About Grantmakers Concerned with Immigrants and Refugees (GCIR)

GCIR envisions a society in which everyone thrives no matter where they were born. To make that vision a reality, we galvanize philanthropy to advance immigrant and refugee justice and belonging. As the nation’s only immigrant-focused philanthropy-mobilizing organization, we work with our more than 140 member institutions, the 1,200 individual grantmakers in our network, our partners in the field, and other philanthropic affinity groups to move money and power for immigrants, refugees, and asylum seekers.

In 2017, Inside Philanthropy named GCIR the Funders’ Affinity Group of the Year for leading funder pushback to anti-immigrant policies. Today, amid both continued challenges and significant opportunities for immigrants, refugees, and asylum seekers, we are building on our 32-year history to drive short- and long-term immigrant-related philanthropic investments and advance a vision for a just, equitable, and inclusive society for all.

Our work is grounded in the following values:

Love: We extend grace, compassion, generosity, and accountability to ourselves and to each other.

Solidarity: We center those most affected by systems of oppression and work together towards our mutual freedom.

Dignity: We believe in self-determination, radical candor, justice, and healing in our relationships.

Power: We center, support, and promote the ability of the immigrant and refugee justice movement to create, build, and utilize their agency, analyzing the power we and philanthropy wield.

Abundance: We affirm there is enough for everyone to thrive sustainably and to imagine a future of our collective liberation.

The GCIR staff comes from all walks of life, many of us with immigrant and refugee backgrounds and some of us with non-traditional career paths. We have an office in the San Francisco Bay Area and remote staff in Boston, Chicago, Los Angeles, New York, the Washington, D.C. metro area, and Washington State. GCIR members are local, state, regional, and national foundations that transcend issue areas, strategies, and geographic regions.
Overview and Purpose
The timeline documents how people migrated to, within, and from the U.S. for multiple reasons, including as a form of resistance to state-based violence; the ways in which immigrants, migrants, and refugees responded to restrictions on their movement and infringements on their liberty; and the tactics people used to assert their freedoms to move, stay, work, transform, and thrive. Inspired by other timeline projects, especially Native Americans in Philanthropy’s “History Through a Native Lens,” GCIR embarked on this project to decolonize the history of migration, reframe immigration as migration, and connect the movement of people to the multifaceted actions of the state. At our 2022 National Biennial Convening in Texas, we released our own timeline, “A Timeline of Texas Migration and BIPOC Resistance.”

We are planning to release another timeline, which is currently in development and contains roughly 100-150 entries. GCIR is seeking a graphic artist to create and source visual content for 20-25% of these entries (30-40 total), as well as accompanying graphics for outreach purposes.

Deliverables
We require the following from the chosen graphic artist:

- **Creative Conceiving:** Develop visual brand style and application, including the styles, fonts, colors, etc. for the graphics. Design files should include samples for the timeline entries and social media graphics.
- **Content Strategy:** Create a plan for how to source and create images for the selected timeline entries.
- **Visuals to accompany the Timeline:** Source graphic, audio, and video content for the timeline, ensuring rights of use. Where needed, create original and visually appealing graphics that illustrate the historical events in the timeline.
- **Social media assets:** For a subset (5-10) of the graphics and/or audio/visual content, create social media versions in various sizes.
- **Descriptive captions:** Generate accompanying captions that describe visual content to improve user accessibility.

We ask that deliverables meet the following design and accessibility requirements:

- A high level of quality control, ensuring historical accuracy of depictions.
- A clean, modern, and engaging design.
- Responsive and accessible design.
- Where there is text, contrast ratio between background and text is at least 4:5:1.
- Where there is text, ensure easy-to-read fonts with text resizing and sufficient line spacing.
- Compatible with screen readers and magnifiers.
- Avoids seizure triggering characteristics.

GCIR will review and sign off on the designs before they are finalized.
Vendor Characteristics & Evaluation Criteria

Vendor Characteristics
- Centers racial equity in the organization’s values, structure, and work. Racial equity is a core value at GCIR that is reflected in prioritizing and embedding racial equity in our internal work, systems, and culture.
- Preference for a Black, Indigenous, and People of Color or woman-owned firm or individual whose work aligns with GCIR’s mission and values.
- Experience working with organizations centering social justice, ideally immigrant justice.

Evaluation Criteria
- A minimum of three graphic design projects (preferably URLs), including using archive material, that best reflect the work, creativity, and relevancy of this project.
- Detailed timeframe that includes realistic deadlines for each phase of the project.
- Responses are presented in a clear and organized fashion.
- Value/pricing structure and price levels.

Budget & Timeline

Budget
Please provide a proposal to accomplish a design for the timeline that meets our listed requirements. The budget must encompass all deliverables necessary for the completion of the design and is not to exceed $3,000.

Timeline
- For priority consideration, candidates are encouraged to submit proposals by July 22nd via email to rfp@gcir.org.
- We expect the design to be finalized by September 1, 2023. This timing is estimated and will be based on design approval by our developers.

Proposal Submission Process

If you are interested in submitting a proposal to GCIR, please include the following information:
- Overview of your proposed solution
- Examples of prior work and your role in each project
- Your approach/process for working with GCIR staff during this process
- Pricing structure/levels
- Proposed timeline
- Information about the staff who will work on this project
- Commitment to racial equity and social justice
- Experience working with organizations centering social justice, ideally immigrant justice.