REQUEST FOR PROPOSALS – ANIMATED VIDEO
August 2, 2021

Background

StrongMinds is a social enterprise that treats depression in women and adolescents in low-income communities in sub-Saharan Africa. We do this using group Interpersonal Psychotherapy (IPT-G) delivered by lay community mental health workers, enabling us to rapidly reach tens of thousands of individuals each year.

There are approximately 66 million women on the African continent experiencing depression, and due to lack of investment, about 85% have no access to effective treatment. Since our founding in 2013, we have treated depression in nearly 100,000 women and adolescents in Africa, changing the lives of their 400,000 dependents and family members.

When a woman is depressed, she works less, experiences physical ailments, and disengages from her family and community. The negative outcomes extend to her children, who are more likely to be undernourished, miss school, or have poor physical and mental health themselves. If left untreated, depression can lead to inter-generational cycles of depression and associated poor outcomes.

By contrast, when a woman recovers from depression, our data shows that her family eats more meals a day, her children go to school more often, and her household economic productivity increases. Thus, the benefits of depression treatment extend beyond the individual receiving direct care. StrongMinds estimates that for every woman who recovers from depression, an additional four people in her household feel the benefits.

StrongMinds has the audacious vision to scale our proven, cost-effective solution to end the depression epidemic in Africa.

Project Overview

In 2021, StrongMinds reached a milestone of treating depression in 100,000 individuals in sub-Saharan Africa. To mark this moment, we would like to create a 2-minute, line-drawn animated video that captures the 1) The ripple effects of treating depression in one woman (direct and indirect, as described above), and 2) how this looks when we scale depression treatment to 100,000 people and beyond.

While we are using this video to mark this particular milestone, it should be general enough to be of use well into the future to illustrate the wide-ranging benefits of treating depression in women at scale.

Our inspiration for this project comes from these videos produced by The Girl Effect:

The Girl Effect (2008)
The Clock is Ticking (2011)

Project Goals

1) Viewers will come away realizing that restoring mental health in women is the key to unlocking improvements in poverty, nutrition, education, healthcare, and livelihood outcomes not just for themselves, but for their families, and in turn their communities now and into the future.
2) They will understand why investment in mental health services is a vital and cost-effective way to achieving other development goals, and
3) They will be motivated to get involved in our work as donors or NGO partners.

Qualifications

We are looking for an individual or agency who can create this video quickly, while adhering to a modest budget. The agency will be expected to manage all aspects of the project, including:

1) Ideation workshops
2) Art direction
3) Storyboards/scripts
4) Music/text/graphics
5) Experience working in sub-Saharan Africa and a solid understanding of mental health/depression is a plus.

Timeline

We hope to complete this project no later than **October 1, 2021.** This is a tight turnaround!

Budget

$20,000-$25,000

How to Apply

1. A concise (1-2 page) narrative proposal that includes:
    a. Portfolio of relevant work
    b. Proposed work plan, including timelines
    c. List of team members assigned and their relevant experience. Please note whether the use of sub-contractors will be required.
    d. At least two references.
    e. A Not-to-Exceed cost figure for the project, along with a budget that outlines direct costs, including estimated hours and rates by role, and indirect costs as relevant.

Deadlines and Questions:

RFP Circulated:	August 2, 2021
Deadline for Proposal Submission:	**August 13, 2021**
Notification of Selection:	August 20, 2021

Questions can be submitted to jen@strongminds.org.