



REQUEST FOR PROPOSALS (RFP)

Annual Report Design & Production

Gunpowder Valley Conservancy

Issued: January 2026

1. Introduction & Background

Gunpowder Valley Conservancy (GVC) is a Maryland-based nonprofit land trust and watershed restoration organization. Each year, GVC produces an annual report to share accomplishments, financial highlights, stories of impact, and program outcomes with supporters, partners, and the community. Prior examples of GVC's annual reports can be found here: <https://www.gunpowdervalleyconservancy.org/about/annual-reports/>

We are seeking proposals from qualified designers or firms to create a **compelling, visually engaging, ~10-page annual report** optimized for online viewing (PDF).

2. Project Scope & Deliverables

GVC is requesting proposals for the following:

a. Annual Report Design

- Design a ~10-page annual report that reflects GVC's brand and mission.
- Visually integrate text, images, data, charts, and impact highlights.
- Ensure readability and accessibility for online audiences (PDF + web-friendly format).
- Provide options for both *print-ready PDF* and *digital PDF*.

b. Content Layout

- Work with provided written content (text, quotes, captions).
- Assist with narrative flow and layout guidance to enhance clarity and engagement.
- Integrate charts/graphs (financials, volunteer statistics, program metrics) in a visually appealing format.

c. Production Files

- Provide final files in editable format (InDesign or equivalent) and exportable formats (PDF, optimized for web/mobile).
- Ensure all images are high resolution and licensed/cleared for use.

d. Timeline

- Proposal acceptance and vendor selection: by late January 2026
- First draft delivered: by end of February 2026
- Final deliverables completed: by mid March 2026

3. Proposal Requirements

Please include the following in your proposal:

1. Company/Consultant Information

- a. Name, contact information, brief background

2. Relevant Experience

- a. Examples of past annual reports or similar publications
- b. Links or PDFs of past work

3. Approach & Methodology

- a. Description of design process and how you will work with our content

4. Deliverables & Timeline

- a. Confirmation of ability to meet deadlines
- b. Work plan showing stages and review checkpoints

5. Cost Proposal

- a. Detailed fee structure (design, revisions, deliverables)

- b. Any licensing or stock image fees

6. References

- a. At least two professional references from past clients

4. Evaluation Criteria

Proposals will be evaluated based on:

- Quality and relevance of past work
- Clarity of approach and understanding of project goals
- Ability to meet timeline
- Cost effectiveness
- References and demonstrated professionalism

5. Questions & Submission Instructions

All proposals should be submitted to:

Amy Young, Land Stewardship & Outreach Manager

ayoung@gunpowdervc.org

Deadline for proposals: *January 26, 2026*

6. Additional Notes

- This RFP does not commit GVC to award a contract or pay any costs incurred in proposal preparation.
- GVC reserves the right to accept or reject any or all proposals and to negotiate terms.
- GVC can offer in-kind donation receipts if you choose to offer a discount on your regular fees.