

OBJECTIVE

Right To Play is seeking a consultant/agency with experience in creating educational and training videos to produce 30-40 instructional videos (average 120-180 seconds each) for frontline youth workers about the PLAY program and leading play-based activities.

RIGHT TO PLAY & PROMOTING LIFE SKILLS IN ABORIGINAL YOUTH (PLAY)

Right To Play is a global organization using the transformative power of play to educate and empower children and youth facing adversity. Active in 15 countries worldwide, Right To Play works with over one million children every week, using a unique, play-based methodology to improve educational attainment, encourage healthy behaviours, and build peaceful communities. As a recognized international leader in using sport and play for development, Right To Play has created training resources that include gender and child safeguarding policies, effective monitoring and evaluation systems, and robust child protection mechanisms for all of our staff. Right To Play was founded in 2000 by four-time Olympic gold-medalist Johann Olav Koss and is headquartered in Toronto, Canada.

Right To Play's **Promoting Life skills in Aboriginal Youth (PLAY)** program partners with Indigenous communities and urban Indigenous organizations to train locally-hired Community Mentors to deliver weekly play-based programs that promote healthy living, healthy relationships, education and employability life-skills. Community Mentors are trained and supported by Right To Play staff as they develop programs that are responsive to the individual needs of their community. Since 2010, the PLAY program has expanded from working with two partners to more than 85 across Ontario, Manitoba, Alberta, and British Columbia, reaching over 6000 children and youth last year.

BACKGROUND

Right To Play uses an experiential training and learning framework. We do this through remote coaching and in-person training events that gather youth workers from across Canada to receive training on essential youth worker skills, such as: program design, working with children and youth, developmentally appropriate programming, engaging hard to reach youth, behaviour management, etc. We also provide print resources, much like encyclopedias, of games, activities and group discussions that help youth workers to design and deliver their community-based program. All resources are written in accessible language (i.e. grade six), with clear descriptions and instructions.

Over the past year, 2 Right To Play staff have spearheaded the creation of a Digital Games Manual library. These training videos aim to better support the remote coaching and learning aspect of the program (see example: <https://www.youtube.com/watch?v=M3IDxkNO19M>) for youth workers that learn more effectively through this type of pedagogy. Through videos that demonstrate child and youth friendly activities and reflective discussions, we have been able to better engage the expanse of youth workers across Canada, with a greater variety of learning methods, and have had very positive uptake and responses to this digital library. We use simple and accessible online platforms (i.e. closed Facebook Group, YouTube channel, or other sites Community Mentors are already familiar with) to store and promote these new videos in a consolidated way for Community Mentors that also allows them to interact and share feedback and ideas with each other on best practices. Right To Play is looking to expand upon our current database of training videos. These training videos will be utilized by frontline, adult youth workers in Indigenous communities and Urban Indigenous contexts across Canada.

SCOPE OF WORK

The consultant(s)/agency will work directly with the Director of Program Development & Capacity Building and two Senior Program Officers and are expected to collaborate with PLAY youth workers and other Right To Play staff as required. **The consultant(s)/agency will engage in the following activities:**

1. Develop an understanding of Right To Play brand and digital training needs.
 - Work with Right To Play staff to understand the Right To Play brand, identify video topics, confirm types of videos most fitting for need and content (in-office meeting(s) in December/January for content planning).
 - Co-create video scripts with support of Right To Play staff.
2. Complete the production of 30-40 (average 120-180 seconds each) training and educational videos in line with Right To Play branding by March 15.
 - Create and edit all videos, with consistent communication and reviewing by Right To Play staff.
3. Provide completed videos for hosting on the Right To Play Digital Resource site by or before the expected deadline of March 15, accounting for up to two rounds of revisions.
 - Hire will provide their own production-quality video and audio equipment
 - Will film primary subject throughout the shoot, as well as narration, b-roll and other materials as needed
 - Will be able to create and incorporate graphic treatment and music into the introduction and conclusion of each episode
 - Will be able to assign and work with a second shooter
 - Will supply all raw footage in an organized and accessible way
 - Will allow Right To Play unlimited access and use
 - Right To Play will reuse video bumper and formatting elements for the creation of other in-house made episodes in the future.

LOCATION OF WORK

Right To Play is headquartered in Toronto, Canada. The consultant does not need to be located in Toronto, Canada, but will be required to travel to Toronto, Canada to a level sufficient to deliver on the Scope of Work.

Filming could occur in the Right To Play HQ office with staff, as well as with youth from schools in the Toronto area with which Right To Play already has partnerships

TIMELINE

The consulting engagement will begin by or after November 30, 2018 and should be concluded by March 15, 2019. The proposal should include a timeline of structuring the engagement.

INITIAL FILMING PROPOSAL

Types of episodes to be produced:

- 10 instructional videos that include quick tips, planning ideas and program support that are presented through live demonstrations
- 10 educational videos that include content review and back end research that are presented through a combination of live demonstrations and animated material treatment
- 15 demonstration videos of games and activities from Right To Play resources that are presented through live demonstrations

PROFESSIONAL KNOWLEDGE & QUALIFICATIONS

- Experts in training video creation and editing
- Animation expertise
- Experience working with children and youth preferred

PROCESS FOR APPLYING

Please submit your resume, cover letter, sample of work and proposed budget for this scope of work to Mallory Hilkewich, Director of Program Development & Capacity Building at mhilkewich@righttoplay.com by **Tuesday, November 27th, 2018**. Kindly include “DGM Request for Quote” and your name in the subject line. Please ensure that your cover letter clearly articulates why you are well positioned to undertake this project and that the proposed budget includes your daily rate and the total number of days required to meet the deliverables.

Right To Play welcomes applications from First Nations, Inuit and Métis applicants. While we thank all applicants for their interest, only those selected for phone interviews will be contacted.