



The Colombo Plan

Request for Proposal (RFP)

Training on Fundraising, Advocacy and Outreach Strategy Development for the Implementing Partners of the Colombo Plan Gender Affairs Programme

The Colombo Plan Gender Affairs Programme (CPGAP) is seeking the expert services of a consultancy to conduct a two segment training on fundraising, advocacy and outreach strategy development for its implementing partners based in Afghanistan. The first training segment's intended purpose is to build the capacity of implementing partners' staff, while the second segment will be tailored for Board members. The overall objective of the training is to provide the CPGAP's local implementing partners with practical knowledge on fundraising, advocacy and outreach in view of developing a clear vision and roadmap to achieve institutional sustainability. Accordingly, the training will focus on:

1. Optimize NGO resource fund development
2. Securing large scale and broader target audience and partner engagement
3. Board Governance and Engagement

The participants of the first training segment will be inclusive of high level personnel, i.e. directors, managers, sustainability officers. Accordingly, the training material will need to be designed to be comprehensible for the participating personnel. Total number of participants for the first training segment will be 20, and the number of Board participants for the second training will be 38.

Depending on the situation pertaining to the COVID-19 pandemic, the first training segment will be conducted as an in-person training at a CP security approved venue for 4 days (8 hours per day) in Kabul or as online training for 8 days (4 hours per day). The selected consultancy firm will be required to plan and prepare for the 4 day training for both scenarios as CPGAP may be required to provide both forms of training simultaneously or change method of implementation last minute due to security issues, a second wave of coronavirus and/or government imposed restrictions.

The second training segment on "Board Governance and Engagement" will be conducted via online as some Board members are located outside of Afghanistan. The training will be conducted for 2 days (4 hours per day).

The Colombo Plan requests all interested consultancy firms to submit a proposal in accordance with this "request for proposal" (RFP) and in consideration of the annexed term of reference (TOR).

Your proposal, if selected, will form the basis for a contract between your firm and the Colombo Plan. Any information shared between your firm and the Colombo Plan will remain confidential.

Contents of solicitation documents: Proposals must offer services for the total requirement. Proposals offering only part of the requirements will be rejected. The Offeror is expected to examine all corresponding instructions, terms and specifications contained in the Solicitation Documents. Failure to comply with these documents will be at the Offeror's risk and may affect the evaluation of the Proposal.

Clarification of solicitation documents: Colombo Plan will respond in writing to any request for clarification that it receives prior to the deadline for the submission of Proposals. Written copies of the organisation's response will be sent to all Offerors.

Language of the proposal: The Proposals prepared by the Offeror and all correspondence and documents relating to the Proposal exchanged by the Offeror and Colombo Plan **shall be written in the English language.**

The Proposal shall comprise the following components:

- 1. Technical Proposal**, completed in accordance with clause (I),
- 2. Price Schedule**, completed in accordance with clause (II) & (III)

(I) Technical Proposal Format

The Offeror shall structure the technical part of its Proposal according to the commonly acceptable format. The Technical Proposal will be evaluated against the criteria assisted by the following information:

(a) Proposed Approach and Work Plan

This section should demonstrate the Offeror's responsiveness to the specification by identifying the specific components proposed, addressing the requirements, as specified, point by point; providing a detailed description of the essential performance characteristics proposed; and demonstrating how the proposed methodology meets or exceeds the specifications.

(b) Capacity and Experience of Organization/ Firm

This section should describe the organizational unit(s) that will be responsible for the contract, and the general management approach towards this project. This should fully explain the Offeror's resources in terms of personnel and other resources necessary for achieving project results. This section should also provide orientation to the organisation / firm including the year and state/country of incorporation and a brief description of the Offeror's present activities. The Offeror should describe its experience in similar projects. The latest Audited Financial Statement should be enclosed (if the applicant is an organization)

(c) Human Resources

CVs for key personnel should be attached.

(II) Price Schedule

The Offeror shall include an appropriate Price Schedule, the prices of services it proposes to supply under the contract.

The services provided should be itemized. Please utilize the table below as a reference:

Activity	Total Number of Days per Activity	Expert Positions	Number of Person Days for Each Expert	Fees for Each Expert	Total Fees for the Activity
Conduct a brief training needs assessment	3				
Develop training handbook and manual, methods and materials	7				
Preparation for the training (incl. finalize possible gaps and questions in relation to manual, methods and materials, trainer allocation etc.)	3				
Prepare session evaluations, pre and post tests and training evaluation of all participants.	3				
Training on fundraising, advocacy and outreach strategy development (4-day in-person training for implementing partner staff or 8-day online training)	4				
Training on fundraising, advocacy and outreach strategy in the context of Board Governance and Engagement (2-day online training for implementing partners' Board members)	2				
Review and finalize fundraising, advocacy and outreach strategies for the Implementing Partners (7 strategies total)	10				
Final Report with training data pre and post testing and training evaluation and finalized Sustainability plans for 6 IPs	5				
Total Number of Estimated Days and Total Fees for the Activity	35				

The Offeror must provide a detailed list of tasks to be completed to deliver training for each training topic mentioned above.

(III) Proposal Currencies

All prices shall be quoted in US Dollars.

Period of Validity of Proposals:

Proposals shall remain valid for **ninety (90) days** after the date of Proposal submission prescribed by Colombo Plan, pursuant to the deadline clause. A Proposal valid for a shorter period may be rejected by Colombo Plan on the grounds that it is non-responsive.

Payment:

Payments will be made directly by Colombo Plan to the selected organization/ firm after acceptance of the invoices submitted by the organization / firm, based on the following milestones:

- 1st installment of 20% upon received signature of the contract;
- 2nd installment of 50% upon completion of the all training segments and handover participant's attendance roster;
- 3rd installment of 30% upon submission and Colombo Plan's approval of final report.

The payments shall be made by the Colombo Plan Afghanistan Country Office in Kabul following the clearance of the final report and certification of satisfactory completion of service by Colombo Plan.

The Terms of Reference for the consultancy is attached herewith for your reference (Attachment I).

For additional information, please send an email to: cpgaproposal@colombo-plan.org.

We will provide additional information expeditiously, but any delay in providing such information will not be considered a reason for extending the submission date of your proposal.

Submission of Offers:

Your offer comprising of technical proposal and financial **proposal, should reach the following e-mail address cpgaproposal@colombo-plan.org no later than 30 October 2020 at 17.00 hours (IST).** Marked with: "Training on Fundraising, Advocacy and Outreach Strategy Development for the IPs 2020"

Late Proposals will be Rejected:

Please be aware that bids or proposals emailed to Colombo Plan will be rejected if they are received after the deadline for bid submission. As an email may take some time to arrive after it is sent, especially if it contains a lot of information, we advise all Offerors to send email submissions well before the deadline.

Training on Fundraising, Advocacy and Outreach Strategy Development for the Implementing Partners of the Colombo Plan Gender Affairs Programme

1. Background

The Colombo Plan for Cooperative Economic and Social Development in Asia and Pacific (more commonly referred to as The Colombo Plan) was founded in 1951 in Colombo, Sri Lanka, to serve as a cooperative venture for the economic and social advancement of the peoples of South and Southeast Asia. Today, the Colombo Plan is a globally renowned intergovernmental organization with a membership of 27 countries in the Asia-Pacific region and globally.

In May 2014, in an effort to provide support to vulnerable and marginalized women, men, girls and boys and promote a just and equitable society in collaboration with member governments and other stakeholders, the Colombo Plan Council approved the establishment of the Gender Affairs Programme (CPGAP) during the 282nd Council meeting in May 2014. Accordingly, the CPGAP focuses solely on women and children's rights, issues, and development in Colombo Plan member countries. The CPGAP has two flagship projects in Afghanistan that are implemented through six local partner organizations.

In recent years, CPGAP has been focusing on the longevity of its flagship projects in Afghanistan to ensure the services provided under the projects are uninterrupted and continue to protect and promote the rights of survivors (or at risk) of gender based violence and trafficking in person.

2. Context

The CPGAP is working closely with its six local implementing partners to streamline their operations, reduce costs and diversify their own funding sources, as well as reinforce lasting engagement with the community, government and non-governmental entities. Subsequently, CPGAP seeks to provide its implementing partners' with a training focused on fundraising, advocacy and outreach strategy development to further improve their sustainability action plan in an effort to safeguard the longevity of the projects and their highly sought after services.

Furthermore, CPGAP seeks to focus a separate segment of the training on Board Governance and Engagement that will provide a comprehensive overview of Board governance, which includes the core roles and responsibilities of Board members, as well as Board engagement, which will train the Board members on how to motivate and commit Board members to develop a diversified resource base and to champion the organization among various stakeholders within the government and non-government sector.

3. Justification

As mentioned previously, the CPGAP aims to safeguard continuity of flagship projects in Afghanistan and their much needed services. The CPGAP has provided mentorship to local implementing partners in order to aid in the development of their sustainability action plan. A recently conducted assessment revealed areas requiring further assistance, which are as follows:

- Fundraising Strategies and Opportunities for Non-Profits
- Online Fundraising
- Proposal Writing
- Advocacy on Institutional work
- Networking for Resource Mobilization
- Developing and Implementing an Outreach Strategy

Within this context, the CPAGP endeavors to recruit a well-qualified consultancy firm/ service provider with extensive experience to conduct the referenced training on capacity building.

4. Purpose and Objectives

The overall objective of the training is to provide the CPGAP's local implementing partners with practical knowledge on fundraising, advocacy and outreach in view of developing a clear vision and roadmap to achieve institutional sustainability.

5. Scope of Work

The scope of work is to:

- 1. Develop the training manual, methods and materials** on Fundraising, Advocacy and Outreach Strategy Development. (The training material should be applicable for online delivery of training or in-person delivery of training)
- 2. Conduct interactive and participatory training** on Fundraising, Advocacy and Outreach Strategy Development for the staff and Board members of implementing partners using the following training content and materials:

1ST Training Segment

- Optimize NGO resource fund development – inclusive of fundraising strategies and opportunities for Non-Profits, online fundraising, and proposal/grant writing (2-day training).
- Securing large scale and broader target audience and partner engagement – inclusive of advocacy on institutional work, networking for resource mobilization, as well as developing and implementing an outreach strategy (2-day training).

Depending on the situation pertaining to the COVID-19 pandemic, the training will be conducted as an in-person training at a CP security approved venue for 4 days (8 hours per day) in Kabul or as online training for 8 days (4 hours per day). The selected consultancy firm will be required to plan and prepare for the 4 day training for both scenarios as CPGAP may be required to provide both forms of training simultaneously or change method of implementation last minute due to security issues, a second wave of coronavirus and/or government imposed restrictions.

2ND Training Segment

- Board Governance and Engagement – training will be tailored to Board members and focused on fundraising, advocacy and outreach in relation to Board's role and responsibilities.

The separate segment on “Board Governance and Engagement” will be conducted via online as some Board members are located outside of Afghanistan. The training will be conducted for 2 days (4 hours per day).

3. Design and deliver evaluations, pre and post-tests of all the participants for both training segments to measure progress as well as identify training needs concerning specific area of strategy development in view of sustainability.

4. Prepare a comprehensive training report covering both training segments conducted. The training report should include the programme, details of the training conducted, participants of the training the Pre and Post test results, training evaluations and photos of the training conducted (if applicable).

5. Review and finalize fundraising, advocacy and outreach strategies for the Implementing Partners (7 strategies total) – Note, the implementing partners will incorporate these strategies into their existing sustainability action.

The 1st training segment will be provided to high level personnel inclusive of directors, managers, and sustainability officers, while the second training segment is solely dedicated to Board members. Accordingly, the participants will consist of:

- a) 20 (inclusive of staff of the implementing partners as well as CPGAP)
- b) 38 Implementing Partners’ Board Members (online participation)

The breakdown of activities by person days is as follows:

Activity	Timeframe
Conduct a brief training needs assessment	3 days
Develop training handbook and manual, methods and materials for all training segments.	7 days
Preparation for the training (incl. finalize possible gaps and questions in relation to manual, methods and materials, trainer allocation etc.)	3 days
Prepare session evaluations, pre and post tests and training evaluation of all participants.	3 days
Training on fundraising, advocacy and outreach strategy development (4-day in-person training for implementing partner staff or 8-day online training)	4 days (depending on COVID-19 situation)
Training on fundraising, advocacy and outreach strategy in the context of Board Governance and Engagement (2-day online training for implementing partners’ Board members)	2 days
Review and finalize fundraising, advocacy and outreach strategies for the Implementing Partners (7 strategies total)	10 days
Final Report with training data pre and post testing and training evaluation and finalized sustainability plans for 6 IPs	5 days
Total Number of Estimated Days	35 days

2. Deliverables

1. A brief inception report detailing how the consultant understands this assignment and providing a time bound action plan for the consultancy. Inception report needs to plan and prepare for in-person as well as online training.
2. Training Manual on Fundraising, Advocacy and Outreach Strategy Development
3. Handbook on Fundraising, Advocacy and Outreach Strategy Development (printed and soft copies need to be given to all participants)
4. Conducting 1st Training Segment (for 20 implementing partner staff, inclusive of CPGAP staff)
5. Conducting 2nd Training Segment (implementing partners' Board members only)
6. Review and Finalize fundraising, advocacy and outreach strategies for the Implementing Partners (7 strategies total) – Note, the implementing partners will incorporate these strategies into their existing sustainability action.
7. A comprehensive draft and final Workshop report which responds to the specific objectives and activities as detailed, workshop proceedings, participants details (inclusive of name, position, partner organization, province and sex), results from the pre and post tests and training evaluation and analysis and recommendations.

Note, first training segment will be conducted in local language(s), however, second training segment may require bilingual trainers as Board members may comprise of national and international representation. All documents submitted to Colombo Plan will need to be provided in Dari and English.

8. Period of Consultancy

The consultancy duration period is estimated at 35 days. The consultancy start date is planned for 15th of November 2020. Since the situation in Afghanistan precarious, duration of assignment may fluctuate. Any change in start date or required extension in contract duration must be requested in a timely manner and approved by CPGAP Director.

9. Reporting and Administrative Support

- The consultancy firm/ service provider will be contracted by Colombo Plan in consultation with the CPGAP Director.
- The consultancy firm/ service provider will work under the overall guidance of the CPGAP Director in close consultation with the Deputy Director and the Chief Programme Officer based in Kabul, Afghanistan.
- The consultancy firm/service provider will be expected to provide their own computers and work from their own office.
- All due deliverables will be submitted to the CPGAP Management – inclusive of the Director and Deputy Director.

10. Required Qualifications

It is envisaged generally that the consultancy firm/ service provider will have the following competencies:

- The consultancy firm/ service provider should be specialized in resource mobilization.
- Demonstrated experience in conducting similar training activities in a difficult environment in fragile/ conflict states.
- Demonstrated experience in coaching of individual participants and adult learning techniques.
- The consultancy firm/ service provider is not to outsource implementation of activities to other companies but expected to have such qualified staff in house.

Specifically, the consultancy firm/ service provider will provide a team of experts working together for the duration of the task, the team should comprise at least:

a. A Training Team Leader and this person will:

- Hold at least a master degree in the relevant field with extensive experience in training as well as sustainability.
- Have at least 10 years of experience on organizational capacity building in development settings and preferably women shelters.
- Specialized knowledge and experience in resource mobilization
- At least some experience as a trainer of adults in fragile/ conflict settings.
- Have excellent writing, computer and analytical skills.
- Experience in fragile/ conflict settings.

The overall responsibility of the Training Team Leader is to provide oversight and quality control on the training methodology and provide guidance on the technical content and be the main channel of communication between the consultancy firm/ service provider and CPGAP.

b. A trainer with Sustainability and Fundraising training experience, as well as experience working in Afghanistan or similar context and working with local government institutions. The trainer must be able to provide a comprehensible training of high quality to development professionals.

The trainer will:

- Have at least a bachelor degree in the relevant field.
- Be able to operate in both Dari/ Pashto and English languages.
- Have at least 5 years of experience as a trainer.
- Specialized knowledge in resource mobilization.
- At least 5 years of experience in providing advisory services across a range of services in the area of design, development and implementation of sustainability strategies and capacity building for donor agencies and local partners.
- Demonstrated experience in conducting similar activities in a difficult environment in fragile/ conflict states.
- Experience in provision of similar assignments in Afghanistan.
- Demonstrated knowledge of government regulations in countries of work, donor requirements and regulations would be an added advantage.
- Demonstrated experience in coaching of individual participants and adult learning techniques.
- The consultancy firm/ service provider is not to outsource implementation of activities to other companies but expected to have such qualified staff in house.