



Health Forward
FOUNDATION

REQUEST FOR QUALIFICATIONS

VISUAL COMMUNICATIONS SUPPORT



REQUEST OVERVIEW

This request for qualifications will help Health Forward identify potential photography, videography, and graphic design consultants to support our purpose-driven work.

HEALTH FORWARD FOUNDATION'S PURPOSE STATEMENT

Every day we work to support and build inclusive, powerful, and healthy communities characterized by racial equity and economically just systems. Healthy people need healthy communities.

BACKGROUND

We are continuously seeking talented photographers, videographers, and graphic designers to collaborate with us on various projects. We invite professionals with the following qualifications and experiences to send us their qualifications.

The geographic scope for this work includes Health Forward's service area: Allen, Johnson, and Wyandotte counties in Kansas; Cass, Jackson, and Lafayette counties in Missouri; and Kansas City, Missouri (including portions of Clay and Platte counties).

CONSULTANT CAPACITIES AND ACTIVITIES

We are looking for partners who can:

- Demonstrate familiarity and expertise about the diverse communities of color and rural communities that make up the Kansas City region
- Collaborate with our team to enhance our visual communications and storytelling
- Develop creative content that supports our purpose-driven work on health and economic equity
- Provide innovative visual solutions to help us effectively communicate about complex, systemic issues and philanthropic efforts



**OUR
PURPOSE**

Every day we work to support and build inclusive, powerful, and healthy communities characterized by racial equity and economically just systems.

Photography experience we're seeking:

- Expertise in capturing high-quality images for a variety of settings including events, portraits, and promotional materials
- Experience in editing and post-production to enhance visual storytelling
- Ability to work with diverse communities and subjects to reflect our mission of economic justice and racial equity

Videography experience we're seeking:

- Proficiency in shooting, editing, and producing compelling video content.
- Experience in creating videos that highlight purpose-driven work, tell inspiring stories, and effectively communicate about policy and advocacy efforts
- Skills in incorporating interviews, stories, and other multimedia elements to engage and inform our audiences

Graphic design experience we're seeking:

- Strong design skills for creating visually appealing and informative materials including reports, infographics, and social media content
- Experience with branding and the ability to adhere to and evolve our visual identity
- Capacity to translate complex information into clear, impactful visuals that support our policy analysis, research, and community engagement efforts

RESPONDING TO THIS REQUEST FOR QUALIFICATIONS

Interested parties should submit the following information to communications@healthforward.org.

- Clearly outline the specific services you can provide, such as graphic design, illustration, photography, or videography



- Relevant examples of your work, especially those showcasing powerful visual storytelling and the ability to clearly organize complex information
- Examples of your commitment to equity, inclusion, and anti-racism
 - This could include a wide range of work.
Here's a few things that come to mind for us to help guide you:
 - Portfolio diversity: Projects highlighting communities or color, people who live in rural areas, or social justice themes.
 - Inclusive design: Work featuring a range of cultural symbols, languages, and accessibility.
 - Collaborative projects: Partnerships with artists or organizations focused on equity, inclusion, and anti-racism.
 - Community engagement: Involvement in community projects supporting social justice.
 - Educational initiatives: Participation in or creation of anti-racism and inclusion education materials.
 - Narrative or storytelling work: Art that tells stories challenging dominant narratives.
 - Commitment statement: A brief written or video statement of personal dedication to inclusion and equity.
- Highlight any experience working with mission-based nonprofits or organizations engaged in policy-driven advocacy
- If relevant, describe your experience or expertise in fields related to our purpose-driven work, such as health care, housing, digital equity, policy and advocacy, nonprofit work, or civic engagement.

Qualifications will be reviewed on an ongoing basis. We will keep your information on file and share projects and opportunities as they arise.



Black, Indigenous, Latino/a/x, and rural vendors are highly encouraged to submit their qualifications.

MORE ABOUT HEALTH FORWARD FOUNDATION

Health Forward is committed to the process and the outcome of equity, inclusion, and anti-racism in its investments in services and systems change, employment practices, talent management, investments, vendor selection, and governance. Health Forward views equity as a fundamental element of social justice and integral in our purpose and to our mission.

To guide Health Forward in its work, and to help its partners better understand its priorities, the foundation is focusing its work within four purpose areas: People, Power, Place, and Platform. Learn more about these purpose areas [on our website](#).

