

Request for Consultant Proposals The NYC Fund for Girls and Young Women of Color

The New York Women's Foundation is soliciting proposals from qualified consultants to develop an interactive digital experience that shares the findings of the first phase of the NYC Fund for Girls and Young Women of Color (The Fund). The Consultant will develop an engaging, interactive experience based on 10 qualitative stories that the team has collected that highlight grantee partners' successes and learnings during the first seven-year phase of The Fund.

The New York Women's Foundation

The New York Women's Foundation creates an equitable and just future by boldly investing in organizations and leaders that strive for justice, economic security, safety, and health for women, girls, transgender, gender non-conforming and non-binary individuals and their families. We prioritize organizations that promote a holistic approach to women's and gender expansive people's leadership, gender equity, and asset-based community approaches.

About The NYC Fund for Girls and Young Women of Color

[The NYC Fund for Girls and Young Women of Color](#) is a collaboration of a diverse group of funders coming together to expand philanthropic investment for girls, young women, and transgender and gender nonconforming (TGNC) youth of color in New York City. The first of its kind in the United States, The Fund has envisioned a city that offers every opportunity for all girls and young women of color, inclusive of two-spirited, transgender and gender non-binary youth, to succeed economically and socially. It pools money to invest in nonprofit efforts that promote the well-being and leadership of young women of color as change agents, and partners with communities and other allies to advance equity. Managed and housed at The New York Women's Foundation, The Fund's goal is to shift philanthropic practices by increasing sustained investments for girls, young women, and transgender and gender non-conforming youth of color and sharing knowledge on effective strategies and approaches to:

- Grow and sustain resourced organizations led by and for young women, transgender, and gender non-conforming (TGNC) youth of color in NYC toward long term generational shifts; and
- Advance life outcomes of girls and young women for successive generations through structural change efforts while also addressing individual immediate harms and historical trauma.

This 7-year initiative (2015-2022) has invested in local leadership and directed its philanthropic resources to underinvested organizations to advance the leadership of young women and gender expansive youth of color. To date, The Fund has invested over \$12 million in more than 60 grantee partner organizations. The first phase of this initiative to ignite and maximize investments in the field concluded in 2022.



Project Goals and Scope of Work

Project Duration: August 2023 - November 2023, with final deliverables due November 30, 2023

The Consultant will be responsible for developing an interactive experience focused on the impact of the Fund for Girls and Young Women of Color (Girls Fund). The interactive experience will include: an overview of the Girls Fund's critical work since its inception and cache of stories from current and former grantee partners that highlight the successes and learnings gained by participating in the Fund. These stories can be presented in a multimedia format, using video, audio, graphics/animation and other approaches. The Foundation will provide The Consultant with story-based content and will help liaise with grantee partners to capture additional information.

Deliverables include: Finished interactive experience, to be agreed upon by consultant and The Foundation, with storyboard approved by The Foundation, utilizing audio, video, photos and provided script.

Preferred Qualifications

- Strong communicator and storyteller with experience engaging multiple audiences and working with mixed media
- Web development and design experience; interactive experience with rich media design and development
- Programming services
- Excellent organizational skills and proven ability to execute tasks within assigned deadlines
- Collaborative and open to feedback from multiple team members
- Social justice storytelling experience, including experience with women and gender expansive people of color

Available Budget

Proposals are welcomed within the \$30,000-40,000 range.

Application Process

To be considered for this opportunity, please submit the following to Catalina Calle-Duran, Manager, Strategic Learning (ccalle-duran@nywf.org):

1. Brief cover letter explaining interest in the project, as well as relevant experience related to the preferred qualifications listed above
2. Resume/CV
3. Link to portfolio



Upon receipt, follow-up Zoom calls will be scheduled with select applicants to provide more information on the project and next steps for consideration, including the submission of a draft proposal of work.