increased knowledge in order to make sound health decisions.

The secondary objective is to position loveLife as an organisation that are experts at youth health promotion for powering the future. To mine multi-media consumption patterns that do not exclude their demographics, sex, race and socio-economic graphics.

An additional objective for our website is to inform and educate, engage our primary target market and to position our brand as a thought leader through resource content.

Current website

Currently our website has been revamped to balance between loveLife's target market which are young people between the ages 10-24years. Also the website represents the cooperate side of the organisation. The website was revamped to include videos and social media feeds we hope to deploy current digital inventions to the website to make it attractive and appealing to young people Although the design contains our brand identity and colours it can be better.

The updated website functionalities

- **Corporate site for loveLife the organisation:**
- Maintain or design the landing page, the landing page plays a cooperate video that shows all the aspect of the organisation. All applicable content imported from current site, updating the information as it currently applies
- Everything about the organisation will be included.
- Where we are located as an organisation and its Provinces
- Our Y Centres,
- Our previous publications
- Our programmes
- Definition of loveLife entities, like groundBREAKERS, Mpintshi
- Provincial activities page

Youth Portal

- Pop up asking a young person if they wanted to speak to someone (psychosocial support services etc...)
- loveLife's documentaries and previous PSA's
- Chat bot with automated answers
- Youth Polls and Quizzes
- One stop Centre for young people mimicking the AYFS

Optional Features

- Lending page plays a cooperate video that shows all the aspect of the organisation.
- It must be able to track audiences
- Link to clinics, operating times, locations, groundBREAKERS and health personnel
- Link to Stats SA
- Link to You Tube
- Link to our social media pages
- Careers portal (P net link that brings the applicant to the loveLife team)
- Tenders
- Recruitment
- Interactive Psychosocial support services

Monitoring and evaluation specifications

- Tracking FAQ's
- Age
- Race
- Nearby clinics
- Information update
- Exporting current information with changes to the recommended functions.

Proposal requirements

- Please include an overview of your company
- Overview of how you meet the objectives
- Outline of your website design and development strategy
- Proposed website timelines from kick off to launch
- Details about your team
- Recent designs and development examples
- Success cases with stories of change
- References [**atleast 3-5 reference letters on Company letter heads**]
- Any key differentiators about yourself
- Pricing with optional elements line –itemed
- Terms and conditions

Closing date: 15th June 2023 @ 12h00

Submission: All proposals to be posted in the tender box at the reception addressed to **New loveLife Trust, 48 Wierda Rd West Wierda Valley Sandton 2196 for Attention: Ntuthu Ndima-Supply Chain Department, proposals to be accompanied by the following company documents: Company Registration Form, Valid Bank Confirmation for the Company, Valid BBBEE Certificate/Sworn Affidavit, Valid Tax Clearance Certificate, Latest Municipal letter/Valid Proof of Address for the Company**

For clarity seeking questions kindly send an email to nndima@lovelife.org.za and fntanzi@lovelife.org.za not later than the 12th June 2023 @ 12h00