



Prince's Trust Canada
La Fondation du prince au Canada

President – HRH The Prince of Wales
Global Founding Patron – HH the Aga Khan

Président – SAR le prince de Galles
Mécène fondateur mondial – SA l'Aga Khan

Request for Proposal: Measurement and Evaluation

Prince's Trust Canada is currently developing and pivoting its Youth Employment (YE) program area to deepen our current programs and include new program elements and delivery channels. In support of this work we are reviewing our Measurement and Evaluation framework (M&E) and impact narrative. Prince's Trust Canada is looking to engage a consulting firm with extensive experience in working with non-profit organizations to identify, track and share their impact. The consultant will help Prince's Trust Canada critically assess our existing evaluation tools and support building a framework that measures against the broader objectives of the organization identified in our new strategic plan.

Our work is centred on preparing young people for the transforming world of work, creating inclusive and equitable workplaces and is inspired by the United Nations Sustainable Development Goals (SDG's) and global vision of HRH The Prince of Wales.

Core to our model is a highly collaborative approach that engages community, business, financial supporters and our global partners to create immediate connections for young people with career opportunities while building towards greater systemic change for the future.

Our ideal consultant will have previous experience evaluating in the areas of multi-sectoral environments, specifically in the area of youth career development, equitable and inclusive business practices, and/or organizational capacity building.

The Organization

We are a national charity that delivers impact across Canada. Through innovative partnerships, our programs help young people overcome barriers to employment and prepare for the changing world of work, provide entrepreneurship training and support for veterans, and address climate change mitigation and adaptation. Our work is inspired by our Founder and President, His Royal Highness The Prince of Wales, and is driven by his vision for a more sustainable future.

Founded in 2011 as Prince's Charities Canada, Prince's Trust Canada is now in a new phase of growth as part of the global network of The Prince's Trust Group. Created by HRH The Prince of Wales, the Group includes the Prince's Trust in the UK, Australia, New Zealand and Prince's Trust International which delivers programs in partnership with communities in India, Pakistan, Jordan, Malta, Greece, Barbados and other countries. His Highness the Aga Khan has become the Global Founding Patron for the Prince's Trust Group, leading a significant partnership that is inspiring others. Please see our website princestrust.ca for more about us.

Commitment to Diversity, Equity and Inclusion:

We are committed to diversity, equity and inclusion and the hard work, reflection and action required as an organization to effect and sustain change. Our work is guided by five overarching values: Inspiration, Community, Action, Responsibility and Empathy. We prioritize working with firms that can demonstrate a connection or are representative of our participant group, have a proven track record evaluating for non-profits and align with these values.

Background

PTC has recently created a new strategic plan (see appendix for summary) that will guide the organization and the work that we do over the next five years. We are using this pivot point as an opportunity to take time to review and develop our M&E practices and processes to ensure we have the data and insights needed to keep us on track with our ambitious new plan.

PTC will initially focus in the area of Youth Employment (YE) M&E, although we will also be looking at our wider organizational priorities to consider areas of shared impact. We anticipate a further phase to this project will follow (timing TBD) that will further develop M&E across our wider organization.

The scope of this proposal will cover a top-level look at our organizational priorities to ensure we capture any shared measurements and key messages, to better inform the development of an evaluation framework specifically relating to our Youth Employment work. There will also be a requirement for PTC's impact reporting to comply with some guiding principles from Prince's Trust Group.

PTC's current (YE) Measurement and Evaluation framework places a strong emphasis on program participants. Along with demographic information, we currently track the number of participants starting and completing our programs, graduates hired by employers and skills improvement throughout. In addition, we gather qualitative feedback through focus groups and in-depth case studies on how we touch, progress and transform the lives of our participants.

We would like to increase and diversify what we measure to include metrics relating to cross sector collaboration, the value of connecting business with community and specifically, the impact Prince's Trust Canada has on building inclusive and diverse workspaces and the power of collaboration.

In addition, our new strategic plan also prioritizes work connected to the United Nations Sustainable Development Goals (including #8 Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all) as well as in the area of sustainability and employer education and support. We would like these to be incorporated into our new framework.

Scope of Services Required

We would like this project to be complete by March 31, 2021, commencing in late 2020/early 2021. There may be opportunity to bid for further work after this initial phase.

We expect our budget to range between \$20,000 - \$26,000 (Inc HST) to complete this work.

We are a small national team with a head office based in Toronto and individual employees working remotely in several locations (Vancouver, Calgary, Winnipeg and Ottawa). Due to COVID-19 we are currently working remotely and do not anticipate any travel requirements for this project.

Desired Outcomes

The project to enhance Prince's Trust Canada's Measurement & Evaluation (M&E) efforts include the following specific streams of work:

- Review of current measurement tools, indicators and data captured; provide guidance and insight to ensure that with your support Prince's Trust Canada can streamline the Measurement & Evaluation process, the sources of information, questions and platforms used with the objective of ensuring maximum value is obtained from the information we collect
- Review of organizational objectives and strategic plan to support identifying new impact measures; work with our leadership team to identify impact measures that support us to evidence progression towards our short and long-term objectives

- Conduct informational interviews with key collaborators to identify what measurements relate best to them as an audience and how we can use this to shape our M&E, create “personas” for each of our audiences to support our understanding of how to tailor our messages in the future
- Identify (if required) a specific system or data management tool that could support the organizational measurement and evaluation as we scale
- Implement new measurement framework and appropriate tools for current YE data captured, ensuring maximum efficiency in capture and usability of data
- Implement a new system to support additional measures identified through the review stage for our existing YE core programs
- Provide support and training where required to our staff team in effective use and maintenance of the measurement tools
- Work with our Head of Programs and Impact and Chief Development Officer to develop our impact narrative, maximising the data captured and highlight our unique value through our impact indicators
- Produce a full report of work undertaken and future recommendations, including.
 - Identifying potential next steps for Prince’s Trust Canada in the area of M&E
 - Any short-term requirements we have as an organization to ensure the effective use of the framework
 - How the M&E should inform and guide program and organizational improvements in the short, medium and long term
 - Insights and “personas” from the informant interviews with our key collaborators

Quotation Requirements

All proposals should outline the firm’s expertise, with examples of how the team has approached similar work in the past and what outcomes they have achieved.

Please ensure proposals address each section of the following:

- A background description of experience and interest in relation to the scope of services outlined above for the members of the project team
- A letter(s) of recommendation
- A proposal of how the firm intends to approach the project in the given timeframe
- A budget breakdown of all costs associated with the services including HST

If you are interested in this opportunity, please submit your proposal as outlined above, attached in PDF format to Lauren Stephen Lauren.Stephen@princestrust.ca by Tuesday December 1st, 2020.