

Terms of Reference

TITLE	Communication & Advocacy Consultant -“ Care Leavers’ Independence ”
BACKGROUND	<p>Economic independence and the transition to adulthood is challenging for all youth. It is even more so for underprivileged youth who are about to exit institutional homes and who are used to being taken care of, while having to deal with lots of social stigma and rejection. It is estimated that there are over 2 million children without parental care in Egypt for a broad variety of reasons, including being in conflict with the law or rejected by their family. According to the Ministry of Social Solidarity in Egypt, there are around 500 institutional homes. These care homes are under the supervision of the Egyptian Ministry of Social Solidarity (MOSS).</p> <p>Wataneya Society is registered as an NGO since 2008 and is launching a five-year project “Care Leavers’ Independence” funded by Drosos Foundation.</p>
ABOUT THE PROJECT	<ul style="list-style-type: none"> • Project Title: “Care Leavers’ Independence” • Designed & Executed by: Wataneya Society for the Development of Orphanages https://wataneya.org/ • Funded by: Drosos Foundation https://drosos.org/
SUMMARY OF PROJECT	<p>Overall Goal: Youth who have been in care homes are successfully integrated into society and able to access socio economic opportunities. To fulfil the project overall goal, the project has three main specific objectives with clear results and activities:</p> <p><u>S.O.1 Care-leavers have the capacity and skills to make a successful transition to independence</u></p> <p>This objective focuses on making change on the individual level with 500 youth. Wataneya will design and supervise the delivery of personal development and employability skills programs to enable the children without parental care, from 14 to 18+ years old, for independence through collaborating with implementing partners. The programs will include personal development, basic life skills and employability skills in addition to providing psychosocial support. The personal development and life skills component will include self-discovery, planning, self-awareness, communication skills...etc.</p> <p>Through its network with the private sector, Wataneya will place target youth in career development programs sponsored by private sector partners that are willing to provide the youth with internships or job opportunities after accomplishing the program.</p> <p>The outcome of these programs is to develop a well-structured curriculum for after-care for institutionalized children and youth to be shared with The Ministry of Social Solidarity (MoSS) and other NGOs working in the field.</p>

	<p>Moreover, a leadership program will be delivered by Wataneya for a selected group of youth, 60 youth, to create change agents from these youths to represent and support their peers.</p> <p><u>S.O.2 Institutional homes have adapted their systems and mind sets to qualify care leavers for independence</u></p> <p>In order to ensure sustainability and scale up, Wataneya will work at the institutional level in SO2. Using the same approach adopted in its previous project in partnership with Drosos Foundation, Wataneya will build 20 success models by developing their capacity and practices so that they can prepare and qualify the children for independence once they have to leave home. This will be done through several interventions targeting the management and staff of the institutional homes, and the systems and procedures deployed.</p> <p><u>S.O.3 An enabling and inclusive environment supports reintegration of care-leavers</u></p> <p>For these efforts to bear fruit, the ecosystem needs to be improved to provide better opportunities for the care leavers to succeed in living independently. For this reason, Wataneya will focus in SO3 on advocating for an enhanced eco-system to support care leavers, with MoSS, other civil society players, and the private sector. Wataneya will also leverage its strong position of trust among stakeholders to facilitate the mobilization of resources and organization of efforts to provide the basic needs for care leavers, such as housing and subsistence income for a period of time, until the youth are able to live independently and have secured a sustainable income. During this phase, they will also need the support of mentors and advisors to guide them professionally, socially, and emotionally. Wataneya will also liaise with multiple players to enable the provision of this support for care leavers.</p>
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OBJECTIVE OF THE ASSIGNMENT	<p>The objective of the assignment will be to develop a communication strategy for Wataneya Society for the Development of Orphanages. The consultant will be expected to work with Wataneya Society’s team to develop a four-year communication strategy including a clear action plan, indicators and measurement tools.</p> <ul style="list-style-type: none"> • To raise awareness about care leavers. • To improve the societal perception about care leavers. <p>The consultant will work closely with the Wataneya Society’s team.</p>
SCOPE OF WORK	<p>The consultant should develop a communication strategy to raise awareness about care leavers and to improve the societal perception about care leavers.</p>
DELIVERABLES	<ol style="list-style-type: none"> 1. Mapping and analysis of communications approaches done by other comparable projects and establish the existing learning’s. 2. Analysis of target audiences and how to reach them. 3. Identify specific communication objectives for each target audience (stakeholder mapping). 4. Produce Key messages. 5. Identify the communication products and activities tailored to each target audience.

	<ol style="list-style-type: none"> 6. Specify appropriate communication channels, and dissemination methods to effectively communicate key messages to specific stakeholders. 7. Develop an action plan with clear deliverables, indicators and tools for the strategy implementation. 8. Prepare a list of the resource needs (human and financial) and estimated implementation budget. 9. Implement the strategy over a period of maximum 6 weeks, working closely with the project's team. 10. Develop indicators and tools to monitor and evaluate the communication plan, in order to measure the impact on achieving the overall objectives.
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REQUIREMENTS	
SKILLS AND EXPERIENCE	<p>To be considered for this role you must:</p> <ul style="list-style-type: none"> • Have a strong track record of development and delivery of an internal and external communication strategy. • Have experience in change communications across complex projects. • Be able to turn complex language into appropriate messaging for a range of audiences and have experience delivering communications using a variety of channels.

HOW TO APPLY	<p>Interested candidates should submit a proposal including the following:</p> <ul style="list-style-type: none"> - A technical and financial proposal with: <ul style="list-style-type: none"> • Proposed methodology addressing the objectives and scope of work • Level of effort (broken down per person to desk review, preparatory meetings, field research, report writing, communication/ dissemination, training, etc.). • Detailed budget - Capability statement and background information on similar tasks performed by your organization/main consultant. <p>Deadline to submit proposals is Sep 10th.</p> <p>Technical and financial proposals should be submitted via email with reference “Care Leavers” in the subject to the following addresses:</p> <ul style="list-style-type: none"> - y.elhagry@wataneya.org - salma.khalil@wataneya.org
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