Incorporation of Infant and Young Child Feeding into Food Security and Acute Malnutrition (PSNP and CMAM) Programs

Alive & Thrive Ethiopia Grants Program

Request for Proposals

Proposals Due: July 10, 2010

**PSNP and CMAM grants** focus on high-impact and sustainable programs that add a preventive IYCF focus to existing services. A&T intends to award grants in the range of $75,000-150,000 for CMAM and $150,000-300,000 for PSNP. The grant period is expected to be for up to 24 months.

**Note:** Applicants must be 1) current recipients of Productive Safety Net Program (PSNP) funding in Tigray, Oromia, SNNPR and Amhara and/or 2) be implementing or have funding to implement Community Management of Acute Malnutrition (CMAM) programs in Tigray, Oromia, SNNPR and Amhara. Organizations may apply for both PSNP and CMAM awards should they meet the criteria.
Guidelines for Proposals to Integrate Preventive Infant and Young Child Feeding (IYCF) into CMAM and PSNP Programs

This document contains instructions and guidance for preparing your project proposal for the A&T IYCF Grants Fund in Ethiopia.

I. BACKGROUND

The Need to Address Infant and Young Child Feeding

An estimated 1.4 million children die each year because of sub-optimal breastfeeding practices. Inadequate complementary feeding also contributes to micronutrient deficiencies, underweight, and stunting, which are linked to an additional 1-2 million child deaths each year. Despite decades of experience, interventions to improve infant and young child feeding (IYCF) have failed to reach their maximum impact. There are multiple reasons: low coverage of effective interventions, incomplete understanding of economic and cultural barriers, incorrect assumptions about causes of undernutrition, absence of private sector strategies to deliver appropriate and affordable products for complementary feeding, lack of well-documented success at scale, and lack of consensus within the global community on the best way to deliver results at scale.

Alive & Thrive

Alive & Thrive (A&T) is an initiative dedicated to reducing undernutrition and death caused by sub-optimal IYCF practices. A&T is currently funded by the Bill & Melinda Gates Foundation (BMGF), and is being implemented by a consortium of organizations. AED-ARTS, LLC, a subsidiary of the Academy for Educational Development (AED) is managing and coordinating the initiative, working in partnership with BRAC, GMMB, IFPRI, Save the Children, World Vision, and University of California, Davis.

A&T aims to save more than half a million children's lives by significantly improving breastfeeding and complementary feeding policies and practices at scale. The initiative will integrate proven strategies into existing efforts to reach vulnerable women and children, while seeking new approaches to improving infant and young child nutrition.

A&T will generate and share best practices and innovations about how to reach and impact diverse communities in different environments, and it will leverage new resources to create sustainable improvements that can inform policies and programs throughout the world. Over the next five years, A&T will work to improve infant and young child nutrition, beginning with a focus on Bangladesh, Ethiopia, and Viet Nam, and creating program models that can be replicated throughout the world.

Alive & Thrive Ethiopia

Despite improvements in nutrition and some IYCF indicators in recent years, Ethiopia will not meet the Millennium Development Goals 2015 target without an escalation of program efforts related to nutrition, especially breastfeeding and complementary feeding. The A&T Plan emphasizes alignment with both the National Nutrition Plan and the Health Extension Program. The Ethiopian A&T program model is based on a comprehensive approach to improved IYCF that has been used successfully in other countries that includes targeted advocacy, community-based approaches, and testing of innovations regarding communication and links with the private sector. Monitoring of program implementation and processes along with impact evaluation are an integral part of the approach.
A&T’s goal is to reduce death, illness, and malnutrition (primarily stunting) caused by sub-optimal feeding of infants and young children. The Ethiopia program, inclusive of this grant opportunity, targets children under two years of age in the four most populous regions (and the chartered cities) in more than 360 woredas. While the majority of A&T work is focused on the relatively food secure populations where prevention actions are expected to contribute to improved nutritional outcomes A&T will address chronically food insecure and emergency nutrition contexts through this grant opportunity.

II. GRANT OPPORTUNITIES

The goal of A&T grants program in Ethiopia is to contribute to reductions in malnutrition through optimal IYCF practices by integrating prevention activities into existing efforts of the Productive Safety Net Program (PSNP) and the Community Management of Acute Malnutrition (CMAM) programming. This funding/learning opportunity is meant to be catalytic and additive as successful grantees will already be implementing PSNP and CMAM activities.

This grant funding will focus exclusively on high-impact and sustainable programs that deliver IYCF preventive activities for infants 0-24 months of age. A&T intends to award grants in the range of $75,000-150,000 for CMAM and $150,000-300,000 for PSNP. The grant period is expected to be for up to 24 months.

*Please note: the second year of funding will be contingent upon the recipient’s satisfactory progress during the first year of programming towards accomplishing the grant objectives and upon availability of funds.*

Grants are available in two grant categories:

1. **Productive Safety Net Program**
   *Test innovative models that incorporate an IYCF preventive component in PSNP programming*

   A&T will fund PSNP implementing partners to develop and test models that incorporate nutrition prevention (specifically for IYCF) as part of the PSNP programming approach. Examples of what these proposals could include: (i) How much improvement can be made in IYCF practices in the context of restricted household food availability? (ii) Exploring impact of strategies to link PSNP and IYCF with enhanced communication and education about IYCF (iii) Test use of vouchers to purchase ready-to-eat fortified complementary foods.

2. **CMAM**
   *Test innovative models that integrate IYCF preventive measures into acute malnutrition treatment programs*

   There is significant interest in emphasizing IYCF as part of rehabilitation in the emergency context with the intent of reducing recidivism and preventing malnutrition in the community. A&T will fund experienced CMAM implementers to conduct operations research to answer questions like: 1) How can IYCF be integrated in CMAM most effectively without compromising CMAM rehabilitation? 2) What delivery strategies are most effective for improving IYCF behaviors within CMAM programs?

Both grants categories will stress documentation and diffusion of learnings for broader application within Ethiopia and beyond.
III. GEOGRAPHIC FOCUS

Organizations that are currently working in Tigray, SNNPR, Amhara, or Oromiya regions of Ethiopia can submit proposals. Preference will be given to activities in regions with the greatest potential for sustainable impact and to a model that can be replicated in other areas and by other organizations offering similar PSNP or CMAM services.

IV. GRANT ELIGIBILITY

A. Who may apply for a grant?

Grants will be awarded to non-governmental organizations (NGOs) and to collaborating NGOs that agree to work together to deliver IYCF services. All recipients must demonstrate competence in conducting relevant IYCF activities, and must demonstrate prior experience in efficient and effective fiscal management. Past experience managing large international donor funding is preferred.

The following groups are not eligible to receive grants:

- Government entities including Ministries, public educational institutions, government clinics, and government hospitals
- Firms operated as commercial companies or other organizations (including nonprofit and nongovernmental organizations) which are wholly or partially owned by foreign governments or agencies thereof

Applicants must be registered in the country/countries where the proposed project will be implemented.

B. What types of costs are covered by grant funds?

Grant monies may be used to pay for the following types of costs:

- Implementation costs for the provision of IYCF services, including salaries of project personnel, travel, supplies, and other direct costs related to implementing the project
- Implementation costs for activities related to the delivery of IYCF services, including trainings, workshops, social marketing campaigns, community events, etc.
- Materials development, production, and distribution
- Indirect costs are allowable and subject to BMGF Indirect Cost Guidelines. Organizations must provide a copy of their last audit summary report and a detailed description of how the rate is calculated.

Grant monies may not be used to cover the following types of costs:

- Subcontracts to other organizations unless specifically included in the proposal and budget
- Food purchases (including infant formula)
- Purchase of motor vehicles, office furniture, computers, and office equipment, pharmaceuticals and/or medication, defined as any substance intended for use in the diagnosis, cure, mitigation, treatment or prevention of diseases in humans or animals; any substances (other than food) intended to affect the structure or any function of the body of humans or animals; and, any substance intended for use as a component in the above
• Construction or physical improvement of offices/facilities
• Remuneration of government personnel (including either full or partial salaries)

C. Disclaimer

Issuance of this Request for Proposals does not constitute an award commitment on the part of AED-ARTS, nor does it commit AED-ARTS to pay for the costs incurred in the submission of a proposal. Failure to follow solicitation instructions will disqualify the offeror’s proposal submission. AED-ARTS reserves the right to make an award based on initial submissions; hence, proposals should be submitted on the most favorable terms, from a technical and price perspective. Furthermore, AED-ARTS reserves the right to reject any or all proposals received, and to negotiate separately with an applicant, if such action is considered to be in the best interest of AED-ARTS’ client organization, the Bill & Melinda Gates Foundation.

V. PROPOSAL SELECTION TIMELINE

Organizations with the highest ranking proposals may be selected as finalists and invited to present a final proposal to the A&T/Ethiopia office for review.

Proposals are to be submitted and grants awarded with the following timeline:

• Grant proposals are due in Addis Ababa, Ethiopia, 5:00 p.m. local time on July 10, 2010. Proposals are to be submitted by e-mail to the attention of Mr. Sintayehu Mekonnen at smekonnen@aed.org with a copy to Ms. Janelle Mackereth at jmackereth@aed.org.
• The review panel will select and notify finalists on or about July 20, 2010.
• Selected finalists may be invited to meet with A&T/Ethiopia staff to discuss the project in more detail and to respond to outstanding technical, administrative, or financial questions.
• Grant recipients will receive final notification of award selection on or about August 15, 2010.
• Year 1 project activities are expected to begin within 30 days of receipt of the signed grant funding document.

VI. EVALUATION PROCEDURE

Proposals will be evaluated by a technical committee that includes A&T/Ethiopia staff, A&T/Washington staff, and PSNP and CMAM experts. The scoring for each section is noted to the right of each section title under Section VIII “Proposal Selection Details.”

VII. PROPOSAL FORMAT

Please follow the instructions in these Proposal Guidelines carefully. Proposals which do not follow the Proposal Guidelines will not be reviewed.

A. Page Limits

Page limits have been set so that applicants will have sufficient room to provide a concise yet informative explanation of their proposed activities. Please note that the page limits reflect the maximum number of pages allowed for each section; there is no penalty for submitting fewer pages than indicated. Any information provided in excess of these limits will not be taken into consideration in the review. Please do not send materials which are not specifically requested.
B. Proposal Section
- Title page
- Proposal Narrative (3 page limit)
- Project Monitoring and Evaluation Reporting Tool (2 page limit) – Attachment 1
- Attachments (3 page limit)

C. Budget and Administration Section
- Budget template in Microsoft Excel and BMGF Indirect Cost Guidelines provided – Attachment 2
- Budget narrative (2 page limit)
- Administrative Package – Attachment 3 [A&T consortium members do not need to submit the administrative package):
  - Partner Contact Sheet (1 page limit) – Attachment 3a
  - Past Performance Information Request (1 page limit) – Attachment 3b
  - Accounting Questionnaire (format provided) – Attachment 3c
  - Copy of summary findings from the most recent audit

D. Formatting Instructions
- All proposals must be submitted in 1-point Arial font. Tables and references may be in 10-point Arial font.
- Please include only those references most relevant to your specific program.
- Proposals must have 2.5-centimeter or 1-inch margins on all sides of the paper and be printed on A4 or 8½ x 11-inch paper.
- Proposals must be in English.
- Submitted proposals should present all sections in the order as they appear in Section VI. Proposal Section Details below. If possible please submit the proposal in one single package and avoid separate submissions.

VIII. PROPOSAL SECTION DETAILS

A. Title Page
   No Scoring
   - Project title
   - Name and address of the applicant organization
   - Country and area where project will be implemented
   - Name and contact information of a designated contact person (please provide more than one person if necessary; the Grants Fund will need to be in contact with your organization from the date of submission through August 2010.)

B. Proposal Narrative (3 page limit)

1. Statement of Need
   5 points
   Provide the status of IYCF for the project area. Present a compelling case for the project and describe how this need was identified. Furthermore, describe how the program addresses these needs and why the program will contribute to improved IYCF outcomes in the project area.

2. Description of Project Area, Existing IYCF Services and Initiatives
   and Local Infrastructure
   10 points
Briefly describe the project area and note the total target population to be served. Please provide a population estimate for children 0-24 months. Additionally, summarize other relevant programs and infrastructure existing in the project area as they relate to the project, such as:

- A breakdown of all IYCF program activities in the area (private and public)
- Information on neighboring areas if they may affect or have relevance to the project in the short or long term
- Information regarding the role of your organization in any local or national health or IYCF initiatives

Please substantiate information provided using verifiable data as appropriate.

3. Program Approach

Describe activities and strategic approach of the project in the context of the Grants Fund priorities of scaling-up model delivery systems and high-impact services. Summarize the overall approach of the project, including:

- How the applicant will deliver services, including a description of the role of any implementing partners. Please attach any agreements or letters of approval necessary to launch activities.
- If community-based workers or volunteers will be used, please indicate how they will be motivated and/or incentivized.
- Describe the interventions to be provided and the proposed timeline in the Monitoring and Evaluation Tool. Be sure the timeline is reasonable given local conditions.
- Explain how the approach aligns with the stated needs and existing infrastructure in the area.
- Indicate target age groups.
- Describe current plans for project sustainability and how project activities fit within larger local, national, global, and/or organizational plans as appropriate.
- Indicate how this project’s approach will enhance the Ethiopia (and possibly global) knowledge base for effective IYCF prevention into PSNP and CMAM programs

4. Monitoring and Evaluation

A&T has defined a list of indicators that will be reported upon on an annual basis to monitor the activity and success of the Grants Fund, including:

1. Early initiation of breastfeeding
2. Exclusive breastfeeding to six months
3. Timely complementary feeding

Detailed information on these indicators can be found at: [http://whqlibdoc.who.int/publications/2008/9789241596664_eng.pdf](http://whqlibdoc.who.int/publications/2008/9789241596664_eng.pdf)

While these indicators are not required for use by grant recipients, it is highly recommended that grantees utilize them where possible. All grantees are encouraged to include additional measurements of activities.

In the narrative, please explain your organization’s monitoring and evaluation plan. Please be clear regarding the difference between your monitoring plan (ongoing) and your evaluation plan (periodic, confidential, and summative).
may include outside assessments). Explain the mechanisms through which data will be collected for monitoring purposes and how evaluation will contribute to program improvements. Additionally, please identify who will be responsible for data collection, analysis and reporting.

5. Organizational Capacity 15 points

Describe very briefly the applicant organization, its mission, current programs/services, significant recent achievements, and relevant service statistics to demonstrate the organization’s ability to achieve the proposal’s goals. Describe the applicant organization’s past role in providing IYCF services or support as it relates to the project. Please provide specific information on the past history of your organization to manage funds of similar levels to those requested. Please also describe your organization’s ability to manage the financial and performance reporting required by the Grants Fund (Attachment 3).

6. Challenges and potential barriers 5 points

Please describe any special conditions or challenges that may exist for the project such as the political, social or healthcare climate in the area and that may impede results or progress of the project. Please discuss how these issues have been addressed in the project approach.

7. Key Personnel 5 points

Please describe key personnel (including those from partner organizations), their relevant credentials and experience, and their role in the project. In key personnel, please also include the financial manager or other administrator that will manage budget issues. Note experience the financial manager has had with administering donor funds and grants of the size and scope proposed.

8. Proposal Attachments No Scoring

Up to 3 pages of items necessary in responding to the proposal guidelines may be attached. These may include agreements or other documents necessary to document your organization’s ability to implement project activities.

C. Budget Section

1. Detailed Project Budget 15 points

Please use the Budget Template, Attachment 2 to develop a detailed budget reflecting all expenses for the project. Expenses should be divided between items charged to the Grants Fund and contributed from other sources.

2. Budget Narrative (4 pages) Score combined with Detailed Project Budget

The budget narrative should include:

- A description of the expense and why each is necessary to carry out project activities
- How the unit cost was determined (estimate, purchasing history, quote, etc.)
- Each revenue source for non-Grant funded portion of the budget (items or salaries in kind, revenues from cost recovery, and revenues from other donors)
- Detailed calculations of the proposed overhead rate (if included)
D. Administrative Section

The following sections are found in the Administrative Package attached and not scored by the review panel.

1. Partner Contact Sheet

Please fill out the information and submit with your proposal. Attachment 3a.

2. Past Performance Information Request

Please fill out the information and submit with your proposal. Attachment 3b.

3. Accounting Questionnaire

Please fill out the information, sign and submit with your proposal. You may submit the signed Accounting Questionnaire via email/scan, fax or mail. Organizations with an A133 audit DO NOT need to submit the Accounting Questionnaire. These organizations should submit a copy of their most recent A133 audit summary and indicate this in their proposal. Additionally, Alive and Thrive consortium partners do not need to submit the Accounting Questionnaire. Partners should submit a copy of their most recent audit. Audits may arrive up to 2 weeks after the deadline for submission. All other items, including the signed Questionnaire are due with the proposal. Attachment 3c.

IX. Attachments

1. Monitoring and Evaluation Reporting Tool with Example (Excel)

2. Detailed Project Budget Template (Excel)

3. Administrative Package (Word document)
   a. Partner Contact Sheet
   b. Past Performance Information Request
   c. Accounting Questionnaire