



Video Support Brief: Telling Our Story - Year 11 Impact

About Us

West Northumberland Food Bank has been at the heart of our community for over 11 years, working towards a vision of a community where no one faces food insecurity. As we look to the future, we aim to tell the story of our impact in a fresh, engaging and forward-thinking way. This year, we are moving away from a traditional printed annual impact report to a more engaging, streamlined and accessible format, using video content to amplify our message.

Project Overview

We are seeking pro bono video production support to help us create compelling content that will bring our story to life. This content will support other materials, including animations, infographics and photos, to highlight the impact of our work and how we're working towards our vision.

Our goal is to create a "capsule wardrobe" of storytelling assets: a series of short videos that can be shared individually across platforms (Facebook, Instagram, LinkedIn, etc.) or combined to tell the full story of our 11th year. Each piece will spotlight a specific area of our work, showcasing the people, passion and purpose behind West Northumberland Food Bank.

Key Deliverables

We are looking to produce:

1. A Series of Short Videos (Bitesize Content):
 - a. Each video will be .30 seconds - 2 minutes (max) long, focusing on specific aspects of our work:
 - i. **Helpline:** Showcasing the essential support we provide to people in need.
 - ii. **Operations:** Highlighting the logistics behind food distribution, partnerships and food donations.
 - iii. **Outreach:** Demonstrating the impact of the first couple of months of our exciting community outreach pilot, featuring carefully curated audio-recorded stories from those we support (e.g., pensioners, larger families). To protect their identity, these stories will be voiced by individuals who are not the beneficiaries.
 - iv. **Governance:** Featuring interviews with our Trustees about the organisation's vision, impact, and plans for the future.
2. Interviews & Case Studies:
 - a. Filmed interviews with key stakeholders:
 - i. Trustees and team members sharing insights and reflections.
 - ii. Stories from those we support delivered through carefully curated audio to ensure anonymity.
3. Cohesive Visual Style:



- a. The videos should have a consistent look and feel, complementing other materials like animations and infographics.
- b. Branding elements (logo, colour palette, etc.) will be supplied.

Audience

The content will be tailored to the following audiences:

- **Local Businesses and Partners:** Encouraging collaboration and support.
- **Potential Funders:** Demonstrating the impact of our work to secure funding.
- **Community Supporters:** Engaging our network of givers and volunteers.

Video Requirements

- **Tone:** Engaging, professional and community-focused.
- **Style:** Clean, impactful and accessible, with a focus on authenticity.
- **Format:** Optimised for social media (Facebook, Instagram, LinkedIn) and compatible with our website.
- **Length:** Each video should be concise and impactful.

Support We Need From You

1. Pre-Production:

- a. Collaborate with us to develop a storyboard.
- b. Provide creative direction and advice on structuring the content effectively.

2. Production:

- a. Filming on location at the food bank to capture interviews and operations in action.
- b. High-quality audio and visuals to ensure professional results.

3. Post-Production:

- a. Editing the footage into polished, bite-sized videos with branding and subtitles for accessibility.
- b. Delivering final videos in formats suitable for social media and website use.

4. Creative Input:

Suggestions for visual storytelling techniques to enhance the videos, focusing on elements like framing, transitions and overall narrative structure.

Timeline

Delivery of Final Videos: Tuesday 6th May

Why This Matters

The work we do at West Northumberland Food Bank provides vital support to those in our community when times get tough. By helping individuals and families access the essentials they need, we enable them to face the day, feel less overwhelmed and take steps toward stability. Your support in creating this video content will allow us to share the impact of our work more widely, inspiring others to join us in making a difference.

Contact

Please reach out to Naomi Kitchen at naomi.kitchen@westnorthumberlandfoodbank.org.uk to discuss this project further.