



WHITE RIBBON
ALLIANCE

Request for Proposal (RFP): Women's Health Equity Campaign

General Applicant Questions and Responses

1. Focus Countries:

We received many inquiries for countries not listed in the RFP. Unfortunately, this opportunity is restricted to the countries listed only at this time, but we recognize that there is a need for this work in so many more. If we can expand to other countries at a later date, a new RFP will be released. Currently, only applications that follow proposal guidelines and are focused in Burkina Faso, Ghana, Kenya, Mexico, Senegal or Tanzania will be considered.

Each proposal must focus on one of the listed countries only. Proposals for multiple countries will not be considered.

The lead applicant may submit one proposal only.

2. Proposal Language

The RFP has been issued in French, Spanish and English to maximize participation from groups in non-English speaking countries in the language they are most comfortable with. Proposals may also be submitted in French, Spanish or English. However, successful applicants will need to engage internally and externally with English speakers throughout the project so must also have the ability to conduct business in English for both oral and written communication.

3. Eligibility, Legal Registration of Applicants & Consortium

Applicants do not need to be part of the existing White Ribbon Alliance network prior to submission.

Applicants must be registered in the country that your proposal is focused on i.e. Burkina Faso, Ghana, Kenya, Mexico, Senegal or Tanzania.

International organizations with local registration may apply, but priority will be given to local and community-based organizations.

Each proposal must be focused on one of the focus countries only.

To be considered for this funding, applicants must have a registered entity in good standing in Burkina Faso, Ghana, Kenya, Mexico, Senegal or Tanzania. If you intend to include a non-registered entity as part of your consortium, the lead organization is also accountable for the full legal and regulatory compliance of consortium members.

4. Project Duration

Please refer to the RFP for the stated duration, start and end dates for this opportunity and any resulting grants.

5. Templates

Proposals, including all application requirements, must be submitted in format that can be accessed by Microsoft Word, Excel, or Adobe (PDF). However, we are intentionally not requiring use of specific templates. Please use preferred templates for your organization taking care to ensure that the selected format is responsive to the requirements of the section.

6. Cost Proposal

We have received several questions about the proposal budget amount. Please refer to the RFP for the maximum proposal amount.

Proposal budgets should include reasonable and necessary costs to perform the activities within the time specified.

Proposal budgets may be in French, Spanish, or English but, if in local currency, must also show local currency converter to US Dollars. Grants issued as a result of successful proposals will be paid and reported in US Dollars.

Indirect Costs: If the lead applicant for your proposal has an indirect cost rate this may be included in the cost proposal. If not, costs may be budgeted as direct costs to the extent that they are reasonably allocated in a clear and consistent manner. All indirect cost rates must be documented and applied consistently with organizational policy and accounting principles for indirect cost rates. This information will be subject to approval during due diligence.

7. Organization & Staffing Capacity

The name, title, role, brief biographical statement, and CV must be included for all key staff proposed. Please note that this does not mean all staff, only those staff in your organization or consortium that have a leadership role responsible for technical and financial strategy, quality, and oversight.

Personnel information may be submitted in Microsoft Word or PDF format.

8. Is there a size and / or typical framework for structure of each consortium?

Each consortium must have one lead that meets eligibility requirements. The lead will receive funds and be responsible for contractual, financial, and programmatic quality, planning, management, compliance, and reporting. For those who intend to submit proposals on behalf of a consortium, we encourage you to develop a structure that is most appropriate for effectively delivery of your unique proposal.

Applicants should select a consortium size that is appropriate for your proposal.

Technical Applicant Questions and Responses

1. What is “demand” in the context of the RFP?

The concept of a “demand” is outlined in the RFP as responses from those engaged by the women’s health equity advocacy campaign. The campaign will ask a single open-ended question to the target population and the responses to those questions are referred to as demands. Examples of women’s and girls’ demands as part of the original What Women Want campaign can be viewed on the [What Women Want Interactive Dashboard](#). It is expected that applicants will identify the single, open-ended question under the Women’s Health Equity Campaign to fully align and express your proposed approach.

Respondents are highly encouraged to review the [White Ribbon Alliance website](#), and further information available about our methodology and how it is used in campaigns we support.

2. What is “grant” in the context of the RFP?

The use of the term “grant” refers to the contractual document that will be issued by White Ribbon Alliance to selected applicants. This document legally outlines the relationship between the funding organization (White Ribbon Alliance) and the organization that receives funding in all aspects. It is essential that those submitting applications have a reasonable ability to receive, manage and maintain compliance with this type of document.

3. Will White Ribbon Alliance allow applicants to integrate the What Women Want Chatbot with an existing platform?

White Ribbon Alliance will consider integration with an existing platform when the benefit of this can be clearly expressed and demonstrated through data as additive to the program approach and impact. We will not, however, pay technology costs that are not directly linked to this program approach and the overall timeline for the project must be maintained as it will be consistent across all countries.

4. What are the expected indicators for monitoring & evaluation?

White Ribbon Alliance will work with selected groups to co-develop indicators for each country, and across all countries.