



Invitation to Tender: PR Agency Support for Gingerbread

1. Introduction

Gingerbread is the leading charity working with single parent families in England and Wales. For over 100 years, we've been championing the voices and rights of single parents, providing vital support services, and challenging stigma and systemic disadvantage.

We are seeking to appoint an experienced and values-led PR agency to provide strategic public relations support, working closely with our internal team to elevate Gingerbread's profile, protect our reputation, and amplify our mission.

2. Scope of Services

The selected agency will provide year-round PR support, focusing on both proactive and reactive opportunities. Key elements include:

- **Press office support**
Responding to media enquiries, providing rapid and sensitive responses to press interest, and issuing proactive press releases.
- **Campaign support**
Supporting the launch and amplification of our key campaigns – including fundraising, advocacy, and awareness-raising moments.
- **Media relations**
Building relationships with journalists and media outlets across national, regional, sector, and lifestyle press.
- **Crisis communications**
Advising on sensitive issues and reputational risk, and supporting rapid responses to crises when they arise.
- **Strategic PR advice**
Working closely with Gingerbread's senior leadership to identify opportunities for thought leadership, media commentary, and influencing public perception.
- **Supporting Gingerbread spokespeople**
Ensuring staff speaking to the media are fully briefed and confident and alert to any potential pitfalls.

The agency should be comfortable delivering work across both **regional and national** media landscapes, with a particular focus on reaching audiences who reflect the lived experience of single parents.

3. Budget

The budget available for this contract is **£12,000 per year**, exclusive of VAT and expenses. We are open to retainer or flexible models, and we're looking for best value and a collaborative spirit.



4. Contract Duration

We are commissioning PR support for an **initial 12-24 month period**, with the potential to extend subject to performance and budget availability.

5. What We're Looking For

We are looking for a PR agency that can demonstrate:

- A strong track record in charity, social justice, or family-focused PR
- Excellent media relationships across national and regional outlets
- Experience managing press office functions and delivering campaigns
- Sensitivity to working with vulnerable groups or lived experience voices
- Ability to provide strategic counsel to senior leaders
- Creativity, agility, and a values-led approach

6. Proposal Requirements

Please provide a short proposal (no more than 6 pages) covering:

- Your understanding of Gingerbread and the role of PR in our work
- Your proposed approach and how you'd structure support within the budget
- Relevant experience, including 2-3 case studies
- Bios of key team members who would work on our account
- A breakdown of fees and any proposed usage of the budget
- Two client references (ideally from within the charity or social sector)

7. Timeline

- **Tender issued:** 23rd April 2025
- **Deadline for submissions:** 13th May at 10am
- **Shortlisting and interviews:** 14th and 15th May 2025
- **Agency appointed:** 19th May 2025
- **Start date:** 1st June 2025

8. How to Apply

Please submit your proposal as a PDF to Ella.Whaley@gingerbread.org.uk by 10am on 13th May 2025.

If you have any questions or would like an informal conversation about the brief, please contact **Lisa Pearce** at Lisa.pearce@gingerbread.org.uk