CALL FOR PROJECT PROPOSALS

Seeking a Local NGO to implement a Community and Social Mobilization component on ending Child, Early and Forced Marriage (CEFM) under Breakthrough ACTION Malawi

Deadline for submission of Proposal Applications: Midnight of 14th August 2020

I. BACKGROUND

Breakthrough ACTION Malawi is part of the global USAID funded flagship program being led by Johns Hopkins - Centre for Communication Programs (JHU-CCP) with Save the Children as sub. In Malawi, the initiative has focused on ending Child, Early and Forced Marriage (CEFM) through a 1-year project that aims at sparking a social movement through organised diffusion to jointly challenge the entrenched normalisation of child marriages, in order to effectively prevent and stop the practice.

CEFM in Malawi remains a key challenge as the rate of child marriage is the 11th highest in the world and the 9th highest in Africa. Almost half the girls (47 percent) in Malawi are married by the age of 18 and 12 percent are married by age 15. Pregnancy typically happens within the first year of marriage and contributes to the high adolescent pregnancy rate, i.e., according to the Malawi Demographic Health Survey (MDHS) 2015-2016, 29 percent of girls aged 15-19 had begun childbearing. In addition to the fact that early child bearing results in high rates of morbidity and mortality with teenage pregnancies contributing to 20-30 percent of maternal deaths, it contributes to the high total fertility rate of 4.4 children per woman, which has serious implications for the country.

Child marriage is rooted in gender inequalities and in the low value accorded to girls and women, and is exacerbated by poverty, social insecurities and conflict. CEFM denies girls their rights because it ends their childhood abruptly, prevents them from completing their education and also exposes them to abuse because of the inherent power disparities in their marital relationships. The psychological and physical dangers of bearing children before their bodies are mature enough to do so only serves to exacerbate the problem. Furthermore, it undermines the development priorities of a country as these girls and young women are unable to reach their full potential to contribute fully to the nation’s socio-economic growth.

The CEFM Action will utilize multiple approaches to achieve the goal of sparking a social movement including working with adolescent girls and young women, their caregivers and the community at large to ensure wider community involvement, ownership of the effort and a supportive environment for social change.

1 Ibid.
2 Malawi Demographic Health Survey (MDHS) 2015-2016, Malawi National Statistical Office.
3 Ibid.
Save the Children (as part of Breakthrough Action Malawi) is hence seeking a local NGO to implement the Community and Social mobilization component of CEFM project as indicated in detail below.

II. SCOPE OF WORK
Breakthrough ACTION Malawi is seeking a local organization to conduct the following:

- Lead community and social mobilization interventions around CEFM in the two districts of Chikwawa and Machinga, through the application of the Community Action Cycle and REAL fathers approaches, specifically adapted to address CEFM

- Strengthen the capacity of existing local structures and networks to enable them plan, apply, monitor and improve community-led, social and behavior change initiatives to address CEFM and other harmful traditional practices

- Foster greater strategic coordination amongst community members, local structures, relevant stakeholders and other USAID implementing partners.

The Community Action Cycle is a seven-phased approach that helps communities identify problems and propose solutions, using existing community structures and networks as a platform to implement different interventions at the community level. The Community Action Cycle in this project will be modified and enriched with the TOSTAN community empowerment model as well as REAL fathers approach for the purpose of this CEFM work. The local organization will collaborate with Breakthrough ACTION Malawi and other stakeholders for the application of the adapted/modified Community Action Cycle and REAL Fathers/Mothers approach in the targeted TAs in Machinga and Chikwawa districts. Specifically, the local organization is expected to deliver the following services from August 24, 2020 to June 30, 2021:

<table>
<thead>
<tr>
<th>Community Action Cycle Phase</th>
<th>Key Services to be Delivered</th>
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<tbody>
<tr>
<td>Prepare to Mobilize</td>
<td>• Participate in Training of Trainers (TOT) to national stakeholders conducted by Breakthrough ACTION Malawi with the aim of strengthening the capacity of national and regional partners to use the Community Action Cycle to facilitate community mobilization trainings.</td>
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<td>• Participate in Basic Trainings of district stakeholders conducted by Breakthrough ACTION Malawi with the aim of reinforcing the capacity of local partners to use adapted guides to facilitate the roll out of the community mobilization process in targeted districts.</td>
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<td></td>
<td>• Participate in a workshop for community radio journalists on solutions journalism and community engagement with the aim of defining the specific role community media outlets will play in reporting on Community Action Cycle activities, amplifying key messaging related to CEFM, cultivating feedback loops and</td>
</tr>
<tr>
<td>Action</td>
<td>Description</td>
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<tr>
<td><strong>Organize the Community</strong></td>
<td>Oversee the mapping exercise developed by Breakthrough ACTION Malawi to identify all community assets to be mobilized during community events.</td>
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<tr>
<td><strong>Explore</strong></td>
<td>Organize the necessary workshops for communities to discuss CEFM and prioritize SBC issues and determinants.</td>
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<tr>
<td><strong>Plan Together</strong></td>
<td>Host workshops for communities to develop action plans that address priority SBC determinants related to CEFM.</td>
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<tr>
<td><strong>Act Together</strong></td>
<td>Deliver trainings to key community structures including CHAGs, CACs, Child protection committees, CVSUs, CBOs with the aim of building their capacity to implement, monitor and report on CEFM focused SBC activities and to more effectively carry out their roles.</td>
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<tr>
<td><strong>Act Together</strong></td>
<td>Facilitate and support the organization of monthly monitoring and microplanning meetings.</td>
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<tr>
<td><strong>Act Together</strong></td>
<td>Monitor timely production and broadcast of radio content funded by Breakthrough ACTION.</td>
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<tr>
<td><strong>Act Together</strong></td>
<td>Oversee monthly collection and analysis of audience feedback around priority SBC determinants and progress on community action plans collected by community radio partners through call-in shows and other channels.</td>
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<tr>
<td><strong>Evaluate together</strong></td>
<td>Oversee participatory evaluation of community SBC interventions targeting CEFM and facilitating a second cycle of planning.</td>
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<tr>
<td><strong>Prepare to scale up</strong></td>
<td>Participate potentially in various meetings/conversations related to scaling up intervention to additional areas in case requested by the donor.</td>
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### III. EXPECTED PROJECT DELIVERABLES

The local organization will be required to adhere to the following reporting protocols:

- Submit monthly activity plans and reports to Breakthrough ACTION Malawi through Save the Children Malawi
- Submit monthly finance forecasts and reports to Breakthrough ACTION Malawi through Save the Children Malawi
- Ensure that the implementation of all activities of Breakthrough ACTION Malawi are in compliance with USAID and contractor policies and procedures.
The local NGO will be expected to deliver the following:

<table>
<thead>
<tr>
<th>Expected Project Deliverables</th>
<th>Source of verification</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. A detailed implementation plan and refined budget that includes all activities and deliverables</td>
<td>Implementation plan and budget</td>
</tr>
<tr>
<td>2. Analysis of community assets in target districts</td>
<td>Community mapping and analysis report, Photos</td>
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<td>3. Orientation for Traditional leaders conducted</td>
<td>Photos and/or videos of orientation</td>
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<td></td>
<td>Monthly Activity Report</td>
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<td>4. ADC, VDC members trained</td>
<td>Submitted community action plans</td>
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<td>Monthly Activity Report</td>
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<td>5. Workshops for communities to discuss CEFM and prioritize SBC issues and determinants conducted</td>
<td>List of participants</td>
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<tr>
<td></td>
<td>Photos and/or videos of workshop</td>
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<tr>
<td></td>
<td>Monthly Activity report</td>
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<tr>
<td>6. Community action plans developed and validated</td>
<td>Submitted community action plans</td>
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<td>Monthly Activity Report</td>
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<tr>
<td>7. Trainings delivered to CHAG, CAG, CP committees, CVSUs with the aim of building their capacity to implement, monitor and report on CEFM focused SBC activities and to more effectively carry out their roles</td>
<td>List of participants</td>
</tr>
<tr>
<td></td>
<td>Photos and/or videos of workshop</td>
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<tr>
<td></td>
<td>Monthly Activity report</td>
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<tr>
<td>8. Monthly monitoring and microplanning meetings conducted</td>
<td>List of participants</td>
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<td>Photos and/or videos of workshop</td>
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<td>Meeting Minutes</td>
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<td>9. Monthly logs of community radio broadcasts</td>
<td>Register of broadcasted spots/radio programs funded by Breakthrough ACTION Malawi</td>
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<td>10. Monthly audience feedback collection and analysis reports</td>
<td>Radio call-outs</td>
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<td>Documented audience feedback from call-in shows, debates and other channels.</td>
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<td>11. Monthly Activity Report</td>
<td>Accepted monthly report by Breakthrough ACTION Malawi</td>
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<tr>
<td>12. Monthly Finance Report</td>
<td>Accepted monthly finance report by Breakthrough ACTION Malawi</td>
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</table>

**IV. ELIGIBILITY**

- Must be a registered NGO in Malawi with valid registration certificate. Copies to be included in the proposal submission.
- The NGO must be capable of being a subawardee according to USAID requirements which include having or developing an Anti-Trafficking in Persons Plan.
- NGO must not be in violation of the US Government’s Protecting Life in Global Health Assistance policy (a policy which aims to ensure that U.S. taxpayer funding
does not support foreign non-governmental organizations that provide or actively promote abortion as a method of family planning).

- NGOs with existing relationships with District Councils may have an added advantage. Relevant relationships/partnership with government must be disclosed in the submission.
- The eligible NGO should have capacity to conduct community and social mobilization with demonstrable experience of using participatory approaches and community engagement models, working with community development and governance structures and adolescent youth.
- The eligible NGO should have lobbying and advocacy capacity especially at district level.
- The eligible NGO should have technical capacity to deliver training and build capacity of community development/governance structures.

V. PROPOSAL FORMAT

All bids should be typewritten, single spaced using Calibri font, size 11, and one inch margins. They should not exceed 10 pages (excluding cover letter, timeline, budget and any appendices). The following format and categories of information are recommended at a minimum; these are aligned with the evaluation criteria specified in this proposal. The organization may include additional categories of information as needed to adequately describe their proposal.

Cover letter: A one-page cover letter signed by the Head of organisation from the bidding agency. The letter should contain the name, mailing address, telephone number, email address, and other relevant contact information of the bidder.

Introduction and Background: This section should demonstrate that the organization understands and has experience in social and community mobilization in Malawi. It should also include a brief overview of the assignment as understood by the organization and a brief statement of the organizations overall approach.

Organizational Capacity: Describe the organization’s qualifications and suitability to conduct and manage the activities described in this Scope and to deliver the expected results. Include any administrative and fiscal credentials that support the ability of your organisation to conduct and complete the work successfully. Please submit your financial manuals and processes as appendices and note if you have ever been audited. Include information on any key staff within the organization with experience working in community engagement and social mobilisation who will support the proposed work.

Organizational Experience: Describe the organisation’s previous experience around preventing and stopping child, early and forced marriages as well as the utilisation of participatory and social behavioural change approaches as well as community and social mobilisation approaches.

Proposed Plan: Include your implementation plan for implementing community and social mobilisation component. The plan and budget should reflect the Scope of work provided in this call for proposal.
Proposed Timeline: A timeline showing the implementation of the work for the SOW provided for from August 24, 2020 to June 30, 2021.

Budget and its accompanying notes/narrative: Provide a detailed budget in Excel for all aspects of the work with line items that are aligned with the activities described in the proposal.

- The budget should include relevant line items, number of units, per unit costs and total costs in both MWK and USD. The total budget should be between USD 100,000 – USD 120,000 and not exceed USD 120,000
- Narrative notes in MS Word should be included to explain the costs for each line item. Reasonableness of cost and completeness will be reviewed.
- If employee benefits are charged as a flat percentage of salary costs, a detailed breakdown of the components must be included.
- The subaward will be a Cost Reimbursable award, and no profit or overheads may be included other than either a 10% indirect cost rate, or the company’s Negotiated Indirect Cost Rate Agreement (NICRA) with the US government.

n/b; The applicant should read and follow carefully the requirements stipulated in the Detailed Scope of Work

EVALUATION CRITERIA
Proposals will be evaluated according to the following criteria:

- **Introduction and Background (10 points):** Organization’s understanding of the proposed work.
- **Organizational Capacity (20 points):** Organization’s capacity to manage (technically, administratively and financially) this activity and deliver results.
- **Organizational Experience (20 points):** The quality and extent of previous institutional experience around empowering adolescent girls and young women and preventing child marriage.
- **Proposed Plan (30 points):** The approach will be evaluated on the overall merit and feasibility of the approach and strategies proposed to achieve the results.
- **Timeline (10 points):** Include a proposed timeline with major activities and deliverables outlined. It must show the ability to complete the SOW in a timely manner.
- **Budget Completeness (10 points):** The quality of the budget from the perspective of reasonableness and inclusion of all costs. The budget should clearly align with proposed activities and have clear budget notes.

PROPOSAL SUBMITTAL
Applications with subject line; ‘Proposal to implement a Community and Social Mobilization component on ending Child, Early and Force Marriages (CEFM) under Breakthrough ACTION Malawi’ should be submitted by midningt of 14th August, 2020 to following email address.

Email: Malawi@savethechildren.org

Only Shortlisted applicants will be acknowledged.