

## REQUEST FOR PROPOSALS

### In Good Company

#### Project Implementation Evaluation

Issued: June 7th, 2022

Deadline: June 24th, 2022



#### Project Overview

In Canada, women's full-time employment levels have stagnated over the past 20 years and their representation in leadership is still well below that of men. This is despite women having higher rates of educational attainment compared to men. Unconscious bias among business leaders, workplace harassment and violence, pay inequity and lack of employable skills are some of the challenges women face in the workforce. In Canada, women comprise only about 4% of the skilled trades. The [In Good Company](#) initiative is a multi-year project funded by the RBC Foundation aimed at addressing these challenges.

Implemented by [Catalyst](#), the [Canadian Women's Foundation](#), [Plan International Canada](#), and [YWCA Canada](#), In Good Company, focuses on women's economic empowerment, helping to move women towards a sustainable livelihood. The In Good Company partners work to support women and girls to build their leadership skills, advance their careers and secure meaningful well paid employment, in workplaces that are safe and supportive. Partners are working with jobseekers, building the skills of women entrepreneurs, providing young women with rich leadership opportunities, and advancing the careers of professional women.

To create lasting solutions by working with key corporate and industry stakeholders we work to reduce the barriers women and gender diverse people face in workplace advancement, testing JEDI (Justice, Equity, Diversity and Inclusion) solutions that are practical and actionable while positively impacting the JEDI field in Canada.

The three main focus areas of the program include:

1. Preparing young women and women to be job ready through training and capacity building
2. Building community awareness around changing attitudes and addressing barriers for women and young women, particularly around entering the workforce
3. Changing attitudes of business leaders and decision makers.

Visit [www.IGCompany.ca](http://www.IGCompany.ca) for more information about this initiative.

#### Project specifications

In the fourth year of this project, we will convene a Justice, Equity, Diversity, and Inclusion (JEDI) Community of Practice gathering SME (Small and Medium-sized Enterprise) leaders across a variety of skilled trades. IGC will work with a small, motivated group of SME leaders in sectors where women have traditionally been excluded such as science, technology, engineering, and skilled trades, through a Community of Practice (CoP) model. By sharing the most effective tools and resources, IGC encourages SMEs to implement promising JEDI practices, to innovate, to document and to learn from their experiences, while connecting with a supportive community of peers.

SCOPE OF WORK

The In Good Company partners are in search of an evaluator/team of evaluators with proven research and evaluation experience to develop and carry out a comprehensive evaluation of the project. The evaluator/team of evaluators will develop an evaluation framework, drawing on the IGC theory of change and preliminary outcomes blueprint; develop and implement data collection tools to document best practices and obtain accurate project performance data for main project activities; and provide reports to fulfill funder requirements and to advance IGC learning and practice.

The evaluator will collect and evaluate data on the proposed project outcomes. This includes:

- Developing the evaluation execution plan and data collection tools, analyzing data and providing reports to YWCA Canada, the anchor administrator for the IGC project
- With the IGC project lead, identifying key KPIs and project outcomes
- Attend Community of Practice meetings as required
- Engage IGC Project Partner staff, service users and stakeholders
- Identify barriers and conduct key informant interviews

The process should include:

- A series of consultations with the In Good Company Steering Committee to support the partners in further clarifying program objectives and goals, developing evaluation questions, developing evaluation methods and setting up a timeline for evaluation activities.

Deliverables should include:

- An evaluation plan.
- One or more interim reports (TBC).
- Development of evaluation tools.
- A final report.

TIMEFRAME

Call for Proposals disseminated	June 7th, 2022
Responses to questions	June 15th, 2022
Deadline for Proposals	June 24th, 2022
Phone interviews with shortlisted applicants	June 27th to July 8th, 2022
Successful applicant confirmed and notified	July 15th, 2022
All applicants notified	July 22nd, 2022
Work plan presentation	August 26th, 2022
Completion of Work	July 30th, 2023

## CONTRACT & BUDGET

- The successful candidate(s) shall enter into a contract with Canadian Women's Foundation, Catalyst, Plan International Canada, and YWCA Canada from July 15th, 2022 to July 30th, 2023.
- The successful candidate(s) will receive 50% payment at the signing of the contract, followed by 50% at the completion of the contract, including all deliverables.
- The budget for this project must not exceed \$20,000 CAD.

## QUALIFICATIONS

The In Good Company partners are seeking consultants who:

- Have substantial experience in impact evaluation, data collection, and analysis
- Have substantial experience working on projects with multiple partners and stakeholders
- Offer innovative ideas and methods of facilitation, data collection, and analysis
- Apply an intersectional gender-based analysis to their work
- Are able to communicate outcomes of an evaluation in clear and concise reports and well-designed infographics
- Have demonstrated success in project management, effective leadership skills, and an understanding of collective impact for social change
- Are proficient and highly effective in communicating via web-based conferences
- Are able to share progress reports in regularly scheduled meetings

Please Note: In Good Company partners promote the principles of anti-oppression and adhere to the tenets of the Ontario Human Rights Code. We encourage applications from women and gender diverse people of all races, ethnic origins, religions, abilities and sexual orientations.

## PROPOSAL REQUIREMENTS

About your consultancy

- A brief introduction to your consultancy, highlighting key accomplishments particularly as they pertain to working with non-profits and/or equity seeking organizations
- A summary of your consultancy's experience working on similar project evaluations, your experience working on a project with multiple partners and/or stakeholders, and any experience you have working with feminist or women's organizations
- An introduction to the key members of the team who will work on this project, including a short summary of their expertise and role

About your methods & approach

- Please describe your general approach to developing evaluations for newly developing collective impact projects, including examples of success.
- Please provide a detailed description of how you would work with the In Good Company partners to establish an evaluation plan and the associated KPIs.
- Please describe how you apply an intersectional, gender-based analysis to your methods and approach, including examples of your past work.
- Please provide a risk mitigation plan in conjunction with your project management plan— what risks do you foresee and how would you handle them?

Additional documents

- Project management plan and timelines, including all activities and reporting
- Work samples from evaluation plans that you have developed in the past
- A detailed budget based on the proposed work plan, not exceeding \$20,000, and including all fees and taxes
- Two references, including full name and title, organization/company name, email address, and phone number

Criteria Points

Evaluation Criteria	Points
Project approach and methodology	25
Firm/Consultant's experience / expertise and professional staff	20
Ability to work in French & English	15
Cost of services and products to be provided	10
Demonstrated understanding of the In Good Company project principles and ability to take on project	10
Experience working with women's non-profit organizations	10
Innovation and creativity	10
Total	100

This is an open and competitive process.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

Contract Terms

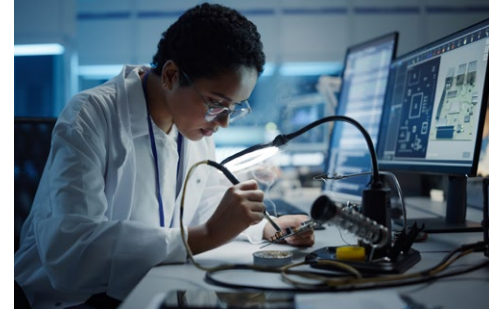
YWCA Canada will negotiate contract terms upon selection.

PROPOSAL SUBMISSION & KEY CONTACTS

All proposals must be submitted electronically, preferably in PDF format, to [info@IGCompany.ca](mailto:info@IGCompany.ca). Please forward questions about this RFP to [info@IGCompany.ca](mailto:info@IGCompany.ca). We will respond to inquiries by June 15th, 2022.

Additional contact information if required:

Stephanie Jeremie  
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In Good  
Company



Supported by  
RBC Foundation

**ADVANCING  
GENDER  
EQUITY IN THE  
WORKPLACE**



We are four national and international non-profit organizations advancing gender equity.



In 2017, the RBC Foundation brought Canadian Women's Foundation, Catalyst Canada, Plan International Canada, and YWCA Canada together to explore common interests. The In Good Company (IGC) collaborative project emerged from these discussions.

## OUR VISION

A world where women and gender-diverse people can lead in any field; experience a positive, harassment-free environment; and are supported in their livelihood goals and career aspirations.

A growing number of diverse women will take up leadership positions as more companies effectively implement progressive DEI policies and practices and champion others in their field to do the same. We want to help make this happen.

We each work with women and girls on their journey to economic empowerment: preparing women and gender diverse people for the workforce; empowering girls and young women through leadership opportunities; and advancing women in corporate leadership.



## OUR AIM

To create lasting solutions by working with key corporate and industry stakeholders. We work to reduce the barriers women and gender diverse people face in workplace advancement, testing **Diversity, Equity, and Inclusion (DEI)** solutions that are practical and actionable while positively impacting the DEI field in Canada.



## WHY NOW?

- 1** The COVID-19 pandemic has worsened inequality and presented new challenges, especially for marginalized women and gender diverse people.
- 2** The participation of diverse women and gender diverse people in the workforce is needed for Canada's economic recovery and prosperity.
- 3** Small- and medium-sized enterprises (SMEs) are integral to the Canadian economy and to economic recovery and growth.
- 4** There are significant job growth opportunities in SMEs in male-dominated fields.



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# Our Core Strategy — Convening a Diversity, Equity, and Inclusion (DEI) Community of SME Leaders



## Learn More and Get Involved

Visit [igcompany.ca](https://igcompany.ca)  
for more information,  
tools and resources.

Contact us at  
[info@igcompany.ca](mailto:info@igcompany.ca).



### LEARNING

IGC is working with a small, motivated group of SME leaders in sectors where women have traditionally been excluded—science, technology, engineering, and skilled trades—through a Community of Practice (CoP) model.

By sharing the most effective tools and resources, IGC encourages SMEs to implement promising DEI practices, to innovate, and to document and learn from their experiences, while connecting with a supportive community of peers.



### CONSULTING

We recognize that there are many initiatives working to advance diverse women and gender diverse people in male-dominated industries. IGC consults with these experts for expert guidance on the shape and direction of our work.



### FILLING DATA GAPS

There are significant gaps in intersectional data on DEI in SMEs in Canada. IGC will work to fill these gaps, contributing to the advancement of DEI visibility and measurement in Canada. Through our CoP new data will become available to advance the field.



### MOBILIZING KNOWLEDGE

For maximum impact, IGC will share its learnings, including: research, evaluation reports, and more. Watch for our webinars and other resources in our communications and on our website.



### COMMUNICATING

In order to spread the word about the effective DEI work happening among our SME partners, IGC will amplify success stories through traditional and social media.

