



TERMS OF REFERENCE (TOR) Project Design and Proposal Writing Training

Background

The African Women's Development Fund (AWDF) is a grant making foundation that supports local, national and regional women's organisations working towards the empowerment of African women and the promotion and realisation of women's rights and recognition of African women's leadership in all spheres of life. Through specialising in grant making and focused, tailored movement-building programmes, AWDF works to strengthen and support the work of African women's organisations. By amplifying and celebrating African women's voices and achievements, AWDF supports efforts that combat harmful stereotypes, and promote women as active agents of change.

AWDF's current strategic plan "Shaping the Future" (2017-2021) focuses the organisations work around investments to build the best possible future for women in Africa. As an organisation AWDF is committed to changing the narrative around African women, and highlighting African women's agency, expertise, leadership and ability to transform societies towards justice.

Background

For the last decade AWDF has complemented its grant making with capacity building support to ensure that women's rights organisations who receive grants from AWDF have the right skills sets, support and capacities to sustain their work. Training is offered to the staff of women's rights organisations in Africa and in select countries in the Middle East. Our key capacity building trainings currently cover:

1. Financial Management
2. Monitoring, Evaluation and Learning
3. Resource Mobilisation
4. Leadership and Governance strengthening
5. Communications
6. Effective Advocacy

Our training programmes are delivered for the most part through face-to-face facilitation over a period of 3-5 days in English and French, with interpretation in sign language and Arabic as needed. However, in light of the COVID 19 pandemic, we have re-designed and shifted to online/virtual delivery.

Purpose of the Consultancy

AWDF is seeking to support organisations who may want to apply to us for funding. To deliver this capacity building, we are seeking women who are expert individual/s or organisations to deliver training tailored to respond to the AWDF core thematic areas. The training for potential applicants will cover project design and proposal writing respectively. The purpose of the training is to strengthen the capacity of organisations to design good quality projects and to write good proposals.

Objectives

The overall objective of the assignment is to equip and strengthen potential organisations with the skills needed to develop, design and write good quality, effective proposals. More specifically, the training should:

- improve the project design and writing skills of participating organisations
- improve the proposal writing skills of participating organisations
- increase participant's understanding of how to develop good funding proposals
- support teams to articulate the contextual challenges and develop their innovative responses into good funding proposals
- increase participating organisation's understanding of donor/AWDF grant processes

Expected results

- Participating organisations understand the features of a logical, well-designed project
- Participants understand the steps and activities required to ensure good, logical project design
- Potential applicants understand the process and key components for a good funding proposal
- Participating organisations understand and can identify how or if their proposed intervention responds to funders including AWDF's priority themes and the scope of a call for applications,
- Participating organisations are able to develop a good quality application (especially theory of Change)
- Participating organisations understand and are able to develop relevant and appropriate project budgets
- Participating organisations have an understanding of due diligence requirements and how to satisfy them,
- Potential grantees are better equipped to submit well designed, good quality applications to access AWDF

Scope of work

The consultant will be expected to engage with organisations before and after the training sessions for maximum impact.

Under the supervision of the Director of Programmes and Capacity Building Specialist, the selected individual/s or organisation will design and deliver training to cover the following:

- Carry out training needs assessments and, based on the assessments, develop comprehensive training modules in project design and proposal writing respectively targeted at potential AWDF applicant organisations
- Lead in the delivery of a 3-4 days training on project design and a 2-3 days training on proposal writing using the modules.

Three major areas will be addressed during the training

1. Project design

- a. What is a well-designed intervention?
- b. Understanding the problem – what do communities need and how do you determine it? Target groups and stakeholders, project design tools including situational analysis, stakeholder analysis, problem analysis, and needs assessments
- c. Justifying the response – your organisation’s experience, track record, Board and staff, systems and processes, etc.
- d. Planning the solution – the theory of change and intervention logic, community participation, identification of inputs, activities, outcomes, and impact of the project
- e. Designing your project - the essential elements of a well-designed project (the context and problem, outcomes, activities, monitoring, evaluation and learning plan, indicators, risks and mitigating actions, assumptions, budget, sustainability, etc.)
- f. Measuring your impact - your approach to monitoring, evaluation and learning

2. Proposal writing

A brief introduction on “designing your project” – (based on the bullet point above) and resource mobilisation methods, principles, practices and the importance of diversification of resources for sustainability. More specifically, the section will focus on;

- Checking your eligibility – do you meet the criteria
- Understanding the elements of a good funding proposal and (including strategies for writing winning proposals)
- Developing a budget to deliver a project plan
- Meeting due diligence requirements
- Collaborating and writing consortia/joint proposals
- Budgeting - logical and effective, reasonable and relevant

3. AWDF processes and learning from previous proposals

This section will cover what AWDF looks out for in grantee proposals, what makes a winning proposal for the team and may cover the following; (To be handled by AWDF)

- What AWDF looks for in proposals?
- What are AWDF’s eligibility criteria?
- What makes a proposal good?
- What has AWDF observed and learned from assessing thousands of applications?

REQUIRED SKILLS AND EXPERIENCE

(Please Note that this Consultancy is open only to Women Facilitators).

- A degree in Development Studies, Human Rights, Communications, Business Management, Resource Mobilisation, Finance, International relations or other related fields.
- At least 6 years' relevant experience in Resource Mobilisation, Project Design, and effective Proposal Writing, Fundraising, Financial Management and practices preferably with African organisations
- Previous experience facilitating good quality, impactful training in project design and proposal writing for organisations on the African continent
- An understanding and demonstrable commitment to of women's rights, feminism, and the donor environment around women's rights.
- Strong track record in the successful design and delivery of multi-stakeholder project design and proposal writing training
- Experience in design and delivering of virtual/online training.

Required skills

- Proficiency with Microsoft Office tools
- Confident and creative use of Zoom and online platforms and tools.
- Excellent English and French communication skills
- Comfortable working with a diverse team.

Language

The AWDF training programmes are facilitated in both English and French, with Arabic Interpretations as well as sign language interpretation as required.

Duration

The assignment shall be for a period of about 23 days and this includes;

- 7 days online training (proposal design and writing at separate times)
- 6 days needs assessment and report
- 5 days planning a design of training module
- 4 days for after training report
- 1 day for inception meeting and or report review and feedback

AWDF is open to further discussions on the allocation of days.

Location

The assignment is virtual and does not require travel.

Interested and qualified persons should send their CV with a Technical and Financial proposal to consultants@awdf.org cc'ing nancy@awdf.org with the title "**Proposal Design and Writing Consultancy**". Closing date: **31st August, 2021**.

*Other materials deemed to be relevant to the proposal may be attached as annexes.