



## TERMS OF REFERENCE FOR THE END TERM EVALUATION OF IMARISHA MSICHANA PROGRAM

### 1.0 Introduction

The Forum for African Women Educationalists (FAWE) is a membership-based Pan-African non-governmental organization founded in 1992, advancing the access of quality education for girls and women through 34 National chapters in 33 countries in Africa. FAWE strives for an equitable and inclusive society where all African girls and women are thriving through promoting gender responsive policies, practices, and attitudes towards in education to enhance equal opportunities for African girls and women in Africa.

In partnership with the Mastercard Foundation, FAWE has been implementing IMARISHA MSICHANA program through FAWE Kenya, CREAM and Kenya Red Cross Society. The program was aimed at cascading the advocacy in Kenya focusing on teenage pregnancies, early marriages and female genital mutilations in 20 counties of Kenya. The overall objective was to significantly reduce the incidence of teenage pregnancy in Kenya during and beyond the COVID 19 crisis. All interventions were geared towards preventing teenage pregnancies in Kenya, as follow up to impact the Covid-19 had among girls and young women. The goal was to ensure more girls were retained in schools to complete their education and contribute to productivity in society.

### 2.0 Program Objectives

**2.1 Overall Objective of the Program:** The overall objective of the IMARISHA MSICHANA program was to significantly reduce the incidence of teenage pregnancy in Kenya during and beyond the COVID 19 crisis.

**2.2 Specific Objectives:** The specific objectives of the IMARISHA MSICHANA program were:

- 2.2.1 To assess the status and the influence of COVID-19 on Teenage Pregnancy in the 20 Counties of Kenya
- 2.2.2 To conduct training/sensitization sessions for girls, young women, boys and young men, educators, duty bearers and local community on sexuality and prevention of teenage pregnancy.
- 2.2.3 To strengthen media engagement for accurate and wide reach (sensitization of media, journalists, reporters, editors).
- 2.2.4 To engage boys and young men in prevention programs and make them champions of girls' rights.

The program was implemented from 1<sup>st</sup> March 2022 to 30<sup>th</sup> April 2025, with girls and young women aged 9 – 25 years as the primary participants, girls, boys, young women and men were expected to be engaged at the invitation of their parents to the sensitization forums, participate in the clubs' activities, part of guest speakers during Radio and TV advocacy programs. They were also eligible to compete and be awarded the proposed annual FAWE/Mastercard Foundation Gender Equality Ambassador awards.



### 3.0 The Evaluation Purpose, Objectives, Scope and Deliverables

**3.1 The Purpose of the Evaluation:** FAWE and Imarisha Msichana implementing partners are committed to upholding accountability and learning to the communities, stakeholders and donors. The end term evaluation of Imarisha Msichana program will provide information, learning and accountability to the Forum for African Women Educationalists, Ministry of Education, Mastercard Foundation, the Imarisha Msichana program implementing partners (FAWE Kenya, Kenya Red Cross Society and CREAM) and communities in 20 counties. This evaluation will be expected to assess program impact, outcomes, outputs and the implementation of the Imarisha Msichana program to significantly reduce the incidence of teenage pregnancy in Kenya during and beyond the COVID 19 crisis.

The evaluation findings will be shared with the Mastercard Foundation, Ministry of Education, Ministry of gender, Ministry of interior and coordination, Ministry of youth affairs and sports, the project stakeholders, other development partners and the community to inform policy briefs and inform implementation of policies in Kenya. The evaluation will also assess the performance of the program against key parameters including the program's relevance, effectiveness, efficiency, sustainability, organizational learning and best practices, partnerships and stakeholder management.

**3.2 Broad Objective of the Evaluation:** The broad objective of the evaluation will be to evaluate the extent to which the Imarisha Msichana Program contributed to the reduction of incidences of teenage pregnancy in the 20 counties of implementation in Kenya.

**3.3 The specific objectives:** The specific objectives for the evaluation will include:

- 3.3.1** To assess the effectiveness, efficiency, relevance, sustainability and impact of program interventions to reduce incidences of teenage pregnancy in the 20 counties of implementation in Kenya.
- 3.3.2** To appraise the extent to which the program enhanced the capacity in engaging girls, young women, boys and young men, educators, duty bearers and local community on sexuality and prevention of teenage pregnancy.
- 3.3.3** To assess the impact of media engagements in the program in enhancing accurate reporting on teenage pregnancies, early marriages and female genital mutilation in 20 counties of program implementation.
- 3.3.4** To document key emerging and promising practices/lessons learnt over the program period for future replication.
- 3.3.5** To develop at least a policy brief to inform and support implementation of policies in Kenya.

### 4.0 Scope of Work

The scope of work will include but not limited to; assessing the effectiveness, sustainability and impact of interventions to reduce incidences of teenage pregnancy in the 20 counties; appraising the extent to which the program enhanced the capacity in engaging girls, young women, boys and young men, educators, duty bearers and local community on sexuality and prevention of teenage pregnancy; assessing the impact of media engagements in the program in enhancing accurate reporting on teenage pregnancies, early marriages and female genital mutilation in 20 counties of program implementation; documenting key



emerging and promising practices/lessons learnt, over the program period for future replication; developing at least a policy brief to inform and support implementation of policies in Kenya.

- 4.1 **Geographical coverage:** The Imarisha Msichana program target counties have been implementing the program in 20 counties of Kenya namely, Nakuru, Nairobi, Machakos, Elgeyo Marakwet, Kiambu, Garissa, Bungoma, Kakamega, Nyeri, Migori, Murang'a, Kajiado, Narok, Homa-Bay, Trans-Nzoia, Nyandarua, Busia, Meru, Siaya, and Turkana.
- 4.2 **Target groups:** The primary participants for the program were girls and young women aged 9 – 25 years. Other beneficiaries included boys, young men, educators, duty bearers and local community members, sensitization of media, journalists, reporters, editors, among others.

### 4.3 Expected Outputs

- 4.3.1 A technical and financial response to the call for applications outlining the understanding of the various subject areas and evaluation task/assignment, detailing the appropriate methodology for the evaluation, proposed sample calculation and techniques, work plan with tentative timelines and summary budgets, with costs clearly separated as consultancy cost and field work cost.
- 4.3.2 An inception report of the desk review prior to field work to demonstrate a clear understanding of the assignment, proposed methodology, data collection tools and a plan of activities throughout the exercise.
- 4.3.3 Submission of the final evaluation report to FAWE, including raw data, final data and any recorded material such as video, audio, datasets etc.
- 4.3.4 A policy brief to inform and support implementation that promote access to quality education for girls in Kenya.

### 4.4 Deliverables

The evaluation will be phased into deliverables at intervals that will be discussed and agreed with the consulting firm. However, at the minimum.

- 4.4.1 The Inception reports (including data collection tools).
- 4.4.2 Submission of preliminary findings in both word and PPT format.
- 4.4.3 Final evaluation report.
- 4.4.4 A policy brief.

**5.0 Evaluation Criteria and Key Questions:** The consultant will be expected to generate key evaluation questions, but not limited to relevance, effectiveness, efficiency, impact, sustainability, lessons learnt, best practices, stakeholders' participation and accountability. The final evaluation questions will be agreed between Imarisha implementing partners and the consultant.

**6.0 Evaluation Methodology and Approaches:** FAWE highly recommends that the evaluation firm considers effective approaches and design that respond to the evaluation objectives and scope of this assignment. It is expected that the consultant makes recommendations on the samples and sampling techniques for the evaluation, which adheres to the laws of Statistical Regularity and Inertia of large



numbers. All findings should be scientific, evidenced and critically evaluated for validity and reliability. The data collection and analysis methods must be comprehensive and explained in the reports.

**7.0 Evaluation Quality & Ethical Standards:** The evaluation firm shall take all reasonable steps to ensure that the evaluation is designed and conducted to respect and protect the rights and welfare of all the participants involved and ensures that the evaluation is technically accurate and reliable; evaluation is gender responsive and conducted in a transparent and impartial manner and contributes to organizational learning and accountability. The firm may be required to seek ethical approval as appropriate. In addition, the evaluation team shall be required to adhere to the evaluation standards and applicable practices.

**8.0 Qualifications and Experience for the evaluation firm:** For the purposes of this evaluation, the evaluation firm should have extensive experience and knowledge in education. In addition, the evaluation team of the firm should possess the following:

- 8.1 Team leader should possess at least a master's in social sciences, gender, education, research methods, statistics or another relevant field.
- 8.2 Extensive experience of conducting evaluations along OECD- DAC assessment criteria, ideally leading an evaluation team as well as experience in designing mixed methods studies /tools, data analysis etc.
- 8.3 Strong understanding of the Kenya contexts, particularly around issues of education, SGBV, the humanitarian principles and system, protection risks.
- 8.4 More than 7 years of experience in conducting evaluations in Gender and Education, more so at the foundational level.
- 8.5 Competent in designing and using mobile phone technology for data collection, statistical packages for quantitative and qualitative analyses, such as SPSS, Nvivo among others.
- 8.6 Experience in data collection and analysis using participatory methodologies; Experience conducting and facilitating interviews and group discussions in cross-cultural contexts.
- 8.7 Excellent and demonstrated understanding of ethical issues in research, including child protection.
- 8.8 Good understanding and proven track record in safeguarding/do no harm principle.
- 8.9 Excellent analytical (qualitative and quantitative), presentation and writing in English.

## 9.0 Management of the Evaluation

**9.1 Time Frame/Duration:** The entire survey will take a maximum of 35 days, spread between 12<sup>th</sup> May 2025 to 10<sup>th</sup> July 2025.

## 9.2 Requirements:

- 9.2.1 Inception Report including data collection tools should be submitted in soft copy.
- 9.2.2 Summary of preliminary findings in word and PPT
- 9.2.3 All hard copy forms for data submission and soft copy in a flash disk.
- 9.2.4 A soft copy of Draft Evaluation Report, editable for review and inputs.
- 9.2.5 Dissemination and validation during the Learning and reflection workshops.
- 9.2.6 Final Evaluation Report, well visualized – 15 hard copies (Gloss paper and perfect book bound) and soft copy in a Flash Disk, including the PowerPoint presentation to be used during disseminations).
- 9.2.7 Policy brief



**9.3 Roles of The Evaluation Management Team:** The FAWE’s evaluation management team will be led by the FAWE Senior Knowledge Management Officer. The role of the FAWE and the evaluation team are envisaged but not limited to the following:

- 9.3.1 Development and finalization of end of program evaluation Terms of reference.
- 9.3.2 Procure the consulting firm and provide logistical support during the evaluation process.
- 9.3.3 Provide a consulting team with all documents as required.
- 9.3.4 Plan for the evaluation report validation meeting for FAWE program team, and its stakeholders.
- 9.3.5 Review and approve the evaluation documents and the final report.
- 9.3.6 Make funds available to the evaluation firm as per the contract document.

**9.4 Role of the Consultant:** The consultant will consult with FAWE in:

- 9.4.1 Responding to the TOR by providing a technical and financial response to the call for applications outlining the understanding of the task, detailing the evaluation methodology, data analysis plan, work plan with tentative timelines and summary budget.
- 9.4.2 Undertaking the desk review and developing literature review.
- 9.4.3 Designing the survey methodology, sample and tools.
- 9.4.4 Developing an inception report, for evaluation protocol for ethical approval.
- 9.4.5 Recruiting and sensitizing research team for data collection.
- 9.4.6 Conducting field data collection and data analyses
- 9.4.7 Developing and submitting the draft and final evaluation report.
- 9.4.8 Validate and disseminate the evaluation findings to stakeholders during the learning and reflection workshops.
- 9.4.9 Sharing all the data sets with FAWE Regional Secretariat.

## **10.0 Submission of proposal**

Review of proposals will begin as soon as they are received, and only complete applications will be reviewed. If an outstanding consultant is identified early in the search process, we reserve the right to be appointed before the deadline. For this reason, we encourage interested consultants to apply at the earliest possible opportunity. Please submit detailed technical, financial proposals, CVs of your proposed team, three soft copies of relevant work experiences and three references to the “Executive Director” via email address [procurement@fawe.org](mailto:procurement@fawe.org) with the subject line “FAWE ETE IMARISHA MSICHANA” by the latest 18<sup>th</sup> April 2025.



## **ANNEX 1: TECHNICAL PROPOSAL FORMAT**

1. Introduction: description of the firm, the firm's qualifications and statutory compliance. <Max 2<sup>1</sup>/<sub>2</sub> pages>.
2. Background: Understanding of the project, evaluation context and requirements. <Max 2 pages>.
3. Proposed methodology – Describe the proposed design for the evaluation, while indicating methods to be used for each objective. Justification of the methodology used. The targeted respondents should be indicated for each objective. Proposed detailed questions should be indicated. Detailed sample calculation methods and sampling procedure. <Max 5 pages>.
4. Firm's experience in undertaking assignments of similar nature and experience from the geographical area for other major clients (Table of: Name of organization, name of assignment, duration of assignment (Dates), reference person contacts). <Max 2 pages>.
5. Tabulate proposed team composition by providing: Name of Team Member; Highest Level of Qualification; Years of experience related to the task at hand; number of days to be engaged and roles under the assignments. <Max 1 page>.
6. Work plan (A weekly Gantt chart of activity as per the ToR) – <Max 1 page>.

## **ANNEX2: TENDER EVALUATION CRITERIA**

A three-stage evaluation procedure will be used to evaluate all proposals from bidders that meet the administrative compliance. The total number of points that may be obtained include:

3.1	Eligibility compliance	Pass
3.2	Technical Proposal	60 marks
3.3	Oral presentation	30 marks
3.4	Financial Proposal	10 marks

### **3.1 Eligibility Criteria**

The applicant must be a qualified entity (firm/company) with:

- 3.1.1 Valid Registration,
- 3.1.2 PIN certificate,
- 3.1.3 Tax compliance,
- 3.1.4 Two reports of previous assignments (Soft copies).

**Note:** Only applications meeting all the above eligibility requirements will move to the tender evaluation.

### **3.2 Evaluation of the Technical Proposal**

The technical proposal shall be evaluated based on its responsiveness to the Terms of Reference. Specifically, the following criteria shall apply:



Evaluation Criteria	Maximum Points	Bidders score	Remarks
<b>Introduction:</b> Compliance with the Terms of Reference, clear description of the firm and its qualifications.	5		
<b>Background:</b> Understanding of the context of evaluation and requirements.	10		
<b>Proposed Methodology:</b> The proposed methodology MUST provide an indication of its effectiveness and added value in the proposed assignment. Review of the previous reports submitted	15		
<b>Firms Experience</b> in undertaking assignments of similar nature and experience from related geographical areas: Provide a summary and supporting information on overall years of experience, relevant technical expertise, previous experience in ethical clearance and working with disadvantaged population/communities.	15		
<b>Proposed Team Composition:</b> <ul style="list-style-type: none"> <li>• Tabulate the team composition to include the general qualifications, suitability for the specific task to be assigned and overall years of relevant experience to the proposed assignment.</li> <li>• The proposed team composition should balance effectively with the necessary skills and competencies required to undertake the proposed assignment.</li> <li>• Lead Consultant Qualifications – should be as per the TOR</li> </ul>	5		
<b>Work Plan:</b> A detailed logical, weekly work plan for the assignment MUST be provided.	10		
<b>TOTAL SCORE</b>	<b>60</b>		





Any firm with at least a score of 70% from the technical evaluation will proceed and be invited for the second stage - oral presentation.

### 3.3 Oral presentation

Criteria	Maximum Points	Bidders Score	Remarks
Understanding of the assignment and clarity on the proposed methodology	15		
Roadmap is realistic and aligned to the methodology	10		
Presence of key team members to be involved (including the lead team); and summary of team profiles; firm's previous similar assignments.	5		
<b>Total</b>	<b>30</b>		

For the firm to proceed to the last stage – financial proposal opening and evaluation, the minimum score must be (70%) of the combined technical proposal and the oral presentation.