

TERMS OF REFERENCE

Production of Annual Report (Designing)

Position: Consultancy (Company / Agency / Individual)

Duration of Assignment: 1 October 2024 to 31 December 2024

A. Background

JAAGO Foundation is a non-profit organization committed to breaking the cycle of poverty through education and youth empowerment in Bangladesh. Since its inception, JAAGO has provided free-of-cost, quality education to underprivileged children and empowered youth to bring about positive change in their communities. The Foundation operates schools across Bangladesh and runs several youth development programs aimed at creating a generation capable of transforming society.

B. Objective of the Task

The aim of developing the Annual Report of JAAGO Foundation for the year 2024-25 is to effectively communicate the achievements, learnings, and activities of our programs and projects. The consultant will be responsible for developing, designing, editing, and proofreading the Annual Report to ensure it is an accurate and engaging reflection of our work. This report will serve as a key knowledge product for JAAGO Foundation's stakeholders, partners, and the general public. The report will be published in English and will consist of two volumes: one dedicated to JAAGO Foundation and the other to JAAGO Foundation Trust. Each volume is expected to be approximately 80 pages.

C. Scope of Work

1. Initial Consultation & Concept Development

- Conduct an initial meeting with JAAGO Foundation's communication and project teams to understand the organization's mission, vision, and branding guidelines.
- Review previous Annual Reports, if available, to align the new report with past efforts while ensuring fresh and engaging presentation.
- Develop a creative concept for the Annual Report that reflects the achievements and impact of JAAGO Foundation's programs and projects.

- Present at least three design concepts, including mood boards, sample layouts, and cover design ideas, for review and feedback from the JAAGO team.

2. Design and Layout

- Create a visually compelling and coherent layout for the Annual Report, ensuring that the design is aligned with JAAGO Foundation's branding and values.
- Design cover pages, section dividers, and inside pages, incorporating JAAGO's visual identity, including colors, fonts, and logos.
- Develop infographics and data visualizations that effectively communicate key statistics, program achievements, and impact stories.
- Ensure that the design supports a clear and logical flow of content, making the report easy to navigate for readers.
- Integrate high-quality images and captions, to enhance the visual appeal and storytelling aspect of the report.
- Ensure that the layout is accessible and inclusive, with considerations for font size, color contrast, and readability, catering to diverse audiences.

3. Content Integration and Proofreading

- Collaborate with JAAGO's content team to integrate the provided text, ensuring it is presented clearly and effectively within the designed layout.
- Edit and proofread the content to ensure clarity, consistency, and quality, paying attention to language, grammar, and spelling.
- Ensure that all content aligns with JAAGO's tone of voice and messaging, with particular attention to the accurate portrayal of program activities and outcomes

D. Deliverables

1. A comprehensive Annual Report (both print and digital versions) that includes:

- Cover design
- Inside layout and design

- Infographics and data visualization
 - High-quality images and captions
 - Text content formatted and proofread
 - Any additional visual elements as needed
2. Editable source files (InDesign, Illustrator, etc.).
 3. A Digital version optimized for web use.
 4. A PDF Version

E. Timeline

The consultancy period will run from 1 October 2024 to 31 December 2024, with the following key milestones:

- Initial concept design and layout draft
- Mid-term review and feedback
- Final draft submission
- Submission of final product

F. Qualifications

The ideal consultant should possess:

- Proven experience in designing and producing high-quality reports, preferably for non-profits or international organizations.
- Strong graphic design skills with proficiency in relevant software (e.g., Adobe InDesign, Illustrator, Photoshop).
- Excellent command of English, with strong editing and proofreading skills.
- Ability to work collaboratively with teams and meet deadlines.

G. Application Process

Interested agencies or individuals are requested to submit their proposal by 25 September 2024. The proposal should include:

1. A portfolio showcasing previous work related to annual report design.

2. A detailed financial proposal, including a breakdown of costs.
3. Proposed timeline and methodology for the completion of the report.
4. Contact information for two references from previous clients.

H. Submission

Soft Copy: Please submit your proposal to JAAGO Foundation at **procurement.jft@jaago.com.bd** by the mentioned deadline.

Or

Hard Copy: Sealed/ closed Envelope to JAAGO Foundation HQ, House: 57, Road: 7/B, Block: H, Banani, Dhaka-1213

For any queries regarding the ToR, please contact us email us at **info@jaago.com.bd**

Deadline for the Submission of the Proposal: 25 September 2024

This Terms of Reference (ToR) is aligned with the needs of JAAGO Foundation and should provide clear guidance to potential consultants on what is expected for the Annual Report 2024-25. You can adjust the contact details and submission information as per your organization's requirements.