



Request for Proposals

Lead Consultant, ACCD Project Endline Study

Locations: Remote

Type: Consultancy Position

About AKFC

Aga Khan Foundation Canada (AKFC) is an international development organization and registered charity. AKFC partners with communities, businesses, and governments to find innovative, lasting solutions to global challenges. Working in Africa and Asia, we invest in local institutions and systems that anchor progress over the long term. In Canada, AKFC mobilizes funding and expertise and promotes awareness of global issues. AKFC is an agency of the Aga Khan Development Network, one of the world's most comprehensive development organizations. Since 1980, AKFC has helped millions of people to unlock their own potential to build a better life. [Learn more at www.akfc.ca](http://www.akfc.ca)

I. Position

AKFC is seeking applications from qualified consultants or firms to lead the Advancing Canadian Champions for Development (ACCD) Endline Study. This Request for Proposals outlines the responsibilities of the lead consultant(s)/firm.

II. Background and Context

Advancing Canadian Champions for Development (ACCD) is a pillar of two strategic partnerships with Global Affairs Canada (GAC), [Foundations for Education and Empowerment \(F4EE\)](#) and [Foundations for Health and Empowerment \(F4HE\)](#). The ACCD component was designed to complement these broader flagship projects by increasing Canadians' knowledge of and support for global development efforts in Africa and Asia. Through ACCD, focus was placed on: (1) communicating stories of Canada's development efforts and impact, particularly those related to education, health, gender equality, and the empowerment of women and girls; (2) facilitating opportunities for Canadians to engage in international development, including overseas fellowship and work opportunities; and (3) convening the Canadian development sector around evidence-based, gender-responsive development programming and innovations. Core activities included a [bilingual travelling exhibit](#) on gender equality, digital engagement initiatives, AKFC's flagship [International Youth Fellowship Program \(IYF\)](#), the [Canadian Development Exchange Program \(CADEX\)](#), the newly developed [Global Leadership Program \(GLP\)](#), youth and educator targeted workshops, and a range of [learning and dialogue initiatives](#).

An endline survey is required as part of the Performance Measurement Framework (PMF) of the project. The study will determine results for an intermediate level outcome indicator of the PMF to establish variance between targets and endline actuals. In addition to this, qualitative



information will be gathered to gain a deeper understanding of participants' experiences, explore factors influencing changes in engagement with international development, or identify enabling factors and barriers.

III. Purpose and Objectives of the Endline Study

The consultant will conduct an endline study of the ACCD project to assess its effectiveness and impact. The objectives of the endline study are to:

- Assess ACCD's effectiveness by comparing endline data with targets across required disaggregation categories, rooted in the project's Theory of Change and quantitative and qualitative findings, to demonstrate where progress has and has not been made.
- Validate the draft ACCD Theory of Change and help articulate a final Theory of Change for reporting and future programming purposes.
- Identify unexpected and emerging results of the project, including the broader value of engagement and learning.
- Surface key learnings, insights and recommendations for future programming.

IV. Scope of the Study

The study will cover all the components of the ACCD project. The consultant will collect and analyze endline data for the following indicator:

Table 1: Endline study indicator

Intermediate Outcome	Indicator	Target	Data Collection Method and Tool	Data Source
1300 Enhanced engagement of international and Canadian stakeholders in gender sensitive and evidence-based development issues and programming	1300.2 % of participating Canadians reporting to be more engaged in international development activities and issues (by gender)	85% (all disaggregation categories)	Sample online survey	Canadian public engagement participants



V. Methodology

The endline study is expected to employ a mixed methods approach, which will allow data to be triangulated from multiple sources including the planned end of project survey, as well as qualitative methods which may include approaches such as outcome harvesting or case studies. It is expected that the qualitative data collection may focus on a sub-set of activities or audiences. The study design and methodology should have a gender equality lens.

Data collection methods are as follows:

- *Online survey* - A survey of a subset of ACCD participants engaged most directly in programming will be conducted using an online platform.¹ The survey will be administered in both English and French, tailored as needed to the key respondent groups.
- *Individual Interviews* – 25 to 30 qualitative individual interviews with ACCD participants (e.g. Educators, International Youth Fellows, Global Leadership Program alumni, etc.) will be conducted. An additional 5 to 10 key informant interviews with key project players and partners will be conducted.
- *Social Media Analysis* – A content analysis of social media activity using relevant key words and hashtags will be conducted, leveraging existing media analytics relevant to endline study questions and indicators, including coverage and reach.
- *Story Collection* – Detailed stories will be collected and developed across a range of ACCD audiences (i.e., Youth, Educators, International Youth Fellows, CADEX, Global Leadership Program participants, etc.) as examples of the contribution, value and impact of ACCD (approximately 7-8 stories) to complement qualitative findings and provide rich contextual content.
- *Theory of Change* – The existing Theory of Change will be used as a starting point for crafting specific study questions in collaboration with the AKFC team. Analysis of overall study data and qualitative findings will be conducted to determine if findings 'add to' or 'complement' the program's initial understanding of the Theory of Change. An updated Theory of Change will be developed and finalized by the consultant and validated as part of the final sense-making workshop.

Data collection tools are to be adapted to each of the following ACCD audiences engaged throughout the project: Learning and Dialogue participants (event attendees, Global Leadership Program participants and alumni); Exhibit visitors; Educators and Youth; and International Youth Fellowship and CADEX participants and alumni.

Some specific initiatives under ACCD, such as the Global Leadership Program, have separate outcome indicators, which will require targeted research questions to measure associated impact. Further details of each initiative, including data collected to date, and proposed

¹ AKFC has obtained email addresses of a subset of the overall 6,400+ participants engaged outside of digital channels throughout the project, and it is envisioned that the online survey will be shared with all these participants. AKFC will provide further details upon contracting.

indicators to assess short- and medium-term outcomes where relevant, will be shared with the consultant at the inception phase.

VI. Activities, Deliverables, and Timelines

Key activities, deliverables, and timelines are as follows:

Task	Deliverable	Maximum Level of Effort (est. # of days)
Project management, client liaison, and team meetings		2
Phase 1 – Preparation / Inception Phase (Early September)		
Project Start-Up meeting	Finalized Work Plan	0.25
Review all background documents and existing data		2
Develop first draft Inception Report, including detailed methodology, tools, and other required annexes	Inception Report and Annexes	4.5
Prepare second draft Inception Report, incorporating AKFC feedback		1.5
Finalize Inception Report, based on AKFC final feedback		1.5
Phase 2: Data Collection (Late September - October)		
Pilot tools, assess data and make revisions in collaboration with AKFC	Final Tools	1.5
Activate and support online survey distribution and completion	Completed quantitative and qualitative data	2.5
Complete ~ 40 qualitative interviews		10
Complete social media analysis		2
Develop story collection guide and collect 4-5 significant stories	Final Guide	2.5
Manage data, including data cleaning and transcription	Share all data collected, cleaned, and transcribed	3
Phase 3: Data Analysis, Sense-Making, and Reporting (November)		
Complete data analysis		5
Draft preliminary findings PowerPoint for sense-making workshop	Draft Data Summary Report	2
Design and facilitate sense-making workshop	Workshop Agenda, Updated Theory of Change	1.5
Prepare first draft endline report	Final Report	5



Prepare revised second draft endline report based on AKFC feedback		2
Finalize endline report based on AKFC feedback		1.5
Present study findings, including endline debrief with key stakeholders	Presentation/workshop	1.5
TOTAL		51.75

Note that during Phase 1 timelines will be reviewed and accelerated where possible.

VII. Timeframe

This consultancy is expected to commence September 14th, 2026, and conclude no later than December 18, 2026. All invoices must be submitted no later than January 31, 2027.

VIII. Budget

Total fees payable up to \$60,000 CAD, excluding applicable taxes. Additional expenses will be reimbursed to the consultant upon submission of original invoices and based on prior approval from AKFC. Please include any anticipated reimbursable costs to be incurred throughout the duration of the assignment as part of budget submission.

IX. Consultant Profile and Qualifications

The selected consultant(s) or firm should meet the following criteria:

- Minimum 7 years of experience conducting studies, collecting data, and producing quality baseline/endline study reports, preferably for international non-profit organizations or multilateral agencies and multi-country studies.
- Demonstrated experience on studies in Canadian public engagement is strongly preferred.
- Demonstrated experience in designing baseline and endline studies including proven experience in sound sampling, mixed methods approach (quantitative and qualitative), tool development, enumerator, and qualitative facilitator training, etc.
- Demonstrated experience in conducting gender sensitive studies.
- Demonstrated experience in programming in Open Data Kit (ODK) or other computer assisted personal interviewing software is an asset.
- Demonstrated experience with GAC results-based management requirements, such as PMFs, is an asset.
- Familiarity with safeguarding in research, alongside ethical and inclusive research practices, including with adolescent populations.
- Proficiency in English is mandatory. Proficiency in French is an asset.



X. Ethical Considerations

The consultant must adhere to ethical research principles and design and execute the study in a manner that adheres to AKF's Global Safeguarding Policy and Global Gender Equality Policy. Informed consent, privacy, and confidentiality must be guaranteed throughout the research process.

XI. Application Packages and Procedures

Qualified and interested parties are asked to submit bids with the following:

- 1) Cover letter: A one-page cover letter
- 2) Consulting Firm profile
- 3) Detailed **technical proposal**: A detailed plan of no more than **8 pages** for accomplishing the tasks laid out in in this RFP, including:
 - a. Introduction: A brief overview of the assignment as understood by the consultant and a description of the overall approach
 - b. Proposed methodology and rationale
 - c. Proposed sampling strategy
 - d. Proposed data analysis plan
 - e. A proposed timeframe detailing activity and a schedule/work plan (including a Gantt chart)
- 4) A **financial proposal** with a detailed breakdown of costs for the study
 - a. Itemized consultancy fees/costs
 - b. Itemized administrative expenses
 - c. Validity period of quotations
 - d. Expected payment plan and method
- 5) Annex A – CVs of all proposed team members involved in project and their roles.
- 6) Annex B – References: Contact information of three clients for whom similar work has been done.
- 7) Annex C – Three project profiles of similar work undertaken on baseline or endline studies.

Please note that applications from individuals or teams will be considered for this assignment.

Proposals will be evaluated only if the complete package as outlined above is received. Submissions in response to this RFP will be evaluated on their cost effectiveness, experience of the consultant, and proposed methodology.



AKFC reserves the right to add or revise information or otherwise amend the contents of this RFP during the period of preparation of proposals. AKFC reserves the right to extend the period specified for submission of proposals.

Complete applications should be submitted electronically to:

AKFC.HR@akdn.org with the email subjected “ACCD Endline Study Application”.

*Closing date for submission of the application package is 11:59pm EST on **Thursday, September 10th, 2026.***

XII. Management and Reporting

The consultant will be directly accountable to AKFC on all matters related to the contract.

AKFC is committed to advancing gender equality and inclusion through our programming and operations in Canada and overseas. AKFC requires all employees and consultants to review and abide by the AKFC Gender Equality Policy.

AKFC recognizes the importance of safeguarding and is committed to ensuring it manages a wide range of risks such that beneficiaries, staff, other associates, and the organization are kept safe from harm. All employees and consultants must respect the AKF Code of Conduct and Safeguarding Policy.