

## **REQUEST FOR PROPOSALS # PP8212020**

### **Curriculum Development for Public Policy and Advocacy Toolkit and Training Program**

in support of  
**ELIZABETH GLASER PEDIATRIC AIDS FOUNDATION (“EGPAF”)**  
**1140 Connecticut Avenue, NW**  
**Suite 200**  
**Washington, DC 20036**

**Firm Deadline: September 15<sup>th</sup>, 2020**

The Elizabeth Glaser Pediatric AIDS Foundation, a non-profit organization, is the world leader in the fight to eliminate pediatric AIDS. Our mission is to prevent pediatric HIV infection and to eliminate pediatric AIDS through research, advocacy, and prevention and treatment programs. For more information, please visit <http://www.pedaids.org>.

### **BACKGROUND**

EGPAF’s Public Policy and Advocacy (PPA) team builds on Elizabeth Glaser’s legacy of fighting for the best policies for women, children, and families living with HIV/AIDS. The PPA team works with a number of actors, including governments, NGOs, business leaders, the scientific community, civil society, communities and the media to produce real victories for children and families affected by HIV/AIDS. With staff on three continents, the PPA team is well positioned to champion children’s rights in several realms, including in-country governments, African regional bodies, multilateral organizations and donor countries.

### **PURPOSE/SCOPE OF WORK**

The PPA team seeks to document and share their advocacy experience in order to build internal and external capacity on effective approaches and tools used to advocate for increased access to pediatric HIV treatment and the elimination of pediatric AIDS at the national level. Over the past two years, the PPA team has developed content that provides an understanding of the basic concepts of advocacy, a systematic approach for advocacy planning, and the skills needed for advocacy strategy implementation, monitoring and evaluation. EGPAF wants to concretize learnings from previous ad-hoc trainings conducted by the PPA team and work with civil society organizations, as well as internal headquarters (HQ) and field-based staff, to increase understanding of the advocacy concepts and develop skills in critical areas such as advocacy planning and messaging.

EGPAF is seeking a Contractor/Consultant to: (1) Review and package EGPAF’s existing advocacy training materials; and (2) Develop a comprehensive curriculum for a skills-based advocacy training based on EGPAF’s advocacy experiences and expertise.

The training will be designed as individualized units that can be part of a multi-day training program and /or standalone units as necessary.

Specifically, the Contractor/Consultant will:

1. Review and package EGPAF's existing advocacy training content into a modular skills-based training curriculum
  - a. Review, collate and organize existing training content and materials in coordination with the Public Policy and Advocacy (PPA) team which include content modules about (1) key advocacy concepts, (2) planning for advocacy, and (3) advocacy skills-building, other various advocacy documentation.
  - b. Consultant is expected to assist in identifying gaps and building up required content in order to have a comprehensive training curriculum based on adult learning principles.
  - c. Contractor/Consultant should be familiar with the most effective presentation for use with diverse audiences.
2. Standardize content and develop a modular advocacy training manual:
  - a. **Module 1** - An understanding of key advocacy concepts and the range of definitions for advocacy, as well as skills in identifying advocacy approaches suited for organizational needs;
  - b. **Module 2** - Building the skills for advocacy planning, studying past advocacy experiences, and understanding how to develop a logical framework for advocacy planning and monitoring; and
  - c. **Module 3** - Understanding the importance and purpose of messaging for advocacy, and building the skills to implement advocacy strategies.
3. Develop a trainer's guide complete with daily session by session including separate PowerPoint presentations and participant handouts in accordance with the advocacy training manuals.

The training curriculum should include individual and group exercises and handouts as well as PowerPoint slides. Materials must be designed for instruction according to adult learning principles and exercises must be constructed in a clear manner, with corresponding notes/materials for both facilitators and trainees.

Content will be customized, as appropriate, to speak to the Foundation's overall mission of ending pediatric HIV/AIDS but can be adapted to advocate on other related health matters.

**Optional Work: This portion of the work is completely optional and you do not need to be qualified for this optional work to bid on the core assignment.**

EGPAF is also interested in an online version of this training. In addition to the base scope of work for this request for proposals, we ask that interested applicants also propose an option to convert this training to an online/remote version. The Foundation uses online learning software with Articulate 360 to generate custom courses. However, we are open to different options. If interested, please propose a priced solution to converting this training to an online module.

### **CONTRACTOR DELIVERABLES**

1. EGPAF Public Policy and Advocacy training package (in hard copy and electronic) complete with:

Revised 8-21-2020

- a. Training outline/curriculum
- b. Training materials divided into sessions/units (that can be uploaded to online platform)
- c. Training manual workbook with handouts for participants
- d. Facilitator guide with accompanying PowerPoint presentations

**MINIMUM REQUIREMENTS:**

- Experience standardizing and presenting training curriculums in user-friendly formats including web-based options
- Documented training and facilitation experience with a focus on adult learning
- Development of customized training programs for policy advocacy and capacity building
- Experience working with organizations in related lines of work and at similar stages of development.
- Strong editing, writing, organizational, and communication skills.
- Experience working with international and multi-cultural organizations
- Knowledge of global health a plus.

**FOUNDATION RESPONSIBILITIES:**

EGPAF will provide the Contractor/Consultant with the PPA team's Advocacy Framework, capacity training brief and previous training materials. The Contractor/Consultant's point of contact from the PPA team will work closely with the Contractor/Consultant to finalize the outline and ensure content is in line with previous capacity building trainings. In addition, EGPAF will provide the Contractor/Consultant with background on EGPAF's work and information on the types of advocacy capacity building typically requested.

**LOGISTICS:**

Period of Performance: Approximately **October 1, 2020 – December 31, 2020**. Tasks may be completed remotely as needed.

**KEY CONTRACT TERMS:**

The anticipated contract type is firm fixed price. Unless stated otherwise in the statement of the work, the Contractor is responsible for providing equipment and/or supplies required to perform the services.

All deliverables provided to the Foundation must be furnished for the use of the Foundation without royalty or any additional fees.

All Materials will be owned exclusively by the Foundation. Contractor will not use or allow the use of the Materials for any purpose other than Contractor's performance of the Contract without the prior written consent of the Foundation.

**EVALUATION CRITERIA AND SUBMISSION REQUIREMENTS:**

The Foundation will accept the proposal that presents the best value. All proposals will be evaluated against the following Evaluation Criteria. Each proposal must contain the items listed

Revised 8-21-2020

in the Submission Requirements column in the following chart. Please submit your Submission Requirements in the order that they appear below.

Evaluation Criteria	Submission Requirements	Weight
1. Past performance of similar work	1. One-page summary of relevant background and experience. Provide 3 professional references from similar past projects with phone and email contact information and one or more examples of prior similar work	15%
2. Contractor's proposed process and approach to meet our needs efficiently	2. A maximum 5-page written proposal explaining the process and timeline for implementation. This should include a detailed description of the approach to completing this assignment.	30%
3. Timeframe of implementation	3. Estimated hours, timeframe with deliverables, final delivery date	15%
4. Total fixed price	4. Total fixed price for all activities including a fixed price per each of the deliverables.  This should include detailed cost for completing the scope of work. This should include hourly rate and number of hours needed to complete the assignment and any other costs that you propose to charge to EGPAF.	20%
5. Qualifications of proposed individuals	5. CV/Resume of proposed consultant and any other individuals to work on this project and 2 references per individual	20%
<b>Total</b>		<b>100%</b>

**PROPOSED TIMELINE:**

**DATE: August 21, 2020** – Release of RFP

**DATE: August 28, 2020** – Submission of Contractual and Technical Inquiries: Christa Moore, Director Awards & Compliance, [cmoore@pedaids.org](mailto:cmoore@pedaids.org)

No phone calls please.

**DATE: September 2, 2020** – Question and Answer Response Document posted on EGPAF website at <http://www.pedaids.org/pages/contracting-opportunities>.

**DATE: September 15, 2020** - Completed proposals must be delivered electronically by the deadline mentioned on page one to: Christa Moore, Director Awards & Compliance, [cmoore@pedaids.org](mailto:cmoore@pedaids.org) with a "cc" to Cosette Audi, Associate Officer of Public Policy & Advocacy, [caudi@pedaids.org](mailto:caudi@pedaids.org).

Revised 8-21-2020

**DATE: September 21, 2020**– Final decision announced and Offerors notified

**DATE: September 25, 2020**– Contract executed and Services begin.

**Please note it is our best intent to comply with the above timeline but unavoidable delays may occur.**

### **ADDITIONAL INFORMATION**

Please include the RFP # reflected on the first page of this document on all proposals and e-mail communications.

Any proposal not addressing each of the foregoing items could be considered non-responsive. Any exceptions to the requirements or terms of the RFP must be noted in the proposal. The Foundation reserves the right to consider any exceptions to the RFP to be non-responsive.

Late proposals may be rejected without being considered.

This RFP is not an offer to enter into agreement with any party, but rather a request to receive proposals from persons interested in providing the services outlined below. Such proposals shall be considered and treated by the Foundation as offers to enter into an agreement. The Foundation reserves the right to reject all proposals, in whole or in part, enter into negotiations with any party, and/or award multiple contracts.

The Foundation shall not be obligated for the payment of any sums whatsoever to any recipient of this RFP until and unless a written contract between the parties is executed.

Equal Opportunity Notice. The Elizabeth Glaser Pediatric AIDS Foundation is an Equal Employment Opportunity employer and represents that all qualified bidders will receive consideration without regard to race, color, religion, sex, or national origin.

### **ETHICAL BEHAVIOR:**

As a core value to help achieve our mission, the Foundation embraces a culture of honesty, integrity, and ethical business practices and expects its business partners to do the same. Specifically, our procurement processes are fair and open and allow all vendors/consultants equal opportunity to win our business. We will not tolerate fraud or corruption, including kickbacks, bribes, undisclosed familial or close personal relationships between vendors and Foundation employees, or other unethical practices. If you experience or suspect unethical behavior by a Foundation employee, please contact [fraud@pedaids.org](mailto:fraud@pedaids.org) or the Foundation's Ethics Hotline at [www.reportlineweb.com/PedAids/](http://www.reportlineweb.com/PedAids/). Any vendor/consultant who attempts to engage, or engages, in corrupt practices with the Foundation will have their proposal disqualified and will not be solicited for future work.