



# Request for Proposal

Submission Deadline: October 1, 2023

Video Animation

## Background

### About the Foundation

[Episcopal Health Foundation \(EHF\)](#) believes all Texans deserve to live a healthy life - especially the poor and those with the least resources. Our public health orientation leads us to focus on upstream work that goes beyond providing health care services in a doctor's office and seeks to address the underlying non-medical, social, economic, behavioral, and environmental causes of poor health. We are most interested in work that takes a systems approach to improve community health, which leads us to focus on creating and supporting intentional connections between and among institutions aimed at not just improving healthcare delivery but transforming the health of an entire community.

With more than \$1.2 billion in estimated assets, EHF operates as a supporting organization of the Episcopal Diocese of Texas and works to help improve the health and well-being of the 15 million people living throughout the 80-county region of the Diocese.

## Project Overview

### Background

The Episcopal Health Foundation is setting a bold vision for our next chapter that includes a new strategic framework. As part of a full package of media materials related to this new framework, we seek a 2D animator for a 3-5 -minute video package including:

- Pre-Production
  - Storyboard with client-provided script and voiceover
  - Illustration clean-up and preparation
  - Additional illustrations and/or backgrounds as needed

- Production  
2D animation of elements
- Note: any human characters involved in the animation will not need to “speak” (only joint rigging will be required)
- Post Production  
Editing of 3-5 minute video with client-provided voiceover and music

## Scope of Work

### Purpose

EHF is promoting equity by improving health, not just health care in Texas. A key element of changing the conversation on health is communicating how **non-medical drivers of health determine a person’s health outcome**. To explain the importance of these non-medical, root causes of poor health, EHF wants to create an animated explainer video to be used on its website, at conferences, and in other meetings or events. EHF’s video is an adaptation of the script used for **A Tale of Two Zip Codes** produced by California Endowment.

### Pre-Production

EHF will provide Animator with the script, voiceover and vector elements including logo, fonts, character and object illustrations.

### Production

Animator will create custom-made 2D motion graphics to convey the message in the script. Animator will render and export the video and provide EHF with a secure link to review the video.

### Project Scope

- Custom-made 2D animation
- Video editing of up to 3-5 -minute explainer video
- Royalty-free music
- Convert video for online viewing

### Client Provides:

- Script and voiceover file
- Brand guidelines and vector illustrations

# Proposal Requirements

EHF is seeking proposals from experienced animators who specialize in creating engaging 2D animations using vector characters, objects, and backgrounds. Responses to this Request for Proposals are due **October 1, 2023**, and should include:

A description of qualifications and capacity to do this project, including:

- Reel of previous 2D animation work
- Preproduction, Production and Post-Production plans
- Tools used
- Deliverables to EHF
- Terms

Contractors and vendors of EHF agree not to disclose to a third party, directly or indirectly, any confidential or proprietary information of the Foundation, which the Contractor may be exposed. Contractors and vendors of EHF also agree that intellectual property resulting from services hereunder shall be owned by the Foundation.

If you/your organization are interested in applying, please submit the Proposal Requirements to Laura Thewalt, [LThewalt@episcopalhealth.org](mailto:LThewalt@episcopalhealth.org) by **October 1, 2023**.

## Proposal Review and Selection Process

- **RFP release date:** September 18, 2023
- **Proposal submission deadline: October 1, 2023**
- Notify selected consultant: October 11, 2023
- Project work to begin: October 16, 2023
- Completed project due: November 30, 2023

Please direct all questions to Laura Thewalt, [lthewalt@episcopalhealth.org](mailto:lthewalt@episcopalhealth.org)