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## Request for Expressions of Interest

### Consultant: Children's Book Project

#### Overview

While there are plenty of books for children to read in the market, the number is proportionately low where stories depicting African realities are concerned. The literary world for African children is flooded with books on American and western realities. Children end up consuming literature they cannot relate to. When children read stories that have no relevance to their everyday life, and their reality, the motivation to read is minimal. They therefore will not find pleasure and value in reading. According to Chimamanda Adichie, a renowned African writer, "reading about realities children can relate with, helps build a stronger bond with books."

#### Rationale

To promote the African culture and reading habits among children, we are compelled to drive an initiative that will begin creating a collection of books with enchanting African stories for the African child. We believe that when stories about our realities as Africans are presented as interesting, achievable and fun, children are more likely to choose to read, and enjoy it. Africa has a rich heritage and unfortunately the beautiful stories about Africa are told by foreigners. We believe that African stories can only be best told by Africans themselves.

In a fast changing world where a lot of the western culture is steadily becoming dominant in the global media and entertainment space, we are at risk of losing our heritage if not documented in ways that appeal and connect with the 21<sup>st</sup> century generation. Since books possess the means of transmitting literary heritage from one generation to the next, we have a duty to document information that communicates Africa's value system, the people, culture, events and other aspects that define the continent.

#### About the Children's Book Project

[Uweza Foundation](#) is embarking on a new project that seeks to create local creative content to be consumed by children. Uweza will work with Kenyan authors and artists to develop a variety of creative stories for children between 4 and 12 years old. These stories will be accompanied with illustrations by talented artists from Uweza's art program. The stories will be published into one book for the pilot phase, before publishing another two different books for children of African origin around the world to read, whilst having global appeal to children of all backgrounds.

This is a unique project to Uweza because of the involvement Uweza Artists will have in bringing stories to life through the visual illustrations. As we make contributions to the literary world, we shall also be displaying the unique talents of Uweza artists and have their work available on a different and broader platform. This element of the

books should further make reading fun and engaging hence developing a love for books and reading among children.

### Objectives of the book project

1. To promote African culture among children through books
2. To appreciate Kenyan writers
3. To create exciting content that connects with the African realities
4. To showcase and celebrate the work of talented Uweza artists

### The Assignment

Uweza Foundation seeks the services of an individual consultant, group or company to provide professional support and guidance on the various aspects of curating content for the children's book. The Consultant will work together with the Uweza team to develop a framework and a set of guidelines that will inform the different aspects of the book like: content, structure, theme, topics, target age category, and other key issues that will determine the end product. In addition, the consultant will support Uweza in the process of identifying writers and overseeing the manuscript development process to ensure consistency and adherence to the set out guidelines. The consultant should have a good understanding of the existing gaps as far as children's content is concerned and has past experience in creating content for books in Kenya.

### Expected Deliverables

The consultant will work closely with Uweza Foundation team to:

1. Develop a plan that details a robust methodology that will be used to execute the book project.
2. Propose themes, topics relevant to the 21st century generation.
3. Develop a writing guide for the writers
4. Oversee and provide guidance during the writing process, consistency and theme execution
5. Identify local creative writers to be commissioned for the project. Uweza Foundation prefers to have an open call requesting interested writers to submit manuscripts for consideration.

***(Note: If the manuscripts submitted by the different writers demonstrate great levels of creativity, the consultant will work with those to produce the text. In the event, the manuscripts submitted are relatively great but promising, the consultant will be more involved with the writers in deliverables 3 and 4 above).***

6. Provide editing and proof-reading support of the manuscripts.
7. Invite Uweza artists to make visual illustrations based on each story and then select the artists who produce art that best conveys the story.
8. Co-ordinate the artists and writers workshops.

## Application Process

For this exercise, Uweza Foundation is inviting Expressions of Interest (EOIs) from suitably qualified **individual consultants/group/company** to execute this assignment as detailed above.

**Please note – a fully costed proposal and/or detailed work plan is not required at this stage.**

Your Expression of Interest (EOI) should contain:

1. Your name and a CV highlighting your experience
2. A short statement of why you believe you have the right qualifications to help Uweza Foundation in the Children's Book project.
3. A short portfolio of relevant work and outputs (links to your work can be provided)
4. A statement describing your availability, e.g. preferred length of assignments availability in the next 3-6months, ability and access to work remotely.
5. Your current daily fee rate (in USD), applicable for at least 12 months.
6. Any other information that you believe should be taken into account.

Short-listed consultants will be invited to a virtual or in-person meeting to discuss their suitability with the selection committee and thereafter invited to make a full technical and financial proposal.

Your EOI which should not exceed 3 pages, excluding CVs, portfolio etc., should be sent by mail to: [info@uwezakenya.org](mailto:info@uwezakenya.org) by **Midnight EAT of 23th September, 2022** under the subject line reading **'Children's Book Project'**

Any questions in respect to this request of this Expression of Interest (EOI) should be directed to [info@uwezakenya.org](mailto:info@uwezakenya.org) by **5.00pm EAT of 30th August, 2022.**

## Who is Uweza Foundation?

Founded in 2008, Uweza Foundation provides 300-400 Kenyan children and youth every year with unique opportunities to pursue a path to a better future through the discovery and development of their talents and abilities. Young people are exposed to education opportunities and ultimately earning incomes that utilize their own inherent strengths. We know the community well, and we work out of the Uweza Community Center, which opened in 2011. We developed our programs in response to needs expressed by Kibera community members, and our work evolves in response to both formal and informal feedback collected from program participants and their parents/guardians.