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## **CONSULTANCY - COMMUNICATIONS BRANDING**

### **TERMS OF REFERENCE**

#### **Introduction**

Established in 2001, CFK works in partnership with communities to fight poverty with an innovative community-based platform focused on long-term youth leadership development and life-saving public health. Over the past 19 years, CFK has grown from a local initiative implementing sports for change initiatives to an organization that has a huge focus Primary Healthcare (for all), Young Health and Wellness (10 – 24 years) and Girls' empowerment (10-24 years). CFK's approach to participatory community development has been rooted in the conviction that sustainable impact and solutions to poverty are only possible when the community that is most affected by it are the real change-makers.

The organization is on a rapid growth trajectory as it heads toward its 20<sup>th</sup> Anniversary next year.

#### **The need to Improve WASH/COVID information/knowledge in communities and learning institutions through designing of IEC materials.**

CFK is implementing a Water Sanitation and Hygiene (WaSH) project with the aim of reducing incidence and prevalence of WaSH related illnesses and Covid-19 in the community and learning institutions. This project plans to support sustainable school health and WaSH activities in response to the current pandemic.

It is this requirement that has prompted CFK to instill positive knowledge for appropriate behavior in the community and learning institutions which will promote preventive health measures and development.

#### **Tasks and Responsibilities**

CFK is looking for a Branding/Communications agency to:

1. Shoot and edit two 5-minute Videos
2. A3 Design 1 and print 19 Wash Posters
3. 1 Design and Print 10 Polo T-shirts
4. 3 Program Designs, 1 CFK Organization Design, 1 Expansion Design
5. Design and Illustrate 15 Murals on School Walls



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### **Expected outcomes**

The consultancy firm is expected to:

1. Create awareness and sensitize the community on health-related issues.
2. Provide information on hygiene and COVID-19.
3. Improved hygiene behavior.
4. Build community resilience in combating COVID
5. Champion the cause for health.
6. Improved behavior change communication on WASH and COVID-19.
7. Increased visibility of the organization.

### **Specific objectives of the consultancy**

- a) To provide quality design for various CFK assignments completed in line with CFK branding requirements and within specified deadlines.
- b) To increase visibility of the organization.

### **Methodology and scope of work**

The proposed methods for coming up with the artwork will be identified. Under the supervision and in close co-operation with CFK Communications Manager, the expert will implement the following tasks:

- Implement CFK's brand policy.
- Ensure that all artworks and products are produced in line with CFK brand policy.
- Deliver creative and innovative ideas for the artwork.
- Provide professional inputs, advice and support through provision of appropriate and fit for purpose designs and costing estimates.
- Layout and design information and communication materials (graffiti).
- Print approved artworks.



### **Project timelines**

The project is expected to commence on 14<sup>th</sup> August, 2021 and end on 3<sup>rd</sup> September 2021.

### **Designer's deliverables.**

- 8 Printed Banners 3 Program, 3 CFK, 2 Expansion
- A2 19 Printed Posters
- 10 Polo T-shirts
- 15 Wall Graffiti illustrations
- Final edited version of 2 (5) minute videos

<b>Phases</b>	<b>Percentage (%)</b>
Production	20%
Post-Production	80%

### **How to apply**

Interested applicants should submit their Technical and Financial proposals electronically in PDF format, addressed to procurement with subject line clearly marked "Design and Print Consultancy" via email ([procurement@carolinaforkibera.org](mailto:procurement@carolinaforkibera.org)) on or **before 30<sup>th</sup> July 2021 at 12pm.**

All applications should include:

- A summarized description of the scope of work and the intended methodology to be used as well as a tentative work plan including activities and time frames.
- Organizational or personal capacity statement
- Recommendation letter of three recent professional referees (previous clients) for whom similar work has been conducted.
- An example of similar pieces of work completed recently.
- Curriculum Vitae (CV) outlining relevant qualifications and experience of the team involved.