Request for proposals – Video editor, Legacy of refuge

Introduction and background:

Canadian Lutheran World Relief (CLWR) is a charitable not-for-profit organization that challenges and responds to the injustices that cause human suffering and poverty. Supported by Lutheran Churches and donors in Canada, including the Government of Canada, we work in the areas of humanitarian response, sustainable livelihoods, education and skills development and refugee sponsorship.

CLWR was founded 80 years ago when Lutherans in Canada worked together to bring refugees to Canada after the Second World War. Those refugees sailed on a ship called the Beaverbrae, which made over 50 voyages between 1948 and 1954. CLWR wants to capture the stories from as many passengers as possible to preserve this important piece of Canadian and CLWR history. For the first six months of 2027, CLWR will be hosting a series of events across the country commemorating the 80th anniversary of the first sailing of the Beaverbrae. The tour will also celebrate Canada's history as a country that provides welcome to refugees. As part of this tour, we will be interviewing Beaverbrae passengers and their family members to record their stories (and in some cases, passengers on similar ships). These recordings will help preserve this important history, and will also help families commemorate and share their own stories.

CLWR is seeking a video editor who can take the recorded interviews and edit each one into a polished video that will be shared with interviewees and their family members to preserve and share their stories.

Project scope:

The selected candidate or company (hereafter noted as "company") will develop a template for the videos based on initial interviews combined with archival photos and other materials provided by CLWR. The template will be reviewed and approved by CLWR prior to editing any further personal videos.

Once the template is approved, the company will edit each video interview together with b-roll collected by the communications coordinator into polished videos of approximately 5-8 minutes. The final version of each video will be reviewed and approved by CLWR.

The company will provide an export of each individual video to CLWR, clearly labelled with the interviewees name.

Project outputs:

Proposals should include pricing for each output individually. Budget for all outputs should account for two rounds of review and revisions by CLWR to ensure that needed messaging and quality expectations are met. Revisions beyond two rounds of edits can be billed at an additional cost.

The expected outputs are as follows:

- One video template, to be developed based on initial project interviews combined with historical photos and other materials provided by CLWR. The ability to do some animation is an asset – to be used to illustrate the boat's route, for example. Please include a price for template development in your proposal.
- The video template project files will be shared with CLWR to allow us to edit future videos in house as needed.
- One edited personal video for each individual interview completed by the communications coordinator. This could range from 60-100 videos depending on how many passengers we are able to find and how many are able and willing to participate. Please include a price per edited video in your proposal.

All project outputs become the property of CLWR. The company may use materials produced as part of this project for their own portfolio, only with prior approval from CLWR.

Objectives

The edited videos should meet the following objectives:

- Helping passengers and their family members feel seen, appreciated and inspired.
- Preserving an important part of history for individual participants and for CLWR. Videos should stick to proven historical facts in the telling of the story, and edit material in a way that stays truthful to the interviews.
- They are interesting and enjoyable to watch. Each video should be engaging, professionally edited to highlight the most compelling moments from the interviews.
- Each video should feel like a personal story, not an institutional documentary. The editor should preserve the interviewee's distinctive voice, experiences and perspective, allowing space for complexity, humour, grief and reflection. Although the videos will share a consistent visual identity, each should be shaped by the story being told.

- The template should provide a useful starting point and many of the videos may follow it cleanly, but judgment will be required to adapt in some cases based on the material provided in the original interview – while preserving what consistency we can (titles, historical context, captions, archival imagery, graphic treatments, music conventions, closing credits)

Timeline

This contract is expected to run between early December 2026 to the end of July 2027.

Initial interviews and template development are expected to be worked on in December 2026, into January 2027 as needed. The majority of the interviews will take place between January-June of 2027. The number of interviews conducted will vary from week to week, so the company should have flexibility to accommodate fluctuations in volume of work over the period of the contract.

Each individual video should be completed within four weeks of the company receiving the completed interview video files. Final interview editing is expected to be complete at the end of July 2027.

Budget:

Proposals should include an itemized breakdown for each output listed above, and a total estimated budget based on the expectation of doing 100 personal interviews.

Budgets should be submitted in CAD.

The company is responsible for paying any required taxes and for providing their own equipment.

Payment will be made on the following timeline, upon receipt of an invoice from the company.

- Template development fee to be paid upon completion of an approved template.
- Fees for video editing to be paid monthly, upon the receipt of an invoice for the number of videos completed that month. These payments can be increased to bi-weekly if that is preferred by the company.

Submission details:

Proposals should be submitted as a word document or PDF in English to CLWR's senior manager of communications and marketing, Emily Loewen, by email at hr@clwr.org. Proposals are due by the end of day on November 29, 2026.

Each proposal should include the following sections:

1. **Company overview:** A summary explanation of who you are and why you or your company would be the right fit for this project. Please include a summary of the relevant experience that makes you the best applicant.
2. **Storytelling approach:** An explanation of how you would approach these videos to ensure that they meet the objectives outlined above. What type of content and footage do you anticipate needing for this project to work. What editing skills and judgement do you bring that will help make these videos successful.
3. **Portfolio:** A link to a portfolio of relevant sample videos for evaluation. Please include a short explanation of you or your company's role in producing each sample submitted.
4. **Project budget:** A total project cost based on an estimated 100 personal videos, including an itemized breakdown of each output listed above.
5. **Professional reference:** One or more professional references that CLWR can contact.

Evaluation criteria:

Proposals will be evaluated by a group of communications and donor relations staff from CLWR. Selection will be based upon the following factors:

- Quality of work in the company's portfolio.
- Quantity of relevant past experience.
- A competitive budget proposal.
- Strong storytelling approach and editorial judgement outlined in the proposal.

For any questions regarding this proposal, contact Emily Loewen, Senior Manager, Communications and Marketing at CWLR at hr@clwr.org .