

DESIGN BRIEF FOR FRIDA ANNUAL REPORT 2017

Objective: To create a colorful notebook for our Annual Report
Timeframe: Immediate start - tentative publication date: May 7, 2018
Budget estimate: 4000USD

Background:

Founded in 2010, FRIDA | The Young Feminist Fund is the **only youth-led fund** focused exclusively on supporting young feminist activism to advance social justice movements and agendas across the globe. We believe in the **collective power, expertise, and innovation** of young feminist organizers to address root causes and structures of inequality in order to create lasting change in their communities. To this end, FRIDA:

- **Provides small flexible grants** to fund initiatives led by young women and trans* youth under 30 years old with small flexible grants for core support, selected through an annual participatory review process.
- **Offers opportunities for capacity development** that are accessible and responsive to the needs of young feminist organizers, and based on linking and learning relationships that strengthen networks of young feminist activists within multigenerational movements;
- **Mobilizes resources** from both traditional and non-traditional sources, with new and modern methods, to enhance the quality and quantity of funding for women's human rights; and
- **Builds knowledge for advocacy** to ensure financial and non-financial policies are inclusive and responsive to the priorities articulated by young women, girls and trans* youth.

FRIDA's annual report is a detailed analysis of its annual events, activities, projects, learnings, lessons and financial statement. It highlights the major 'happenings' and lessons learned over the past year. It is a key medium of sharing our mission and impact to our community and new audiences.

We have gained a reputation for reports with less text and a lot of space for colorful graphics, infographics, illustrations and colors. A regular mantra we use for our communications is that we are "the girl who goes to the black-and-white party in a red dress". We often use illustrators. We have just published a new colorful website and you can view all previous FRIDA annual reports and publications here:

- <https://youngfeministfund.org/annual-reports/>
- <http://youngfeministfund.org/publications/>

A MESSAGE FROM FRIDA'S FIRST BOARD CHAIR



We are so excited to share with you FRIDA's annual report and make our work visible all over the world! 2014 was an extremely important year for us, full of new endeavors, challenges and victories.

We have received over 720 applications from young feminist groups. The participatory grant making process reached 151 new groups to be given flexible funds, thus enriching our grantees community! In addition, 22 current grantees partners have been re-granted so that they continue their groundbreaking work in their countries and communities. We have also recruited new advisors who have been helping FRIDA's future and give our advisors a chance to make FRIDA grow and flourish, staying aligned to its core values - flexibility, resources, inclusivity, diversity and action.

Moreover, FRIDA continued its firm steps toward the absolute, independent independence on the side young feminist-led fund in the world. Hence, FRIDA has formed its first ever Board! This means that now we have a body to support the transitional period of our Fund.

regard FRIDA as a legal institution with its own bank accounts, address and staff as well as manage its participatory process to support FRIDA's public governance structure in the nearest future.

As the Chair of FRIDA's Board, it is my honor to highlight these key achievements of our team. FRIDA is more than a unique grant supporting young feminist movements worldwide. FRIDA grows that empowers its grantees when young feminist come together, represent solidarity to each other and make collective decisions to improve entire of change and this supports the existence and operation of young feminist groups throughout the world.

In this report, you will find much more information about the work of FRIDA and its grantees towards a world where young women, girls participate fully and effectively in the decisions that affect their bodies and lives. On behalf of FRIDA team, I would like to thank all our donors, supporters and allies for funding and empowering us and believing in our capacity! This is the beginning of FRIDA's long journey and being part of it is a process a disability organizer!

In solidarity,
Anna Nikiphoros
FRIDA Board Chair

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FRIDA
THE YOUNG FEMINIST FUND

IMPACT AND CONTRIBUTIONS TO CHANGE IN 2013

The only fund worldwide dedicated to empowering young feminist activists. This was a participatory grantmaking process that has never been seen on the best projects.

We like the way FRIDA empowers the grantees every step of the way from selection of potential beneficiaries to sharing experiences, successes and challenges of other grantees... we have found incredible alliances along the way. Thank you, FRIDA.

WHAT HAS FRIDA BEEN UP TO?

FRIDA had a budget of **\$415,915** double that of 2012.

The grantmaking process generally aligns with the core values of FRIDA: namely flexibility, inclusivity, and diversity.

SHARADA CENTER FOR WOMEN WOMEN STUDIES RESEARCH + PRACTICES

Avoided 28 general support grants, plus flexible for capacity development in young feminist-led groups.

30 GROUPS RECEIVED Capacity development support delivered by the grantees themselves, including skill building and networking with other young feminists.

Over from **ONE TO THREE** staff members.

OVER 150 CONSULTATIONS with donors, partners, grantees partners and our community using skype, email, facebook and in-person meetings.

TOTALING \$190,000 USD

918 APPLICATIONS, 5 LANGUAGES, 109 COUNTRIES, 115 GROUPS met criteria in FRIDA's participatory grantmaking process worldwide.



POWERFUL PATTERNS
FRIDA 2016 ANNUAL REPORT

Chapter 1: Stories of Change



FRIDA Annual Report 2017

Last year, we used a #NoPDFPolicy for our Annual Report to create a digital interactive report. This year, we want to create a #KeepSake Annual Report that can stand the test of time and is directed primarily at young feminist organizers, rather than just our donors. We want to be able to use this planner/notebook as a thing to print and disseminate among young feminist organizers and donors so that the AR remains (as a physical copy) with those who wish to have it. We want the annual report to:

1. **Inspire action for emerging young feminist organizers.** We want our annual report to be more than just a report of our work, but actually a useful publication for young feminist organizers. We want to create **something to 'keep'**. We want an annual report that is like a [5-section notebook](#) or a [planner diary/notebook](#) that uses each section of the notebook to tell a key FRIDA story or be based on a key theme. Each section would have a title page, some pages with inspiring stories, statistics, quotes, and images, and then some blank pages for the user to write down their own thoughts and notes. (Some inspiration for planner/notebooks: <https://www.aliciasouza.com/collections/calendars>)
2. **Promote well-being and happiness:** It is important to mention that 2017 was a year of prioritising self-care for activists. So we created many tools like the [FRIDA Happiness Challenge](#), and security tips and webinars. We would love to see the AR feature these resources.

What we are looking for:

We are looking for a designer who can work with us to develop our idea further and help us visualise this report in the most creative and visually appealing way. There is flexibility around doodles, illustrations, styles and colors, and we are happy to work alongside designer's proposed ideas and suggestions. We invite you to send concrete ideas that can help solidify what we are essentially looking for--an appreciative report that is presented in the form of a stationery to keep forever!

Young feminist designers from the Global South are especially encouraged to apply!

Details of Assignment: Deliverables and Timeline

Deliverables:

- I. A completed print-friendly annual report: This would be complete with bleed marks and (any) printing instructions to facilitate the planner/notebook printing
- II. A digital-more condensed version of the annual report This would be added to [this section](#) of our website. We will include links for people to download the print version (and suggest that people donate, sign up to newsletter first before downloading)
- III. Social Media images as part of our launch:
 - A. 3 'preview' images that encapsulates the whole look (FB & Twitter post = 940 px X 788 px, Insta post = 1080 px X 1080 px).**

- B. 1 'preview' image (from among the above 3) to be used as FB cover (820 px X 312 px) and Twitter cover (1500 px X 1500 px)**

The tentative schedule will be as follows:

Date	Task
By March 25	<ul style="list-style-type: none"> FRIDA to receive all design proposals from designers
Week of April 2	<ul style="list-style-type: none"> FRIDA finalises designer based on received proposals FRIDA communicates with chosen designer and fixes time slot for an initial project kickoff meeting
Week of April 9	<ul style="list-style-type: none"> FRIDA develops overall structure with the designer FRIDA provides first batch of possible visual materials and copy
Week of April 16	<ul style="list-style-type: none"> Designer shares first look of annual report FRIDA finalizes main copy pieces, suggests any copy changes
Week of April 22	<ul style="list-style-type: none"> FRIDA provides feedback to first look; discussion on final copy needs Designer shares second look, based on first round of feedback received
Week of April 30	<ul style="list-style-type: none"> Final Draft and accompanying design products shared to FRIDA Proofreading and final revisions
LAUNCH DATE May 7	<ul style="list-style-type: none"> FRIDA launches annual report

All tasks to be completed no later than: **7 May 2018.**

Please send an introductory email with links to your portfolio or sample work. Please tell us a little bit about who you are, what you think you could create based on this brief, and include your daily rate and/or estimated cost for this project.

Send your proposal to Deepa at deepa@youngfeministfund.org and copy Devi at devi@youngfeministfund.org no later than **March 30, 2018.**