

REQUEST FOR PROPOSALS

Civil Society Organization (CSO) Led Advocacy for Immunization & Primary Health Care (PHC) Financing

Granting Agency

Campaign for Tobacco-Free Kids: The Campaign for Tobacco-Free Kids is the leading advocacy organization working to reduce tobacco use and its deadly consequences in the United States and around the world. Through strategic communications and policy advocacy campaigns, we promote the adoption of proven solutions that are most effective at reducing tobacco use and save the most lives. Our vision is a future free from the death and disease caused by tobacco. For more information, visit www.tobaccofreekids.org.

Global Health Advocacy Incubator: The Global Health Advocacy Incubator (GHAi) is an initiative of the Campaign for Tobacco-Free Kids and supports civil society organizations who advocate for public health policies that reduce death and disease. We help local partners strengthen their advocacy capacity and provide ongoing strategic and technical assistance as they design and execute advocacy campaigns to change policies that save lives across a variety of public health issues and in diverse political systems. For more information, visit www.advocacyincubator.org.

Background

As part of its 5.0 strategy and CSCE approach, Gavi has committed to work with Civil Society Organization (CSOs) to secure social and political will for equitable and sustainable financing for immunisation and primary health care. An important role of CSOs is to carry out advocacy for greater domestic resource mobilization and increased accountability for results in reaching zero-dose children and increasing immunization coverage (including of newly introduced vaccines). As Gavi's global CSO partner, GHAi is overseeing this effort in key countries poised to make progress towards these goals.

The expected outputs of this project are: (i) more domestic resources mobilized for primary health care (PHC) and immunization; (ii) more efficient use of domestic and Gavi funds to reach ZD children and increase immunization coverage, and (iii) improved transparency and accountability for domestic and Gavi resources allocated to the immunization program.

Grant Period: June 1, 2023, through May 31, 2024 to be renewed for up to 24 months based on successful completion of project targets.

Grant Budget: Up to US \$150,000 each year

Eligible Country: Madagascar

Who can apply for a grant?

Non-governmental organizations based in eligible countries can apply for grants.

1) Non-governmental organizations (NGOs) with relevant advocacy experience aimed at changing or implementing budget/health policies including but not limited to civil society organizations, educational institutions (for example universities) and independent policy institutions ('think tanks').

2) Applicants must be recognized legal registered entities capable of entering into contractual arrangements, receiving foreign funds for the proposed activities and assuming legal and financial obligations.

3) The selected grantee will have proven experience and knowledge in budget advocacy for increased domestic resource allocation and immunization policy and programming. Responses to this RFP should demonstrate strengths, capabilities, and capacity to provide the following:

- Experience with health policy advocacy, especially as it relates to increasing domestic health budgets and immunization policy.
- Experience with direct advocacy with policymakers at all levels of government, especially the Ministry of Finance and Ministry of Health.
- Experience working with community groups and the media to build demand for health interventions.

4) NGO applicants cannot be the recipients of financial support from any tobacco product manufacturer or the parent, subsidiary or affiliate of a tobacco product manufacturer including PMI IMPACT and Foundation for a Smoke-free World.

The grants program does not fund individuals or government agencies.

What kind of projects will be funded?

Depending on the country context and the bottlenecks identified by governments and their partners, the objectives of the advocacy effort of the applicant must lead to:

1. Increase domestic resource mobilization at national and/or subnational dedicated to PHC and immunization service delivery;
2. Improve execution of domestic funds and enable timely flow of funds to the frontlines.
3. Increase the transparency and improve the tracking of public expenditure on PHC and immunization;
4. Ensure timely payment of Gavi co-financing obligations;
5. Ensure new Gavi-supported vaccines are introduced and the country is aware and willing to meet any related increased co-financing obligations; and
6. Strengthen the accountability of national and sub-national governments for reducing the number of zero-dose children and increasing immunization coverage.

Project proposal can we be targeting these issues at the national and/or a specific subnational area.

How much funding can a project receive?

Proposals can be submitted for grants up to \$150,000 per year. Project will be funded for up to 24 additional months base on successful implementation in year one.

Funding levels should be consistent with the scope and capability of your organization. Cost reasonableness is a factor in the consideration of proposals.

Submitting your project proposal

Submission Requirements

Submissions should include the following:

- Proposed budget not to exceed \$150,000. Any staff time, travel, or other expenses incurred by the CSO should also be included under this amount.
- Proposed estimated timeline of project development with key milestones.
- Qualifications of proposed key personnel.
- Examples of your firm's related competencies. Include any engagements that demonstrate an understanding of the particular needs of advocacy organizations.
- Links to sites or case studies you have developed that are relevant to this project.
- A high-level description of the methodology, strategy and approach you would use for a project like this.
- Proof of legal status and ability to receive foreign funds for policy advocacy.
- Last three years financial status including details of all funding sources in the last 3 years.

RFP Timeline

- This Request for Proposal represents the requirements for an open and competitive process.
- Please submit questions or intent to submit a proposal to bullick@advocacyincubator.org by 11:59pm EST on April 13 to be invited for a meeting in Antananarivo on April 14.
- All proposals must be signed by an official representative of the agency submitting the proposal.
- Notification to the winning bidder will be made no later than May 22, 2023.
- Upon notification, the contract negotiation with the winning bidder will begin immediately.
- Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by CTFK's contract department and will include scope, budget, schedule, and other necessary items pertaining to the project.
- The anticipated start date for this project is June 1, 2023.

How are full proposals assessed?

Full proposals will be reviewed by GHAI team with specific country and advocacy expertise and final decision will be made in consultations with GAVI.

The criteria for assessing proposals are as follows:

- A. Demonstrated organizational capacity to impact health policy areas through political and media advocacy, ideally experience in budget advocacy and vaccination advocacy including relevant case studies (30%)
- B. Project Design including methodology and approach to advocacy (30%)
- C. Proposed Personnel (10%)
- D. Multi-sectoral collaboration and partnership (10%)
- E. Budget (10%)
- F. Evaluation Plan (10%)

Submission Date

All proposals in response to this RFP will be accepted until 6pm EST on April 24th, 2023. Any proposals received after this date and time will not be accepted. Please submit proposals [HERE](#).

Questions

Please submit questions or intent to submit a proposal to lbullick@advocacyincubator.org.

Please regard all information in this RFP as confidential

NO TOBACCO INDUSTRY RELATIONSHIPS. Pursuant to CTFK's policy of not hiring or contracting with anyone with economic ties to the tobacco industry, the selected vendor will warrant that it does not knowingly represent or receive payment from any tobacco product manufacturer or wholesaler, or any parent, affiliate or subsidiary of a tobacco product manufacturer or wholesaler, or any person, interest group, advocacy organization, law firm, advertising agency, or other business or organization that represents the interests of the tobacco industry, has not done so in the past two years, and will not do so while this agreement is active.