



## REQUEST FOR PROPOSALS

### Project Evaluator

White Ribbon is excited to release this Request for Proposals (RFP) for consultants for the evaluation of projects.

This consultant will work closely with White Ribbon staff to develop an evaluation plan, and accessible evaluation tools for one or all of the following White Ribbon projects:

- A. [Promoting Healthy Masculinities with Youth from Coast to Coast project](#)
- B. [Responding and Preventing Sexual Harassment: Sustained Transformation in Targeted Male-Dominated, and Hospitality and Tourism Industries](#)

For each one of the following initiatives the consultant will:

- Develop project evaluation frameworks for the three distinct projects
- Conduct an overall project evaluation for each project to demonstrate their effectiveness and impact
- Write a draft and final report that analyses and summarizes the results, lessons learned, social media outcomes and the participatory research contributed by the Youth Advisory Council.

### Project Background and Deliverables

#### Project A: Promoting Healthy Masculinities with Youth from Coast to Coast

##### Project Description

Together with key community partners and engagement with youth, White Ribbon will lead the development and delivery of a national youth engagement program in up to a total of ten sites within five provinces, to create transformative changes in male youth. The bilingual 10-hour intensive program will be tested in two provinces (in three cities), virtually and then rolled out broadly across the nation to five additional provinces promoting gender-equitable attitudes and behaviours. This flexible program will be offered online through organized webinars, and in-person depending upon COVID-19 pandemic health restrictions. Topics of the program will include gender equality; healthy masculinities; healthy relationships; gender-based violence prevention;

---

5200 Yonge Street, Second Floor, Toronto, M2N 5P6 (p) 416-920-6684

[whiteribbon.ca](http://whiteribbon.ca) | [facebook.com/whiteribboncampaign](https://facebook.com/whiteribboncampaign) | [twitter.com/whiteribbon](https://twitter.com/whiteribbon) | [instagram.com/whiteribboncanada/](https://instagram.com/whiteribboncanada/)

bystander intervention, and ally-ship. The program will also focus on the rise of cyber-violence, online hate and misogyny while offering concrete solutions to foster safe and equitable spaces. Male youth, ages 13-17 will be the primary beneficiaries of the program.

**Project Objectives:**

- To strengthen the organization’s capacity to build relationships and inspire youth, with a focus on male youth (13-17), to embrace their roles as aspiring allies in promoting gender equality and preventing gender-based violence in all facets of their lives;
- To create compelling and evidence-based tools which can be used by diverse stakeholder groups and organizations to engage youth to promote gender equality and prevent GBV; and
- To amplify the organization’s national reach by developing and implementing a compelling social marketing and communications strategy, which compliments the national youth program.

**Expected Project Outcomes**

- Increased awareness amongst male youth (13-17) regarding the root causes of gender-based violence, its root forms and impacts
- Increased understanding amongst male youth of the positive roles they can play to end gender-based violence and promote equality more broadly
- Reported behavioural change amongst participating male youth as aspiring allies;
- Increased capacity of participating partners to conduct meaningful male engagement programming
- Enhanced collaboration with national partners to prevent gender-based violence, and engage male youth to promote healthy masculinities and gender equality

<b>Deliverable</b>	<b>Final draft due dates*</b>
<b>Project Evaluation Framework</b> Develop a project evaluation framework with a clear methodology, timeframe, inputs, and risk mitigation components based on project objectives and expected outcomes. This project evaluation framework will be piloted in two sites (Toronto and Montreal)	October 15th, 2021
<b>Project Evaluation Tools</b> for White Ribbon use with various key stakeholder groups (ie. youth, advisory committee, partner	October 15th, 2021

organizations) and for all project deliverables.	
<p><b>Execution of project evaluation</b></p> <p>Consistent with the methodology articulated in the evaluation plan, the consultant will collaborate with White Ribbon to execute the project evaluation to assess impact. This may include facilitating interviews, leading online focus groups, etc.</p>	September 2021 - October 2023
<p><b>Final Project Evaluation Report</b></p> <p>The consultant will lead the development of a final project evaluation report and liaise with White Ribbon and other key stakeholders for feedback.</p>	October 2023

\*1st draft versions are expected at least 2 weeks in advance to all deliverable final draft versions

**Project B: Responding and Preventing Sexual Harassment: Sustained Transformation in Targeted Male-Dominated, and Hospitality and Tourism Industries**

***Project Description***

White Ribbon will develop and lead a two-targeted sexual harassment response and prevention project, together with two private sector and community partners. To reach these two sectors, White Ribbon will build on effective partnerships with Canada Steamship Lines Group (CSG) and Sunwing Travel Group (STG) who request a more concentrated focus to respond and prevent sexual harassment. STG is in the hospitality/tourism sector, with an employee sub-group (airline) being male-dominated, while CSG (shipping) is fully male-dominated. Barbra Schlifer Commemorative Clinic (BSCC) will be the other critical partner, sharing its in-depth knowledge of sexual harassment/assault intervention and legal education.

**Project Objectives**

- To adapt/develop and disseminate high-quality accessible PLEI bilingual resources that are unique to the realities of the targeted sectors/industries, up-to-date regarding the laws surrounding sexual harassment in the workplace and clear on the avenues of resolution;

- To create bilingual PLEI training materials for employees and employers on addressing workplace sexual harassment in both hospitality/tourism (including airlines) and the shipping industries;
- To develop and deliver bilingual training on workplace sexual harassment for a wide range of audiences including employers, human resources professionals, sector specialists, unions, front line workers, etc;
- To ensure culturally relevant, trauma-informed and appropriate responses to complainants;
- To promote workplace cultures that are aware of sexual harassment, responsive to the issue, equity-focused and accountable;
- To create sustainable sexual harassment response and prevention initiatives in the private sector; and
- To enhance multi-sectoral collaboration to address workplace sexual harassment in the target sectors/industries.

Deliverable	Final Draft due dates*
<p><b>Project Evaluation Plan</b> Develop a project evaluation framework with clear methodology, timeframe, inputs, and risk mitigation components based on project objectives and expected outcomes.</p>	October 10thst, 2021
<p><b>Project Evaluation Tools</b> for White Ribbon use with various key stakeholder groups (ie. private sector, advisory committee, partner organizations, social media campaign public) and for all project deliverables.</p>	October 15th, 2021
<p><b>Project Evaluation report with preliminary findings 1</b></p> <p>Consistent with the methodology articulated in the evaluation plan, the consultant will collaborate with White Ribbon to draft a report with preliminary findings based on the piloting of the project’s new resources</p>	December 15th, 2022
<p><b>Project Evaluation report with preliminary findings 2</b></p> <p>Consistent with the methodology articulated in the evaluation plan, the consultant will collaborate with White Ribbon to draft a report with preliminary findings based on the first 3 months of the program’s rollout</p>	April 15th, 2023

<p><b>Final Project Evaluation Report</b></p> <p>The consultant will lead the development of a final project evaluation report and liaise with White Ribbon and other key stakeholders for feedback.</p>	<p>February 29th, 2024</p>
--	----------------------------

\*1st draft versions are expected at least 2 weeks in advance to all deliverable final draft versions

## RFP Timeframe

Decisions on the submissions to the RFPs will be made in September 2021, with the consultancy periods beginning in October 2021.

1. Digital Learning Technology Development (August 2021-February 2022)
2. Social media, marketing and communications (August 2021-February 2022)
3. Project Evaluation
  - a. Youth-centred Program to protect vulnerable disenfranchised youth (August 2021-March 2022)
  - b. Promoting Healthy Masculinities with Youth from Coast to Coast (August 2021-October 2023)
  - c. Responding and Preventing Sexual Harassment: Sustained Transformation in Targeted Male-Dominated, and Hospitality and Tourism Industries (August 2021 - March 2024)

## Consultant Requirements:

- Demonstrated experience planning and evaluating multi-year community and/or youth initiatives
- Strong understanding of digital evaluation tools and youth-friendly methodologies
- The ideal consultant will be able to demonstrate an understanding and experience of working with non-profit organizations (ie. social justice, youth, community)
- An understanding of gender-based violence, including online sexual exploitation, sexual harassment and prevention would be beneficial
- Demonstrated understanding and experience working with non-profit organizations (ie. social justice, youth, community)
- An understanding of gender-based violence, including online sexual exploitation, sexual harassment and prevention and healthy masculinities

---

5200 Yonge Street, Second Floor, Toronto, M2N 5P6 (p) 416-920-6684

whiteribbon.ca | facebook.com/whiteribboncampaign | twitter.com/whiteribbon | instagram.com/whiteribboncanada/

## **Submission of Proposal:**

**Please submit a proposal (either for one or more components) and budget along with a CV demonstrating relevant experience (PDF or Word) by 5PM on October 1st.**

Proposals can be sent to David Garzon, Community Engagement Team Lead, White Ribbon at [\*\*dgarzon@whiteribbon.ca\*\*](mailto:dgarzon@whiteribbon.ca)

## **Code of Conduct**

White Ribbon's mission is to engage men and boys, and those that identify as males in the prevention of gender-based violence by promoting equity and transforming social norms. Our services fall under the police designated "Vulnerable Sector", which requires a higher standard of behaviour. As such we require any partners, or secondary partners contributing to this project to adhere to the same high standard of behaviour as is the case with White Ribbon. This means that all contributing consultants must not have criminal convictions, outstanding charges, warrants, judicial orders, peace bonds, probation and prohibition orders, or absolute and conditional discharges.

Should the consultants be awarded this RFP, they will be asked to further certify, in signing a Fee for Service Contract, that they have not previously engaged in or been accused of violence of any kind, including domestic, family or relationship violence, sexual harassment and assault, workplace bullying, discrimination of any kind, exploitation, human rights violations, or participated in or been accused of fraud.

## **About White Ribbon:**

White Ribbon is the world's largest movement of men and boys working to end violence against women and girls, promote gender equity, healthy relationships and a new vision of masculinity. Since its inception in Toronto in 1991, The White Ribbon Campaign has spread to over 60 countries around the world. White Ribbon asks men to wear white ribbons as a sign of their pledge to never commit, condone or remain silent about violence against women and girls. To learn more about White Ribbon, visit our [website](#).

## **Mission:**

We engage men and boys in the prevention of gender-based violence by promoting equity and transforming social norms. We challenge and support men and boys to

---

5200 Yonge Street, Second Floor, Toronto, M2N 5P6 (p) 416-920-6684

[whiteribbon.ca](http://whiteribbon.ca) | [facebook.com/whiteribboncampaign](https://facebook.com/whiteribboncampaign) | [twitter.com/whiteribbon](https://twitter.com/whiteribbon) | [instagram.com/whiteribboncanada/](https://instagram.com/whiteribboncanada/)

realize their potential to be part of the solution in ending all forms of gender-based violence.

**Vision:**

A future free from gender-based violence.