



Wallace Center
AT WINROCK INTERNATIONAL

Call for proposals: Farm to food assistance storytelling

Contract timeline: November 2025- April 2026: 5 months

Maximum budget: \$10,000

Application deadline: October 17, 2025

Introduction:

For decades, community food systems leaders have been working to increase access to fresh, healthy, culturally-important food to people experiencing food insecurity while simultaneously building stable and viable market channels for small to mid-size family farms, especially in historically underserved and marginalized communities. These efforts have flourished in recent years, as food pantries, food banks, state and federal government agencies, food hubs, community-based organizations and mutual aid groups leveraged new funding streams and partnerships to grow value chains for local farms by connecting them to food and nutrition distribution programs. The results are creative, systems level solutions that enable farmers to feed and nourish their own communities.

The Wallace Center has published a set of [research reports and case studies](#) on farm to food assistance programming and is seeking to create 3 new case studies that resonate in the current environment. These case studies will be used to promote farm to food assistance in partnership with the Food Systems Leadership Network and the National Sustainable Agriculture Coalition. The 3 farms and businesses to be interviewed for stories will be identified by the Wallace Center and introduced to the selected vendor to hand off for interview scheduling.

Goal:

Uplift stories of farmers and businesses that benefited from their participation in farm to food assistance value chains in a series of 3 stories. The interview guide and framework developed for these stories will serve as models for others to create and tell their own story for success.

Scope of work:

The selected vendor will be responsible for:

- Serve as a thought partner to the Wallace Center, Food Systems Leadership Network, and National Sustainable Agriculture Coalition in developing a series of stories.
- Writing 3 stories highlighting the benefits of public procurement.



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- Each story to include:
 - Approximately 700-word story
 - Sharing language for use in social media/newsletter outreach
 - 1 interview with the farm or businesses being profiled for the story
 - 2 rounds of edits and revisions for each story
 - The vendor will not be responsible for graphic design of the stories.
- In partnership with the Wallace Center, FSLN and NSAC, develop an interview guide and story template based on the process used for these stories. This guide and template will be shared with stakeholders to develop their own stories in the future. The vendor will not be responsible for graphic design of the interview guide and template.
- Provide training for a small group of stakeholders on how to use the interview guide and template created.

Timeline:

- All 3 stories and outreach language should be completed by January 2, 2026 so that they can be designed and released in February 2026.
- The interview guide and story template should be completed by January 30, 2026
- The training on the interview guide and story template completed by February 27, 2026

Qualifications:

We are seeking a storyteller with demonstrated experience conducting interviews and transforming them into engaging, audience-centered narratives. The role requires strong project management skills, including the ability to coordinate across multiple partners and effectively prioritize tasks to meet a defined timeline. The ideal candidate will also be able to train others on how to use a storytelling guide and template to develop their own stories.

How to apply:

Interested parties should submit:

- A brief cover letter introducing your organization and sharing your qualifications for this project (1 page)
- An outline of your proposed approach (up to 2 pages)
- Examples of previous related work
- Budget proposal (up to 1 page)
- Resume or bio of key personnel



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To apply, please send an email to andrew.carberry@winrock.org with the subject line “Communications Proposal” by October 17th . Direct any questions to Andrew Carberry at Andrew.carberry@winrock.org or call 501-280-3028.

Evaluation criteria:

Proposals will be evaluated based on:

- Alignment of approach with our scope of work
- Experience and qualifications
- Cost-effectiveness