



TERMS OF REFERENCE IMPACT STORY WRITER

Project summary

Organization	Women's Empowerment Link (WEL)
Project Title	Women's Leadership and Participation in Locally-led Climate Action in Homabay County
Development partner	Akina Mama wa Africa (AMWA) under The Voices for Just Climate Action (VCA)
Project location	Homabay County- Rusinga and Mfangano Wards
Position Type	Impact Story Writer
Duration	14 Working Days
Reporting to	Programs Officer
Working with	Project Assistant
Start date	12 th June 2025
Application deadline	On Rolling Basis

1.0 ORGANIZATION BACKGROUND

Women Empowerment Link (WEL) is a nonprofit, nonpartisan, non-governmental Women's rights organization that has been working in Kenya for the last twelve years. WEL envisions a world in which women and girls realize and embrace their rights. The core mandate is to empower women and girls to realize their full potential, worth, and strength politically, socially, and economically, these are pursued through various partnerships with government and non-governmental entities through four thematic areas of:

1. Transformative leadership: which seeks to increase the number of women in leadership positions/decision making positions, be they appointed, elected, or nominated.
2. Elimination of Violence against Women & Girls: Which seek to facilitate development, promotion, and enforcement of appropriate mechanisms for prevention, protection, and response to violence against women and girls.
3. Sustainable Livelihoods for Women: which seek to strengthen the livelihoods base of women, especially their capacity to engage in successful business enterprises.
4. Climate Justice: Creation of climate-led solutions to advance climate change, coping, adaptation and strategies among women through advocacy and action.

2.0 PROJECT BACKGROUND AND CONTEXT

As the Voices for Just Climate Action project approaches its culmination, WEL in Homa Bay seeks to encapsulate the transformative journey undertaken alongside communities. This endeavor is not merely a retrospective but a celebration of resilience, agency, and the power of storytelling in driving climate justice.

Throughout the project, WEL has prioritized the amplification of marginalized voices, particularly those of women and grassroots communities, ensuring their narratives inform and shape climate action. Recognizing the potency of storytelling, WEL has invested in communication training, equipping both our team and community members with the skills to narrate their experiences compellingly.

3.0 PURPOSE AND OBJECTIVES OF THE ASSIGNMENT

The purpose of this Call for Proposal is to identify a consultant to:

1. Showcase Impact and Stories of Change, highlighting individual and collective transformations resulting from the VCA project.
2. Reflect on Challenges and Lessons Learned providing an honest account of obstacles faced, strategies employed, and insights gained, fostering a culture of continuous learning.
3. Advocate for Sustained Engagement, using documented stories as tools to mobilize support, attract new partners, and ensure the continuity of climate justice initiatives

4.0 SCOPE OF WORK

- **Reviewing Project Documentation-**Analyze existing reports, training materials, and other relevant documents to understand the project's context and achievements.
- **Developing an Impact Story Plan-** Create a detailed plan outlining the approach to capturing success stories, including key themes, potential interviewees, and story angles.
- **Conducting Field Visits-** Engage with community members, stakeholders, and WEL staff through interviews and focus group discussions to gather firsthand accounts.
- **Creating a Community-Based Impact story:** Produce a 15–20 paged Story Booklet capturing visual narratives of community experiences, stakeholder interviews, and reflections from WEL team members.

5.0 PROFILE OF THE CONSULTANT

WEL is looking for a facilitator with a strong record in community mobilization, movement building and mentorship skills. The facilitator should possess the following attributes:

1. A degree in Communications, Journalism, or a related field.
2. At least 3 years in documenting stories of change, especially in rural settings.
3. Proficiency in storytelling, photography, videography, and editing.
4. Familiarity with participatory methodologies and ethical storytelling practices.
5. Ability to communicate in English, Kiswahili, and Luo.

6.0 TIME FRAME OF THE MENTORSHIP AND PLAN

The documentation is planned to take place for 14 days from 12th June 26th June 2025.

7.0 DELIVERABLES

Inception Report- Outlining the methodology, data collection tools, and work plan.

Community-Based Impact Story Booklet- A 15–20 paged story booklet capturing the project's journey and impact.

Photographs- High-resolution images with captions to complement the stories.

8.0 THE APPLICATION PROCESS AND REQUIREMENTS

Interested and qualified facilitators are invited to submit a technical proposal that includes the following:

- **Technical Proposal-** Detailing the approach, methodology, and work plan.
- **Financial Proposal-** Budget breakdown for the assignment.
- **Portfolio-** Samples of previous work in similar assignments.
- **References-** At least three references from previous clients

The complete application should be submitted by email to recruitment@wel.or.ke and copy to joseph.otieno@wel.or.ke indicating the subject line as “**Development of an Impact Story Booklet**”. The interviews will be arranged on a rolling basis.

NOTE: This is a non-staff contract under the Individual Contractor modality of hiring at WEL. The incumbent shall not be considered as staff of WEL and are therefore not entitled to any privileges or any other special status or conditions as WEL staff. WEL reserves the right to reject any application(s) without disclosing the reasons.