



Evaluation Consultant
Request for Proposals

BACKGROUND

Girls for Gender Equity (GGE) is an intergenerational organization committed to the physical, psychological, social and economic development of girls and women, particularly cisgender and transgender girls and gender non-conforming/non-binary (GNC/NB) youth of color. Through direct service, policy & organizing, and culture change, GGE works to remove systemic barriers and create the world in which for cisgender and transgender girls of color and GNC/NB youth of color are free.

GGE currently runs three direct service programs and campaigns on a city, state and federal level and executes culture change strategies that move institutional actors like philanthropy, the media, and the public to center cis and trans girls of color and GNC/NB youth of color.

In the last eighteen years, GGE has engaged a range of consultants at various junctures of the organization to help us tell our story, shape our organizational direction and inform funders of the breadth of our work. We are at a key inflection point in our growth and trajectory and look to the support of an external evaluation consultant to help us measure our impact and plan for the next iteration of our work.

SUMMARY OF ENGAGEMENT

GGE is seeking the expertise of an evaluation consultant to help us understand our impact as an organization. We would like the support of an evaluation consultant to help GGE staff develop a regular rhythm of learning, reflecting, and adapting for enhanced impact.

We already engaged in some efforts to collect information about our work, including but not limited to:

- Attendee tracking for events and programs;
- Monthly quantitative and qualitative reporting on external meetings, events, and programs delivered;
- Team retrospectives about our work (after large events and every 3 months)

An ideal evaluator/evaluation team will be able to build on the above tactics and:

1. Understand and assess current tools and practices around data collection and impact assessment;

2. Create a set of standard evaluation tools for our direct service programs that help us measure our impact, while also capturing quantitative and qualitative data required by our varied public and private funders;
3. Create an evaluation tool and/or process and/or way of capturing metrics for our campaign work to determine our impact and effectiveness in our policy and organizing work;
4. Support our full GGE team in understanding and connecting to the evaluation process and seeing how their work connects to this process, through training, workshops, and interviews with staff;
5. Collect and analyze data from across the spectrum of the organization to inform future decision-making and support GGE in telling the story of our work to funders and external partners;
6. Deliver a clear feedback and expertise about the appropriate methods for evaluating our work. We are looking for evaluation that supports our radical lens and expect that there will be multiple modalities to engage to assess our questions and our work. We also want to ensure that this evaluation is aligned with the frameworks we use to engage our work.
7. Analyze and present findings to GGE, staff and board, and lead discussions that support ongoing learning, adaptation and strategy refinement as needed.

GGE envisions a 6-month engagement to start, with the opportunity to continue after this time.

SUBMISSION GUIDELINES

All interested consultants should submit the following:

1. The proposed scope of work to help us envision a 6-month engagement that meets the aforementioned needs;
2. Case studies and/or work samples that help us understand your experience in taking on a project of this nature;
3. A budget for this engagement over a 6-month period;
4. Three references who can attest to your experience.

DEADLINE

The priority deadline to submit a proposal is by close of business on **March 31, 2020**. Final decisions will be made by April 15, 2020. Please email any questions about this RFP to JoinTheTeam@ggenyc.org.