**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/](https://youngfeministfund.org/annual-reports/)  
- [http://youngfeministfund.org/publications/](http://youngfeministfund.org/publications/)
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](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:

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<tr>
<th>Date</th>
<th>Task</th>
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<tr>
<td>By March 25</td>
<td>• FRIDA to receive all design proposals from designers</td>
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| Week of April 2 | • 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 | • FRIDA develops overall structure with the designer  
• FRIDA provides first batch of possible visual materials and copy                           |
| Week of April 16 | • Designer shares first look of annual report  
• FRIDA finalizes main copy pieces, suggests any copy changes                                 |
| Week of April 22 | • 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 | • Final Draft and accompanying design products shared to FRIDA  
• Proofreading and final revisions                                                           |
| LAUNCH DATE   | • 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.