Call for Expressions of Interest: In-Kind Video Production Partner

"25 Years of Dignity in Action" Anniversary Video

Organization: ActionDignity
Video length: Approximately 8–10 minutes
Premiere: March 25, 2027, at ActionDignity's 25th Anniversary Fundraising Gala
Location: Calgary, Alberta
Partnership: In-kind video production support, with a $1,000 honorarium

About ActionDignity

ActionDignity works with ethnocultural and equity-seeking communities to advance equity through transformational change in communities. In March 2027, we will hold our 25th Anniversary Fundraising Gala to celebrate our milestone—honouring the people and community-led efforts that have shaped our work and continue to guide our future.

The Project

We are seeking a video production partner to collaborate on a cinematic anniversary video that weaves together ActionDignity's past, present, and future through the voices of community members and other stakeholders.

We envision a video grounded in people's experiences: the challenges they have navigated, the connections they have built with ActionDignity, the changes they have helped create with ActionDignity, and their hopes for what comes next. This is a community-centred storytelling piece rather than a conventional promotional video. We welcome creative approaches that connect individual stories into a meaningful shared narrative, without attempting to cover every program or organizational milestone.

The concept, story structure, and the video filming participants will be developed collaboratively.

Scope of Collaboration

The video production partner will work with ActionDignity on:

Creative development

- Participate in concept and story development discussions.
- Contribute to the narrative structure, interview approach, and script or story outline.
- Advise on a practical production approach within the agreed scope and available resources.

Filming

- Capture interviews and supporting footage at agreed locations in Calgary.
- Provide or arrange the filming equipment needed for the agreed production.
- Work respectfully with participants to support a comfortable storytelling experience.

Editing and post-production

- Edit the footage into a cohesive 8–10 minute video.
- Incorporate selected archival photos and footage supplied by ActionDignity, where appropriate.
- Complete sound editing, colour correction, titles, credits, and appropriately licensed music.
- Provide captions and incorporate feedback through an agreed number of revision rounds.
- Deliver a high-resolution final video suitable for gala screening and digital sharing.

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Scope to confirm together: Number of participants, filming days and locations, archival materials, caption format, and final delivery specifications.

ActionDignity's Contribution

ActionDignity will support the production by:

- Designating a primary contact to coordinate the project.
- Sharing organizational background and available archival materials.
- Identifying and inviting potential storytellers.
- Coordinating participant schedules and filming locations.
- Coordinating participant consent and discussing any accessibility or language support needs.
- Developing the story structure and scripts.

Proposed Timeline

Stage	Target timing
Confirm partner and agree on scope	November 2026
Develop concept, story outline, and participant plan	December 2026– Mid January 2027
Film interviews and supporting footage	January–Early February 2027
Review first cut and complete revisions	Early March 2027
Deliver final video for playback testing	March 15, 2027
Gala premiere	March 25, 2027

The final project timeline will be discussed and confirmed collaboratively in the agreement.

Honorarium and In-Kind Partnership

ActionDignity can provide a total honorarium of $1,000 toward this project. We recognize that the proposed work involves a substantial contribution of professional time, expertise, and production resources. We are therefore seeking a collaborator who can provide the remaining agreed services as in-kind support for our anniversary gala.

We welcome a conversation about a realistic scope that balances the storytelling vision with the partner's capacity. Any additional expenses must be discussed and approved before they are incurred.

Proposed recognition, to be confirmed together, includes:

- A production credit in the video.
- Acknowledgement as an in-kind gala partner in selected event materials.
- Recognition through ActionDignity's website and social media.
- Permission to feature the completed video in the partner's portfolio, subject to agreed participant consent and usage terms.
- Endorsement from ActionDignity if organizations are looking for videographers, filmmakers, or a production team.
- An Ad space in the gala event program

Intended Use

The video will premiere at the gala and may subsequently be shared on ActionDignity's website, social media, and at community or stakeholder events, subject to participant consent.

Ownership, usage rights, music and archival licensing, portfolio use, and arrangements for raw footage and project files will be confirmed in a written agreement before production begins.

Invitation to Express Interest

We would love to hear from videographers, filmmakers, or production teams who connect with this vision and have experience with documentary, interview-based, or community-centred storytelling.
Please share:

- A brief introduction and why this project interests you.
- Links to two or three relevant examples of your work.
- Your availability within the proposed timeline.
- The production scope you could support through this partnership.

Expression of interest deadline: November 10, 2026
Contact: Helen Zhang
Email: Helen.Zhang@actiondignity.org

We welcome your creative perspective in shaping a video that honours the people behind 25 years of dignity in action—and the future they are helping build.

ActionDignity reserves the right to modify the deadline, change the scope of work, reject any or all submissions for any reason without incurring any cost or liability, cancel or amend this call, negotiate with any agency and select the agency that best meets ActionDignity's needs without explanation.