Request for Proposals to Design a Research Report

Human Rights Funders Network (HRFN) is seeking a creative, dynamic, and innovative designer for an upcoming report on intersectionality in human rights philanthropy. Ideal candidates will be familiar with social justice movements, have a global perspective, and have proven experience producing data visualizations.

Background

Founded in 1994, Human Rights Funders Network is a network of funders from the Global South, East, and North dedicated to resourcing human rights action around the world. We use research, community building, advocacy, and communications to advance open philanthropy, in which funding is abundant, justice-centered, open in knowledge and power, and informed by movements. We strive to create a field of funding that is accountable to progressive movements, unequivocally anti-racist, and responsive to intersecting forms of injustice.

There is a growing imperative for funders to support intersectional and cross-sector work in recognition of the way that multiple identities can compound discrimination and oppression and how human rights concerns are inherently interconnected. Our upcoming report will show the extent to which intersectional approaches are practiced by human rights funders, shed light on which populations and issues overlap the most and least, and explore barriers to intersectional funding.

The report will draw on data from *Advancing Human Rights* (AHR), a research initiative led by HRFN and Candid, in collaboration with the Ariadne and Prospera networks, through which we map the funding landscape for human rights. While the report's visual identity should incorporate some components from the broader AHR research initiative to show its connection (e.g. the population and issue icons), we are seeking new and creative design ideas for this stand-alone product. You can see the general AHR aesthetic through our research website and most recent annual report.

Scope of Work

The designer should begin work on February 21 and submit the final report by April 19, 2022. The report will be published as an online PDF of approximately eight to ten pages and should be suitable for users to view online or download for printing. The report design must be

professional and easy to read, and design elements should have visual appeal and flow throughout the document. The design should incorporate a variety of infographics and also consider the accessibility of people with disabilities.

A main goal of the report is to use data visualization to make the analysis more accessible to a greater audience. The visual content should highlight key information and help readers grasp data that is hard to understand as text. Graphs, charts, tables and illustrations that offer readers enhanced ways of understanding the analysis are a key component of this project.

Deliverables
1. Develop two graphic design concepts for the report including rough prototype cover designs, typographic designs, and rough page layouts.
2. Ensure report meets best practices for accessibility (color palette, typography, and font size).
3. Present and review graphic design concepts with HRFN staff and make up to two rounds of revisions to one selected concept.
4. Research visual images to be used in the report. Following final image selection, HRFN will pay for the cost of purchasing selected stock images or photo rights.
5. Create custom data visualizations and illustrations.
6. Document and deliver to HRFN written permissions, together with required credit language, for the use of all visual matter.
7. Edit and/or prepare images for use in the report.
8. Secure — and deliver to HRFN — licenses for the use of any typographic fonts, maps, diagrams, illustrations and other images to be used in the report.
9. Provide source files for all custom made images, illustrations, and data visualizations. Provide source file for report.
10. Deliver the final report as a print version PDF (not to exceed three MB in file size and suitable for either downloading from a website or emailing upon request), containing all pages.
11. Deliver the final report as a press-quality PDF by April 19, 2022.

Proposal Submission Details
HRFN's work is rooted in feminism, diversity, racial equity, and inclusion. We encourage firms owned by Black, Indigenous and People of Color (BIPOC), LGBTQI and other underrepresented individuals to submit proposals.

Please submit an individual or organizational profile that includes your qualifications to undertake this project and a three to five page proposal including:

1. Technical Expertise:
   a. Demonstrated skill and experience in designing and producing similar high-quality reports with visual appeal including information graphics.
   b. Three client references including URLs or digital copies of three to five samples of work recently completed.

     c. Experience creating complex data-driven visualizations. This includes illustrations but also complex maps, graphs, and charts.
     d. Summary of experience working with human rights or philanthropic organizations.
     e. Staffing information including CV's of the design team and project manager.
     f. Plan for managing the project (and particularly the iterative creation, editing, revision, and exchange of content and designs between HRFN and the contractor).

2. Cost Estimate: Should be based on the work outlined above and include:
     a. Expected level of effort in terms of time
     b. Staff hourly rates
     c. Any cost NOT covered (images, typography).

Selection Criteria
1. Previous experience and portfolio: 40%
2. Staffing and project management experience: 30%
3. Cost and hourly rate: 30%

Short-listed candidates will be invited to a Zoom meeting to discuss their proposals. Our final selection will be made by February 10, 2022. Thank you for your time and interest in this project.

Submissions
Please submit your proposal and accompanying documents by January 24, 2022 to info@hrfn.org with "AHR - RFP Submission" as the subject line. Budget: $3,000- $5,000 USD.

If you have any questions or comments please email Divina Lama at info@hrfn.org.