



CANADIAN
WOMEN'S
FOUNDATION

FONDATION
CANADIENNE
DES FEMMES

REQUEST FOR PROPOSALS

EVALUATION CONSULTANTS - TEEN HEALTHY RELATIONSHIPS

PROPOSAL DUE: SEPTEMBER 7, 2020

The **Canadian Women's Foundation** invites proposals from qualified consultants to plan, design, and conduct the evaluation of our multi-year Teen Healthy Relationships Grants – a four-year national funding initiative to prevent gender-based violence with youth of all genders aged 10 to 19. Evaluation work is to be completed collaboratively with the Canadian Women's Foundation and funded programs (grantees) during the period of September 2020 to August 2024.

The successful consultant(s) will have proven experience in tracking and analyzing participant outcomes, collaboration and knowledge mobilization impacts, project evaluation, project management, and an understanding of programming for children and youth, particularly gender-based violence programming.

ABOUT THE CANADIAN WOMEN'S FOUNDATION

The [Canadian Women's Foundation](#) is a national leader in the movement for gender equality in Canada. Through funding, research, advocacy, and knowledge sharing, the Foundation works to achieve systemic change that includes all women. By supporting community programs, the Foundation empowers women and girls to move themselves out of violence, out of poverty, and into confidence and leadership.

Launched in 1991 to address a critical need for philanthropy focused on women, the Canadian Women's Foundation is one of the largest women's foundations in the world. With the support of donors, the Foundation has raised more than \$90 million and funded over 1,900 programs across the country. These programs focus on addressing the root causes of the most critical issues and helping women and girls who face the greatest barriers.

The Canadian Women's Foundation aims to be inclusive of diverse people across gender and sexuality spectrums. We focus our efforts on supporting those who face the most barriers and have least access to relevant services. This includes people who identify as women, girls, trans, Two-Spirit, and Non-Binary.



ABOUT THE TEEN HEALTHY RELATIONSHIPS PROGRAM

The Canadian Women's Foundation has been funding gender-based violence prevention programs with youth for more than 20 years. From 2006 to 2011, a multi-year funding program was piloted with four organizations to support school-based healthy relationships programs that focused on preventing dating violence. Based on the [positive evaluation of the long-term impact of this work on attitudes and behaviour by Dr. Lesley Tutty](#), Canadian Women's Foundation completed a [national learning strategy](#) to help build the field and support organizations in developing programs from 2011 to 2012. This strategy, funded by Status of Women Canada, was instrumental in disseminating information on the best practices around youth engagement, gender analysis, and diversity.

In 2013, The Foundation increased its funding for Teen Healthy Relationships programs to support 17 programs throughout the country for 4 years. The criteria for the programs selected prioritized work that was school-based, open to all genders, and with youth leadership components. The criteria also focused on having a strong gender and intersectional analysis, using positive approaches, and including skill-building components. This funding program ended in June 2017, and [the final evaluation report by InsideOut Policy Research](#) was released in September 2017.

In September 2019, the Canadian Women's Foundation issued [a national call for proposals](#) for our next Teen Healthy Relationships grant cycle. Organizations could apply for grants that addressed one of the following three goals:

- A. **Teen Healthy Relationships Programs** - up to \$40,000/year to support a fully developed or in-progress program for teens between the ages of 10 and 19.
- B. **Developmental Programs** - up to \$20,000/year to support the planning and piloting of a Teen Healthy Relationships program.
- C. **National or Regional Networks** - up to \$40,000/year to develop networks that strengthen and enhance the field of Teen Healthy Relationships nationally or regionally.

In June 2020, the Canadian Women's Foundation Board of Directors approved funding for 15 Teen Healthy Relationships programs that range from \$20,000 to \$40,000 per year, as well as an additional \$3,000 per year in Access Funds for costs related to accessibility, such as translation, providing sign language, attendant care, and transportation in remote communities. All grants are for a 4-year period, from September 2020 to August 2024.

ABOUT THE GRANTEES

The organizations were selected based on best practice criteria that were identified through our ongoing research and Teen Healthy Relationships evaluations, and in partnership with our advisory committee.

The grants selected for the 2020-2024 cycle have reach throughout the country and demonstrate a variety of approaches, work with diverse groups of teens, represent various types of organizations, and take place in a variety of settings. While the demographics are



varied, some of the main populations served include First nations, Métis and Inuit, Black, and racialized girls, immigrant and refugee girls, girls living with disabilities, and 2SLGBTQI+ identified youth. Programs take place in a variety of settings including rural areas, small urban areas, large urban areas, First Nations reserves and northern communities.

In selecting programs for this multi-year funding, we prioritized the following:

Guiding Principles

- Grounded in an intersectional feminist approach
- Women-centred, inclusive of two-spirit, trans, and non-binary identified people
- National in scope, ensuring good regional representation, including from rural, remote, and northern communities
- Focused on reflecting and responding to the unique needs of local communities, prioritizing those that face multiple barriers or are underserved, including First Nations, Métis and Inuit peoples, Black peoples, those living with disabilities, and 2SLGBTQI+ peoples
- Collaborative and inclusive
- Committed to better supporting First Nations, Metis & Inuit communities, including integrating the Truth and Reconciliation Commission's Calls to Action and the Missing and Murdered Indigenous Women, Girls and Two-Spirit Peoples Calls to Action
- Committed to advancing gender equity, taking into consideration policies and action plans, as well as promising practices in the field
- Wise and prudent stewards of funds

Overall Criteria

- Focus on teens of all genders between the ages of 10 and 19
- Inclusive of all gender expressions.
- Focus on all relationships in young peoples' lives, including self, peers, (chosen) family, friends, community, school, land, and dating/romantic/intimate relationships. Also considering systemic or root causes to inequity, including confronting sexism, colonization, anti-Black racism, homophobia and transphobia and ableism.
- Understand the intersection of violence with factors such as race, class, gender and sexual identity, disability, immigration status, language, or geography
- Relevance of the approach for teens in local area
- Organization's mission, values, and previous experience with violence prevention programming with youth
- Inclusion of an outreach and recruitment strategy that strives to reach potential participants who may experience barriers to accessing programs
- Programs are for youth who face multiple barriers and are underserved, including First Nations, Métis, and Inuit peoples; Black people; people of colour; those living in rural or northern communities; those who identify as 2SLGBTQI+; those living on low-incomes; refugees; immigrant or non-status people; those with disabilities and/or who are Deaf
- Strong gender analysis with a commitment to including gender issues as a central part of the learning objectives

Program Criteria

- Have a significant focus on issues of gender-based violence and healthy relationships. This may be within the context of connecting key issues such as violence, relationships, mental health, sexuality, connection to land and other forms of kinship,



confronting colonization, Anti-Black racism, homophobia, transphobia, and other systemic or root causes of violence and inequity.

- Programs must run for at least 10-14 weeks for a full program and or 4-6 weeks for a Developmental Program per year at regular intervals, accessible to the same group of youth. Short-term and one-time only programs or workshops are not eligible.
- Programs that take place either In-School (e.g. during school hours as part of the curriculum, and programs delivered in a school setting, such as after-school programs) or are Community-Based (e.g. programs delivered outside of school hours in community settings, such as community centres, organization premises, or housing common areas).
- Programs that are Universal (e.g. delivered to all students in a particular grade/community, typically mandatory) or Selective (e.g. delivered to a specific group or community of teens, typically voluntary).
- Use an asset-based, positive approach with components that build skills in areas such as critical analysis and decision making
- Include efforts to include cyber-life, cyber-violence, and digital literacy in the content.
- Actively involve teens as peer leaders AND in other ways that promote their feeling of ownership in the project. Where peers are seen as natural supports and are mentored to lead programming. Foundation defines “peer” as within 3-5 years of the age of program participants
- Demonstrate a focus on facilitation/facilitators, including team or co-facilitation as a best practice, that facilitators reflect the communities they are working with, and that consideration is paid to facilitator retention
- Consider Parent/Guardian/Caregiver involvement, and describe the strategy and approach to their inclusion or not
- Demonstrated approaches to create and maintain safer/braver spaces during program time, and consideration given to the safety of program participants and staff outside of program spaces. In addition, demonstrating strategies for preparing environments that encourage to speak up (e.g. training non-program staff and/or teachers at the school)

Grantee Activities

In addition to funding, capacity building for our cohort of grantees is an important component for the Foundation. By funding Teen Healthy Relationships programs and facilitating knowledge sharing and learning among the grantees, we anticipate improving organizations’ ability to deliver strong programs and their capacity to lead / contribute to advocacy efforts.

Successful applicants are expected to develop and take part in learning and evaluation activities such as:

- Grantee meetings
- Peer-to-peer learning opportunities
- Evaluation strategy
- Skills institutes that increase knowledge and build the field of practice
- Strategic alliances and networks

ABOUT THE EVALUATION

Evaluation is an integral part of the Foundation’s approach to grant-making and philanthropy. It ensures we are continually funding appropriate, dynamic initiatives and supplies the tools



to demonstrate impact to our donors and other stakeholders. The evaluation is also used externally to support knowledge transfer for grantees and the wider social service sector.

Evaluation and capacity building opportunities will be built into the work of the funded organizations as part of the next four-year cycle. As we learn about our grantees, the people they serve, their organizational structure, their community context, and their analysis and approach, we also learn to better support them to fulfil their goals and meet community needs. We constantly look for avenues to support our grantees to amplify their impact.

We are seeking a partnership with evaluation consultants who embrace a collaborative and strategic learning approach—i.e., the evaluation strategy should be flexible to ensure that grantees are supported in recognizing emerging issues and adapting responses accordingly. This will entail strong collaboration and communication with both grantees and Foundation staff. Through evaluation that is strongly informed by grantee knowledge, we hope that grantees and Foundation staff will be able to get a sense of how the funded interventions are building strength at the community level and are contributing to systemic change towards gender equality.

Key Questions

Because we believe that the framework and the methodology should be validated in collaboration with the grantees, the suggestions provided are open to discussion with stakeholders and may change over time.

Working with Foundation staff and Teen Healthy Relationships grantees, evaluators will be asked to develop an evaluation strategy that considers the following:

1. Individual Level Change

- To assess the impact of the funded programs on participants' lives, exploring outcomes such as:
 - Increased knowledge of gender-based violence
 - Increased confidence, critical thinking skills connectedness
 - Increase in healthy relationships
 - Increased feelings of competence/skill building
 - Increased health and wellbeing
 - Better relationships with parents and peers
 - Improved school success
- To identify and examine any relationships among best practices (ie: gender analysis, youth engagement, etc), teen relationships and outcomes, such as attitude or behaviour change

2. Practice Change

- To identify best practices in program and service delivery in the prevention of gender-based violence
- To determine the impact of the funding on programs, organizations and developing networks
- To identify evidence of reflective practice with the integration of new knowledge (e.g., enhanced gender analysis, decolonization strategies, etc.)
- To assess the impact of the Community of Practice and network activities on programming and violence prevention issues nationally

3. Sector or Policy Change



- To provide information that can be used in building a case for the importance of teen healthy relationships programming with youth and identifying the policy issues that are presenting barriers for teens
- To identify changes in policy necessary to advance the work of the learning, networking and advocacy activities related to this grant cycle.
- To measure grantee capacity to lead / support advocacy towards systemic change

In addition to providing important insights into the progress of the grantee cohort, information collected through the evaluation will help the Foundation to identify gaps in our approach to funding and capacity building. The Evaluator(s) will need to remain sensitive to the potential disconnect between expectations on the part of the Foundation with respect to the scope of the evaluation work and what the grantees can realistically manage. They may also need to balance/integrate the Foundation's evaluation framework requirements with the existing evaluation strategies of the funded organizations.

Evaluation Consultant(s) Role and Criteria for Selection

Working in partnership with the grantees and the Canadian Women's Foundation, the evaluators will design and implement a formal multi-year evaluation strategy built on strong collaboration in the following areas:

- Developing evaluation questions, outcome indicators and methods of data collection
- Identifying and implementing a process for collecting and submitting information through surveys, interviews, regular program reporting, and other innovative data collection methods
- Creating a system for providing regular feedback that will deepen impact by identifying key opportunities as they arise and/or are assisting to troubleshoot and provide amendment to the research and evaluative process where necessary

The evaluation consultant(s) will, as far as possible, be able to provide important information that will allow the funded programs and the Foundation to innovate and use research productively to enhance program functions. Evaluation consultant(s) will also work with the Foundation to integrate training and support for grantees through this work. Our expectation is that the evaluation consultant(s) will transfer knowledge and skills about evaluation to build the capacity of grantees as part of this evaluation strategy.

Qualifications

We are looking for evaluators who:

- Offer innovative ideas and methods of data collection and analysis
- Have experience tracking, measuring, and analyzing outcomes and change at the participant level, including working with marginalized and vulnerable participants
- Have experience working within Indigenous cultural frameworks
- Have knowledge and experience in formative, process and impact evaluations, program logic models, and network development
- Have experience working with youth ages 10-19 or can leverage other experience with this age group
- Are able to gather learnings resulting from the evaluation and translate these into a dissemination strategy



- Are committed to knowledge transfer that will enhance the organizational capacity of grantees, focusing on increased understanding of evaluation and skill development
- Have well-developed consultation and facilitation skills and are comfortable working with a wide range of community organizations
- Have demonstrated success in project management, effective leadership skills and an understanding of organizational development
- Are proficient and highly effective communicating via teleconferences and web-based conferences
- Are able to work both independently and in a collaborative team environment
- Work in both French and English at a professional level

Project Outline and Reporting

The key components of the evaluation work plan are:

1. Evaluation planning, design, creation of tools:

- After reviewing information from Teen Healthy Relationships grantees and programs, the consultants will propose an evaluation and learning strategy to be finalized in collaboration with Foundation staff and grantees.
- The consultants will present the proposed strategy at a meeting of grantees (in fall 2020) to finalize the evaluation framework, tools, timeline, and methodology. Grantee meetings will be held annually and will provide an opportunity to adapt the evaluation as needed.
- The plan will include communications and reporting systems for ongoing course correction, monitoring of activities, and feedback from grantees.

2. Implementing Evaluation:

- We anticipate that the evaluation consultants will take a lead role in determining and implementing the methods and frequency of data collection. We are interested in exploring creative ways to use both qualitative and quantitative data.
- The consultant will not be expected to solely collect all the information but will train and support grantees to do part of this work as well, ensuring knowledge transfer to grantees.
- Ongoing check ins with grantees and Foundation are expected to help with the data collection process and revision of the evaluation strategy as needed.

3. Analysis and Reporting:

- The evaluation consultants will be responsible for analyzing the data collected and preparing reports to the Foundation and the grantees.
- The consultants are expected to provide short regular written updates on milestones and challenges encountered.
- We anticipate an interim report at the end of each year (which should include a summary overview of the grantees' mid-year and year-end reports), and a final report summarizing the evaluation at the end of the fourth year. A stakeholder report will also be completed at the end of the four-year granting cycle.
- An annual 'issues brief,' including a current literature review and trends in the field, is considered an asset.



Contract and Budget

The successful candidate(s) shall enter into a contract with Canadian Women's Foundation from September 2020 to August 2024. The maximum payment for work on this project is:

Year 1 - \$50,000

Year 2 - \$50,000

Year 3 - \$50,000

Year 4 - \$50,000

Please submit a detailed budget, including per diems and number of days, based on the proposed work plan, deliverables, and contract duration. Expenses such as travel, online meetings, conference calls, data entry or meeting materials should be listed separately, to be considered by the Foundation as additional expenses. Additional funding is set aside by the Foundation to pay grantees for the work they will do on the evaluation.

Proposal Requirements

The evaluation proposal should include the following sections:

1. Your team's approach:

- To working with the Canadian Women's Foundation and grantees in the design, planning and implementation of the evaluation framework and strategy
- To working with the target population
- To anticipated challenges and how to address those challenges

2. Your team's methods

- Of data collection proposed, including the selection or development of tools such as questionnaires or other forms of information collection and frequency of data collection
- Of identifying indicators, defining "success" and what measures will be used to track the increase in program participants' protective factors, as well as practice and policy change
- Of analyzing information and capturing learnings gathered from participant interviews and other forms of data collection
- Of training and supporting grantees in the data collection and evaluation process

3. Additional Documents

- Workplan and timelines, including all activities and reporting
- Qualifications and experience of evaluation consultant(s) in relation to evaluation.
- A sample or description of a relevant previous project would be helpful. If you work as an evaluation team, clearly indicate areas of specialization and how responsibilities will be divided.
- Budget, including per diems and anticipated number of days for each of the consultants involved
- Three references for the individual or team that reflect relevant experience
- Information about any previous work or project that might be considered to be in conflict with the values of Foundation



Proposal Submission Information

Please submit your proposal by email no later than **5:00pm on Monday, September 7, 2020**. Interviews will be conducted with short-listed candidates only the week of Sept 14th.

If you have any questions, please contact:

Keetha Mercer, Director, Community Initiatives & Grants

kmercercanadianwomen.org or 416-365-1444/1-866-293-4483 ext 238

The Teen Healthy Relationships Grants are made possible by the following generous donors to the Canadian Women's Foundation Violence Prevention Fund:

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