

Terms of Reference

Logo, Web design and Development Consultancy

SAWA, a collaborative funding mechanism for Prospera women's funds

Applications to be sent to djurdja@sawamechanism.org by October 25th 2026

Introduction

Prospera INWFF is a global political network of 45 women's and feminist funds with the mandate to support movements led by women, girls, trans, intersex, and non-binary people working to build a feminist world. More than 75% of funds in the network are based in countries of the Global South and East and most of the funding goes to these territories.

In 2022, Prospera INWFF members raised USD 214.8 million yet were still only able to fund 23% of all eligible requests they received. A Bridgespan report shows that women's and feminist funds could absorb 10 times their current revenue. An increase in investments can produce exponential results for gender equality and feminist movements.

As a way to address unequal access to capital within the network, Prospera INWFF has created **SAWA, a collaborative funding mechanism for Prospera members** that acts as a feminist pooled Funding Mechanism which is led and owned by women's and feminist funds.

Prospera INWFFs Secretariat has seeded the mechanism with an initial 2M USD and it is fiscally sponsored by Women Win- Ignita. SAWA's mission is to strengthen the sustainability of women's funds within Prospera INWFF by supporting an equal redistribution of resources and responding to the crisis, building resilience, and innovation.

SAWA aims to foster:

- collective resource mobilization and learning (particularly of national and sub-regional funds with smaller budgets and difficult and underfunded geographies)
- collectively mobilize resources to fund women and feminist funds members of Prospera INWF individually and collaborations to have the financial resources on time to respond to multiple crisis and contexts
- co creating new and transformative ways of shifting and sharing power within Prospera by partnering with funders to invest in the sustainability of the architecture for funding activists and organizations working with and for girls, women, trans and non-binary people in the Global South and East - based on our feminist funding model.

About the consultancy

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SAWA mechanism governing body, the Steering Committee is looking for an external consultant-designer who can support the development of the logo and website for SAWA:

- Develop a distinctive, memorable logo that reflects SAWA's identity and can be used across digital and print materials.
- Design and build a website that clearly communicates who SAWA is, what it does, and how to engage with it.
- Deliver a site that is easy for non-technical staff to update and maintain after handover.
- Ensure all deliverables are accessible, mobile-responsive, and aligned with SAWA's brand and values.

Scope of Work

Part A — Logo design

- Discovery session to understand organisational identity, values and audience.
- Development of 2–3 initial logo concepts.
- One to two rounds of revisions based on feedback.
- Delivery of final logo files in all required formats (vector and raster, colour, mono and reverse versions).
- A short brand guideline covering logo usage, colour palette, and typography.

Part B — Website design and development

- Proposal of a sitemap based on SAWA's content and goals (indicative page count: 10).
- Wireframes for key pages, shared for feedback before visual design begins.
- Visual design of key page templates (e.g., homepage, about, partner with us, FAQ, contact) for desktop and mobile.
- Development on an agreed content management system (CMS) — e.g., [WordPress / Webflow / Squarespace / other].
- Population of initial content, provided by SAWA in a format to be agreed.
- Testing across major browsers and devices, and basic accessibility checks.

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- Handover session and written guide for the team to make ongoing edits.

Expertise

- Proven experience designing logos and visual identities, ideally for non-profits, funds or social justice organisations
- Understanding of, or commitment to, feminist, women's rights or social justice movements
- Ability to run a discovery session and turn values, identity and audience into visual concepts
- Strong conceptual and typographic skills, shown by distinct logo concepts
- Experience writing brand guidelines that cover logo use, colour palette, typography and spacing rules
- Ability to build a sitemap from an organisation's content and goals
- Hands-on experience building sites on at least one CMS, such as WordPress, Webflow or Squarespace
- Experience in building a site that non-technical staff can easily update
- Writing clear, plain-language editing guides and running training or handover sessions
- Organised delivery of source files, credentials and documentation

Deliverables

1	Logo concepts	2-3 initial concepts, digital presentation
2	Final logo files	Primary + secondary marks, colour/mono/reverse versions, in .ai/.eps/.svg/.png/.pdf
3	Basic brand guidelines	Logo usage, colour palette, typography, spacing rules
4	Website sitemap & wireframes	Page structure and low-fidelity layout for approval
5	Website visual design	High-fidelity design of key page templates (desktop + mobile)

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6	Built & tested website	Live site on agreed CMS/hosting, cross-browser and mobile tested
7	Handover package	Admin credentials, editing guide, source files

Please send your proposal + CV with portfolio + budget/quote to djurdja@sawamechanism.org by October 25th 2026. Expected duration is 3 months for the work. Start date is as soon as possible.