



PUBLIC/PRIVATE PARTNERSHIPS FOR PHILADELPHIA'S FUTURE

**SMALL PURCHASE CONTRACT OPPORTUNITY
REQUEST FOR BIDS**

Opportunity Name	<i>Seeking Illustrator for Innovative Sexuality Education Materials</i>
Department Seeking Services	<p>The Philadelphia City Fund (the Fund) works in close partnership with the City of Philadelphia and private sector partners to develop and run initiatives that reflect City priorities and seek to improve the quality of life for all Philadelphians.</p> <p>The Fund will serve as the fiscal administrator for this contract opportunity. The Philadelphia Department of Public Health's Youth Care Team will serve as the project manager for this effort on behalf of the Fund.</p> <p>The Youth Care Team is a program within the Maternal, Child, and Family Health (MCFH) division of the Philadelphia Department of Public Health. The Youth Care Team supports young people ages 13-21 with their mental, sexual, and reproductive wellness needs by providing direct services to youth, providing education and capacity-building for providers and educators, and convening a citywide coalition to create youth-led change.</p>
Budget/Compensation	\$7,600.00
Summary of Services	<p>Through this RFP, the Fund and the Youth Care Team are seeking an illustrator to perform the following services:</p> <ul style="list-style-type: none">• Create four detailed and medically accurate anatomy digital illustrations of external genitalia and internal reproductive systems which depict non-gendered and non-white bodies;• Create an additional 12 digital illustrations of a variety of bodies and body parts, including illustrations of secondary sex characteristics, intersex bodies, and trans and gender non-conforming bodies. <p>Qualified applicants should meet the following criteria:</p>

	<ul style="list-style-type: none"> • Experience creating medically accurate anatomy illustrations. • A strong understanding of anatomy and reproductive systems and the variations that exist in human bodies • A strong understanding of the needs of trans and gender non-conforming individuals and how to depict TGNC people.
Questions Due	Please submit questions about this opportunity by September 18 th , 2023. All questions should be addressed to Libby Mathewson at libby.mathewson@phila.gov . Responses to questions will be posted on the webpage for this opportunity, https://philacityfund.org/rfb-yct-illustrator/ , by September 22 nd .
Response Deadline	Please submit the bid materials outlined in the following section (section name) by October 16 th , 2023, at 5pm EST. All submissions should be addressed to Libby Mathewson at libby.mathewson@phila.gov .

OPPORTUNITY DETAILS:

A. Background: Research shows that medically accurate, comprehensive sexual health education reduces adverse sexual health outcomes for young people. However, when young people cannot see themselves represented in the curriculum, it becomes less relevant and less effective for affected populations. Most sexual health education curricula and materials center white and cisgender bodies, signaling to youth of color and queer and trans youth that their experiences and needs are less important at best, and wrong or shameful at worst.

B. Scope of Work: The Youth Care Team intends to create and disseminate sexual health education materials that are racially diverse and trans-affirming. The YCT will do this by hiring an illustrator to create detailed anatomy illustrations of non-white bodies that use trans-inclusive language, as well as other digital illustrations of bodies and body parts that represent the diversity of youth in Philadelphia and feature non-white, trans, and intersex bodies. The YCT will utilize these digital illustrations to create new anatomy posters and informational brochures that will be printed and disseminated throughout Philadelphia.

The illustrator will create original digital illustrations of the following:

- Four detailed and medically accurate anatomy digital illustrations of external genitalia and internal reproductive systems which depict non-gendered and non-white bodies

- 12 digital illustrations of a variety of bodies and body parts, including illustrations of secondary sex characteristics, intersex bodies, and trans and gender non-conforming individuals

The illustrations will be used to create educational posters and brochures to be utilized in providing sexuality education to youth in Philadelphia in a variety of settings.

The primary liaison for the illustrator will be Libby Mathewson (libby.mathewson@phila.gov) and the secondary liaison will be James Andrews (james.andrews@phila.gov). Once selected and prior to work beginning, the illustrator will meet with both liaisons to discuss their plans for the project, ask questions, and finalize the image list and deliverables. Further questions can be directed to Libby Mathewson and the illustrator will be expected to meet with Libby Mathewson on a biweekly basis for thirty minutes to provide updates and review the project timelines until all project deliverables are received. The biweekly meetings will be included in the total cost of the project and will not be an additional cost.

C. Project Term: Once an illustrator is chosen and their contract finalized, we anticipate receiving all illustrations within a period of two months and utilizing an additional month to provide feedback and complete revisions if necessary. The total project term for the illustrator will be three months.

D. Goals and Objectives: The illustrator will create a variety of racially-diverse and trans affirming illustrations to be used in creating new sexuality education materials. The illustrator will work collaboratively with the YCT to create said illustrations, receive feedback, and provide revisions as necessary.

E. Tasks, Milestones and Deliverables: The illustrator will provide the following deliverables as high-quality digital files within two months of starting the project:

- Four detailed and medically accurate anatomy digital illustrations of external genitalia and internal reproductive systems which depict non-gendered and non-white bodies
- 12 digital illustrations of a variety of bodies and body parts, including illustrations of secondary sex characteristics, intersex bodies, and trans and gender non-conforming individuals
- Biweekly 30 minute meetings to provide status updates to primary liaison

After providing all deliverables listed above, the illustrator will meet with both liaisons to receive feedback and possible edits. The illustrator will complete any proposed revisions to the illustrations within one month and provide revised illustrations as finalized high-quality digital files. Illustrator may be asked to provide revisions up to three times.

F. Organization and Personnel Requirements: Qualified applicants should meet the following criteria:

- Experience creating medically accurate anatomy illustrations
- A strong understanding of anatomy and reproductive systems and the variations that exist in human bodies
- A strong understanding of the needs of trans and gender non-conforming individuals and how to depict TGNC people

G. Technological Requirements: Illustrations must be digital. Final deliverables must be high-quality digital files with a transparent background. Illustrator is expected to have all the required equipment, software, licenses, and materials to create and deliver project items.

H. Reporting Requirements: Illustrator will provide biweekly updates on their progress towards completion of deliverables during biweekly meeting with primary liaison.

GENERAL DISCLAIMER

This Request for Bids does not commit the Fund or the City of Philadelphia to award a contract. This opportunity and the process it describes are proprietary to the Fund and the City and are for the sole and exclusive benefit of the Fund/City. No other party, including any Applicant, is intended to be granted any rights hereunder. Any response, including written documents and verbal communication, by any Applicant to this Request for Bids shall become the property of the Fund/City and may be subject to public disclosure by the Fund/City, or any authorized agent of the Fund/City, at the discretion of the Fund or City.

SUBMISSION INSTRUCTIONS:

A. Submission Deadline: All Bids for this opportunity must be submitted by October 16th at 5pm EST. All submission materials must be sent to Libby Mathewson at libby.mathewson@phila.gov. Proposal should be submitted as a single pdf document.

B. Submission Requirements: To be considered for this opportunity, you must submit the following information. Please submit your application as a single pdf document.

1. Introduction
 - a. Introduce yourself
 - b. Provide a brief overview of your illustration experience and qualifications
 - c. Explain why you are interested in this project
2. Contact Information
3. Proposed Scope of Work

- a. Address all items stated in the scope of work and your plan to complete them
4. Proposed Schedule
 - a. Please provide an overview of your timeline for completing the project
5. Detailed Cost Proposal
 - a. Please provide a fixed rate for the project and deliverables instead of an hourly rate
6. Examples of past illustrations you have created
7. References

REVIEW AND SELECTION PROCESS

The successful candidate will be the person who demonstrates the knowledge, experience, and ability to perform the work effectively. We will review all applications and make a final selection by October 31st, 2023. We encourage applicants to apply who share identities with the target populations of this project, including young people, LGBTQ+ people, and people of color. Candidates are not required to have formal illustration training or specified years of training. Please ensure that you showcase your ability to create the requested illustrations through the past work examples you share with us. The defining component of your application should be examples of your work and your introductory statement.