



**Elizabeth Glaser  
Pediatric AIDS Foundation**  
Fighting for an AIDS-free generation

## **REQUEST FOR PROPOSALS # (S023349)**

### **Consultancy for the development of digital illustrations and content for a cartoon-based tool on U=U working along side young people living and affect by HIV**

in support of  
**ELIZABETH GLASER PEDIATRIC AIDS FOUNDATION (“EGPAF”)**  
**1140 Connecticut Avenue, NW**  
**Suite 200**  
**Washington, DC 20036**

**Firm Deadline: 5/30/2022**

The Elizabeth Glaser Pediatric AIDS Foundation, a non-profit organization, is the world leader in the fight to eliminate pediatric AIDS. Our mission is to prevent pediatric HIV infection and to eliminate pediatric AIDS through research, advocacy, and prevention and treatment programs. For more information, please visit <http://www.pedaids.org>.

### **BACKGROUND**

There is currently a gap in the HIV programming space concerning the availability of a practical tool to support and provide guidance on discussing U=U in a way that is applicable to young people. The Elizabeth Glaser Pediatric AIDS Foundation’s Committee of African Youth Advisors (CAYA) in partnership with the University of Cape Town (UCT) is exploring different delivery methods to close this gap. As part of this process, the team decided to create a story-based cartoon tool to support and facilitate positive and productive dialogues on U=U with adolescents and young people living with and affected by HIV.

### **SCOPE OF WORK AND CONTRACTOR DELIVERABLES**

The scope of work will include the following

- Collaboration with CAYA, EGPAF and UCT on the design brief, character development, and visual representation of key U=U messages into a story based comic book format
- Designing/Producing the comic and character images, producing a series of drafts before final artwork is approved
- Incorporating text with graphics as required
- Working quickly to meet tight deadlines
- Plotting out storylines
- Creating storyboards of key points of action or plot
- Creating digital characters to complement the developed comic book storylines (2 storylines)
- Provide a library of the scenes, characters developed for future use
- Provide expertise in packaging the final stories into usable booklets for printing and digital dissemination

The work will be completed remotely, so access and ability to work collaborated in a remote environment is needed.



### Consultant requirements

- Experience with digital illustration
- Collaborative in nature - works well with groups and through iterative processes
- Able to work remotely
- Workable knowledge of English
- Training in illustration, fine arts or graphic design
- Talent for visual communication, strong drawing skills
- Understanding of visual storytelling
- Familiarity with comic genres
- Ability to express concepts visually
- Writing skills
- Storyboarding skills (a plus)
- Good communication skills, ability to explain concepts and support artistic choices

### Deliverables and timeline

| Task /Product   | Delivery time (month) |      |        |
|---|-----------------------|------|--------|
|   | June                  | July | August |
| Initial meetings with EGPAF, UCT, CAYA                  |                       |      |        |
| First initial designs for characters and story settings |                       |      |        |
| Iterative meetings with CAYA, EGPAF, UCT                |                       |      |        |
| Second draft of designs with story content imbedded     |                       |      |        |
| Pilot for input with additional AY                      |                       |      |        |
| Final version of the tool (packaged)                    |                       |      |        |
| Completed library for future use of digital elements    |                       |      |        |



### **Payment**

The payment will be \$3,000 for the project with \$1,000 tied to the following deliverables.

| <b><u>Deliverable Number</u></b> | <b><u>Description</u></b>            | <b><u>Amount</u></b> |
|----------------------------------|--------------------------------------|----------------------|
| Deliverable 1                    | Upon Signing of Contract             | \$1,000              |
| Deliverable 2                    | Completion of Second Draft           | \$1,000              |
| Deliverable 3                    | Final Completion of All Deliverables | \$1,000              |

### **KEY CONTRACT TERMS:**

The anticipated contract type is a *firm fixed price, contract*. Unless stated otherwise in the statement of the work, the Contractor is responsible for providing equipment and/or supplies required to perform the services.

All deliverables provided to the Foundation must be furnished for the use of the Foundation without royalty or any additional fees.

All Materials will be owned exclusively by the Foundation. Contractor will not use or allow the use of the Materials for any purpose other than Contractor's performance of the Contract without the prior written consent of the Foundation.

### **EVALUATION CRITERIA AND SUBMISSION REQUIREMENTS:**

The Foundation will accept the proposal that presents the best value. All proposals will be evaluated against the following Evaluation Criteria. Each proposal must contain the items listed in the Submission Requirements column in the following chart. Please submit your Submission Requirements in the order that they appear below.

| <b>Evaluation Criteria</b>                        | <b>Submission Requirements</b>  | <b>Weight</b> |
|---|---|---------------|
| 1. Past performance of similar work               | 1. 2 professional references from similar past projects with phone and email contact information and one or more examples of prior similar work | 33%           |
| 2. Examples of past digital graphic/illustrations | 2. Two samples of previous pieces of digital illustrations or graphics  | 33%           |
| 5. Qualifications of proposed individuals         | 5. CV/Resume of proposed individuals to work on this project  | 33%           |
| <b>Total</b>                                      |   | <b>100%</b>   |

All applicants are required to be registered and authorized to perform the scope of work in the place of performance. A copy of valid registration must be submitted with each proposal.



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### **PROPOSED TIMELINE:**

DATE: 5/16/2022– Release of RFP

DATE: 5/23/2022 – Submission of Contractual and Technical Inquiries:

Kyu San Shim, Awards and Compliance Coordinator, [Kshim@pedaids.org](mailto:Kshim@pedaids.org)

DATE: 5/25/2022 – Question and Answer Response Document posted on EGPAF website at <http://www.pedaids.org/pages/contracting-opportunities>.

DATE: 5/30/2022 – Final Submissions Due

Completed proposals must be delivered electronically by the deadline mentioned on page one to: Kyu San Shim, Awards and Compliance Coordinator, [Kshim@pedaids.org](mailto:Kshim@pedaids.org) with a “cc” to Cosima Lenz [clenz@pedaids.org](mailto:clenz@pedaids.org) Officer, Adolescents and Youth and to [USprocurement@pedaids.org](mailto:USprocurement@pedaids.org)

DATE: 5/31/2022 – Final decision announced and Offerors notified

DATE: 6/1/2022: – Contract executed and Services begin.

Please note it is our best intent to comply with the above timeline but unavoidable delays may occur.

### **ADDITIONAL INFORMATION**

Please include the RFP # reflected on the first page of this document on all proposals and e-mail communications.

Any proposal not addressing each of the foregoing items could be considered non-responsive. Any exceptions to the requirements or terms of the RFP must be noted in the proposal. The Foundation reserves the right to consider any exceptions to the RFP to be non-responsive.

Late proposals may be rejected without being considered.

This RFP is not an offer to enter into agreement with any party, but rather a request to receive proposals from persons interested in providing the services outlined below. Such proposals shall be considered and treated by the Foundation as offers to enter into an agreement. The Foundation reserves the right to reject all proposals, in whole or in part, enter into negotiations with any party, and/or award multiple contracts.

The Foundation shall not be obligated for the payment of any sums whatsoever to any recipient of this RFP until and unless a written contract between the parties is executed.

Equal Opportunity Notice. The Elizabeth Glaser Pediatric AIDS Foundation is an Equal Employment Opportunity employer and represents that all qualified bidders will receive consideration without regard to race, color, religion, sex, or national origin.



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## **ETHICAL BEHAVIOR:**

As a core value to help achieve our mission, the Foundation embraces a culture of honesty, integrity, and ethical business practices and expects its business partners to do the same. Specifically, our procurement processes are fair and open and allow all vendors/consultants equal opportunity to win our business. We will not tolerate fraud or corruption, including kickbacks, bribes, undisclosed familial or close personal relationships between vendors and Foundation employees, or other unethical practices. If you experience or suspect unethical behavior by a Foundation employee, please contact [fraud@pedaids.org](mailto:fraud@pedaids.org) or the Foundation's Ethics Hotline at [www.reportlineweb.com/PedAids/](http://www.reportlineweb.com/PedAids/). Any vendor/consultant who attempts to engage, or engages, in corrupt practices with the Foundation will have their proposal disqualified and will not be solicited for future work.