

Request for Proposals

International Development Awareness



Guidelines

Background

Mama na Mtoto is an initiative between Tanzanian, Ugandan and Canadian university partners, including the University of Calgary, that strives to improve maternal, newborn and child health in rural Tanzania. Working together with local governments and existing health facilities, we support health providers and community members to adapt and lead activities and innovations that address their own health challenges. Our philosophy is that sustainable and impactful change occurs when our activities reach the most vulnerable people and include women, men, children, and leaders themselves.

Purpose

The purpose of the Mama na Mtoto Canadian Public Engagement Fund is to support innovative methods of engaging Canadians in Global Development issues, especially health, gender and social equity. The [Global Hive](#) defines Public Engagement as “the practice of inspiring, supporting and challenging people and groups in dynamic cycles of learning, reflection and action on global issues. It is a transformative process that works towards equitable social, economic, environmental and political structures.”

Mama na Mtoto plays a critical role in meaningfully engaging with Canadians through promoting understanding and awareness about global health, sustainable development, and gender equality. As such, Mama na Mtoto is consistently seeking opportunities that would support them in reaching a broader Canadian audience from diverse backgrounds and disciplines.

Eligibility

- Proposals must be submitted by a student-led organization or University of Calgary club
- Events must be aligned with the purpose of MnM’s Canadian Public Engagement Fund, as outlined above.
- Applicants must be in good standing with the University

Though not a requirement, applicants are encouraged to collaborate with other clubs, organizations and partners to increase the potential impact and reach of their activity.

Types of Events

Events must raise awareness amongst students and/or the public about international development issues, (i.e. global health, gender equality, sustainable agriculture, climate change, etc) and how they relate to good health and well-being. Innovations should encourage critical thinking and make the connections between local and global. Proposals highlighting approaches that allow for deeper engagement that leads to informed action and personal involvement are encouraged.

Applicants are encouraged to find innovative ways to engage the public. Examples of innovative activities include, but are not limited to:



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- A photo exhibition
 - A film screening
 - Art piece or exhibit
 - A video series
 - A social media campaign
 - A panel discussion
 - Small group discussion or world café

All activities are expected to take place on or **before August 31st, 2019**.

All applicants must follow the format outlined in the application portion of this document. Proposals should be clear and succinct.

Funding

A maximum of \$500 per event is available for engagement activities, keeping in mind that cost effective proposals will be viewed favorably.

Expenses set forth in the proposals must be eligible in accordance with funder guidelines. Please e-mail mamanamtoto@ucalgary.ca for additional information.

Examples of eligible expenses are:

- Food and non-alcoholic drinks
- Venue bookings
- Art supplies/ printing costs
- Swag items

Examples of non-eligible expenses are:

- Alcohol
- Cash or other monetary prizes (such as gift cards)
- Salary or compensation for time
- Goods or services purchased from University of Calgary vendors

Please note that applicants may be asked to submit a vendor justification form with their receipts to prove that economical decisions were made in goods or service procurement. All associated costs must be approved beforehand to ensure coverage or reimbursement.

Submission Deadlines

Proposals will be accepted up until by **11:59PM (MST) on February 15, 2019**, with an additional callout taking place in the spring. A selection committee will review proposals and results will be announced soon after. Preference will be given to early applications. Completed applications may be sent to: mamanamtoto@ucalgary.ca.

Reporting

Financial and narrative reports are due a maximum of two weeks after the event takes place. MnM will provide a reporting template to complete. Please keep in mind that you will be asked to report on the number of participants at your event, with gender disaggregated information.

Participants are encouraged to capture visuals of their activities and share them publicly (on social media, campus news outlets, etc). Note that visuals may also be used by Mama na Mtoto for reports and other media outputs. Please ensure that you have the consent of any individuals pictured in the photos.

Assessment

Applications will be assessed by a committee of MnM representatives and staff based on the following criteria:

Alignment (25 %)

- Fits with MnM's goal to engage the Canadian public in international development issues
- Integration of the proposed event within the broader scope of the Club's initiatives
- Alignment with MnM's purpose and general global health priorities

Merit (25 %)

- Presents clear objectives and anticipated outcomes
- Presents an opportunity to collaborate with other groups and partners (where applicable)
- Presents a sound evaluation plan

Impact (25 %)

- Potential of event to engage new audiences in terms of either depth (low #s, high impact) or breadth (high #s, low impact)
- Involvement of non-traditional or under-served communities, providing accessibility where relevant
- Potential of event to contribute to longer-term outcomes
- Maximized opportunities to conduct follow-up or sustained engagement, for example, inviting participants to sign up for a newsletter or to share their story on social media using relevant hashtags

Feasibility (25 %)

- Realistic and clearly documented budget
- Efficient use of resources and leveraging of contributions (other funding support/resources, where relevant)
- Reasonable timeline and promotional strategy

Creativity (Bonus 5 %)

- Level of creativity and innovation of the event
- Description of why this event is unique/important

MnM Canadian Public Engagement Innovation Fund Application

Part A: Applicant Information

Contact details of Applicant Organization (including Key Contact/Event Lead)

Event Title:

Proposed Date of Event (must fall before August 31, 2019)

Part B: Event Description (1.5 page maximum)

1. Please provide a 100 word description of your event we can use in promotional materials
2. Please identify your event goals and objectives. How do these outcomes align with the purpose of this funding?
3. List and describe any partners and what strengths they bring to enhance the event. What are the respective roles and responsibilities of each partner?
4. How does this event fit within the broader scope of your Clubs' work?
5. What are some potential longer-term outcomes or impacts that this event may contribute to?

Part C: Audiences Reached

- Outline your outreach strategy
- Indicate the audiences that this event aims to reach
- Include estimated number of participants.

Part D: Budget and Timeline

Please submit a detailed listing of event expenses. Please identify contribution requested from MnM, cash contributions from other partners / existing funds (if any) and any in-kind contributions. Please also submit a timeline outlining the proposed activities and any relevant deadlines.

Budget Table

Expense	MnM Contribution (max. \$500)	Partner Cash Contribution (indicate source)	In-Kind Contribution (indicate source)	Notes
Total	\$	\$	\$	

Please send completed applications to mamanamtoto@ucalgary.ca by **11:59PM (MST) on February 15, 2019.**