



**Request for Applications (RFA):
Video Production for LGBTQ Nonprofit Storytelling
May 23, 2025**

Contact: Justin Seiter, Sr. Communications Manager, jseiter@horizonsfoundation.org

Organizational Overview

Vision: Horizons envisions a world where all LGBTQ people live freely and fully.

Mission: The world's first community foundation of, by, and for LGBTQ people, Horizons invests in LGBTQ nonprofits, strengthens a culture of LGBTQ giving, and builds a permanent endowment to secure our community's future for generations to come.

Since its founding in 1980 as the world's first community foundation of, by, and for LGBTQ people, Horizons has made grants supporting the entire LGBTQ community. Our support is intentionally broad, because the needs of our community are so many and run so deep. At the same time, our venture philanthropy approach looks favorably toward innovative, grassroots solutions to our community's emerging needs, especially those of the most under-resourced segments of our community.

Project Purpose

Horizons Foundation is seeking a videographer/video production agency or nonprofit organization to produce 8 to 10 short-form videos in a variety of formats to tell stories of the impact of our LGBTQ grantee partner organizations on the San Francisco Bay Area LGBTQ community. These videos will be used primarily for the purposes of our website and social media but will also be used for the general promotion of the organization.



Project Background

At Horizons, we seek to continue shifting the narrative about the LGBTQ community that was started for the Horizons brand. We aim to celebrate and amplify the power of resilience, joy, creativity, and resistance through storytelling.

As the San Francisco Bay Area LGBTQ community continues to face political and social challenges, we recognize the urgent need to stand together and take care of each other—especially as essential resources begin to disappear. This storytelling strategy focuses on sharing and amplifying the stories of those who are not only surviving, but thriving—the individuals, nonprofits, and organizations who are building the future of our community.

By lifting up the voices of local LGBTQ organizations—their leadership, innovation, and impact—we reclaim narrative power. We move beyond statistics and grant lists to stories that humanize, inspire, and mobilize. We illuminate how the LGBTQ community in the Bay Area is not only surviving, but building new models of care, justice, and liberation—often in the face of systemic neglect or political hostility.

Scope of Work

We are seeking a videographer/video production agency or nonprofit organization to produce a short series of videos that will highlight success stories from our grantee partners, community, and staff/volunteers. Horizons Foundation will select organizations and individuals who are willing to share their stories and appear on video. Note: a playlist of previously produced grantee partner impact videos, upon which we are seeking to improve with this new project, [can be found here](#).

Deliverables

- 8 to 10x 1- to 2-minute video interviews with b-roll and voiceovers
- Additional 15- to 30-second cuts of all videos for use on Instagram, LinkedIn, Bluesky, and Facebook
- 1 “anthem cut” combining all stories into a single 3- to 4-minute video

We will provide:

- Script/interview questions
- Interview subjects
- Brand guidelines
- Scheduling
- Shoot locations

Desired Qualifications

- Experience working with nonprofit organizations within the past five years
- Ability to meet tight timelines and produce fast turnarounds is required
- Ability to deliver all components outlined within established budget
- Alignment with our organizational values and mission
(<https://www.horizonsfoundation.org/vision-mission/>)
- Possession of all necessary professional filming equipment, including supplemental lighting if required
- Ability to shoot in-person at the Horizons Foundation office in San Francisco as well as onsite shooting at grantee partner locations within the 9-county San Francisco Bay Area
- Ability to work collaboratively with internal stakeholders

Legal and Contractual Requirements

All applicants must be legally authorized to operate and conduct business in the United States. Nonprofit applicants must provide documentation of their tax-exempt status under Section 501(c)(3) of the Internal Revenue Code. The selected applicant must comply with all applicable federal, state, and local laws, including labor, nondiscrimination, and tax laws. Proof of insurance and any additional compliance documentation may be requested prior to contract execution.

Information Required

Please include the following information in your proposal:

- Company name, location and contact information
 - Including email, phone, website and social media profiles
- Overview of the team including resume of project lead
- Outline of your production process and timeline
- Relevant experience and examples of previous work
- If you are intending to subcontract any portion of the work, subcontractor information must also be included
- Detailed quote including clarifications for any potential additional or incremental fees

Project Timeline:

- June 16, 2025: Application deadline
- June 18 – 23, 2025: Video interviews for shortlisted applicants
- June 26, 2025: Contract awarded
- July 9 – 18, 2025: Team meetings as necessary
- August – September: Shooting
- September 30, 2025: All final deliverables due



Budget: \$10,000

Send proposals in PDF or online format to Justin at jseiter@horizonsfoundation.org. Late submissions will not be considered. Questions or clarifications can be requested to Justin at jseiter@horizonsfoundation.org up to 12:00 p.m. PT on June 16.