



SOS CHILDREN'S
VILLAGES
KENYA

**REQUEST FOR PROPOSAL AND TERMS OF
REFERENCE (TOR)
FOR DOCUMENTARY AND ANIMATION OF
INFORMATION FOR CHILDREN IN ALTERNATIVE
CARE AND ADVOCACY IN SOS CHILDREN'S
VILLAGES KENYA'S QUALITY ALTERNATIVE CARE
FOR COMMUNITY ACTION (CAQAC) PROJECT**

1.0. BACKGROUND

SOS -Kinderdorf International was founded by Austrian philanthropist Herman Gmeiner in Imst, Austria in 1949. He was committed to helping children in need - children who had lost their homes, security and families as a result of the Second World War. With the support of many donors and co-workers, SOS Children's Villages has grown to help children around the world. From the first Children's Village in Imst Austria, SOS Children's Villages presence is now felt in over 136 countries and territories. SOS Children's Villages Kenya is a member of SOS -Kinderdorf International, the largest private, welfare organization for children around the world.

SOS Children's Villages Kenya is a Member Association (MA) of SOS Children's Villages International. It is a child focused, non-governmental organization providing care and support to children who have lost or are at risk of losing the care of their biological families in Kenya. SOS Children's Villages believes that ***No Child should be born to grow up Alone***, and it has been in operation in the country since 1973, when it established its first Children's Village in Nairobi County. It has since expanded to 6 other counties in Kenya namely Mombasa, Uasin Gishu, Meru, Kisumu, Busia and Homabay counties. The organization is registered locally under the NGOs Coordination Act (1990), with a Board of Directors providing policy and strategic guidance and general oversight to the organization. In the last three years, SOS Children's Villages in Kenya has served more than 15,000 children directly and more than 150,000 children indirectly through its child care and protection programs in Kenya.

SOS Children's Villages core values are **courage; commitment; trust; and accountability.**

1.0 SOS Children's Villages Care solutions

- **Alternative care:** The organization has 70 years of experience in offering longer-term alternative care based on a family-like care model, called SOS family care. It embraces other alternative forms of alternative care as provided for by Kenya's Guidelines for the Alternative Family Care of Children (2014) while constantly innovating and improving its work with families and using its experience and competence to explore relevant care solutions, together with Government and Civil Society partners.
- **Family Strengthening:** It is in a child's best interest to remain with the family of origin as long as the family is providing adequate care. In partnership with community organizations and governments, SOS Children's Villages works to strengthen vulnerable families in order to prevent family breakdown and separation of children from their families while promoting kinship care, where children are supported to live with their extended families. In humanitarian emergency situations, the organization provides protection to unaccompanied children and young people and actively supports family reunification as it assists families to overcome trauma and rebuild their lives. For children who cannot be reunified with their family, SOS Children's Villages works with authorities to find a suitable care placement.
- **Advocate for quality care:** SOS Children's Villages is guided by international legal frameworks like the UN Guidelines for the Alternative Care of Children (2009) and the

UN Convention on the Rights of the Child (UNCRC, 1989) to advocate for measures to prevent loss of parental care. The organization lobbies governments and communities to fulfil their commitments for children without parents or at risk of losing parental care, and supports them in their efforts in development, implementation and monitoring of alternative care quality standards and demand continuous monitoring of these standards. This includes appropriate support for gatekeeping, reintegration, social workforce development and the leaving care process while gathering evidence through work in alternative care and family strengthening.

2.0. PURPOSE

The main objective of the assignment is to develop animation content and documentary in Alternative Care and Advocacy for children for the purpose of providing child-friendly information to children from the comfort of their homes or in small groups in the context of the Covid-19 pandemic which has limited physical gatherings and interactions. The animation will be in audiovisual format, in HD quality 720p or 1020p.)

Where practically possible, our children’s voices and cartoons will be used to bring out the key messages in Alternative care options and Advocacy in consultation with our project team.

3.0. METHODOLOGY AND SCOPE OF WORK

SOS Children’s Villages in Kenya is seeking the services of a seasoned animator who has preferably worked with children, in child focused projects to develop an excellent animation piece in Alternative care and Advocacy for children . The animation will serve as a source of knowledge for the children during the COVID-19 pandemic period. The animation will cover different types of Alternative care and Advocacy policy frameworks which support Alternative care programming in Kenya.

The **specific** objectives of the exercise are to:

- i. Package Alternative care and Advocacy content for the purpose of reaching more children through digital/virtual platforms and from the comfort and convenience of their homes or in small groups.
- ii. Provide a ready source of materials for educating children in different forums, facilitate resource mobilization, and to be used for feedback sessions with children to improve programming.

4.0. DURATION OF AGREEMENT

The exercise is estimated to take a maximum of 14 days

SN	Scope of work	No of Days
1.	Meeting with SOS staff to discuss alternative care and advocacy content for animation	1
2.	Development of draft animation of content	7
3.	Presentation of draft animation content	1
4.	Feedback/ changes of draft	2
5.	<ul style="list-style-type: none"> • Finalization of the content and submission (In HD Quality 720p or 1020p.) 	3
		14 days

5.0. KEY DELIVERABLES AND TIMEFRAME

The consultant(s) selected to undertake this project would be expected to deliver the following under stipulated timeframes;

SN	Deliverables	Due date
1.	Draft animation content and documentary	Within 12 th day of agreement
2.	Final Animation content development	Within 14 th day of agreement

A key deliverable for the exercise will be a **30 minute documentary on Alternative care and Advocacy for CISU Project and a 3-5 animation content on alternative care and advocacy. Therefore the deliverables to focusing on two**

6.0. ROLES AND RESPONSIBILITIES

The consultant(s) will work closely with SOS Children's Villages staff, with significant consultation and guidance from the Focal Persons in charge of Alternative Care, Advocacy and Communications. SOS Children's Villages' specific roles and responsibilities and those of the consultant(s) are detailed below:

7.1. SOS CHILDREN'S VILLAGES KENYA

- Provide content to the consultant in regard to Alternative care and Advocacy.
- Coordination of participants (Government and SOSCVKE) who will take part in documentary interviews.
- Provide the strategic direction of the animation piece in regard to content and target group
- Facilitate collection of comments, suggestions, and feedback on the draft Animation content.

7.2. CONSULTANT(S)

- Familiarize themselves with the content provided by SOS Children's Villages in Kenya Alternative care and Advocacy.
- Develop animation content in Alternative care and Advocacy as guided by SOS Children's Villages in Kenya.
- Submit draft content of animated content to SOS Children's Villages in Kenya program and communication staff for review and feedback.
- Submit the final animated content in English and in Swahili versions to SOS Children's Villages Kenya.
- Develop a summary narrative report on the process and content.

7.0. QUALIFICATION AND COMPETENCY OF CONSULTANT(S)

- Bachelor's degree in communications, journalism, public relations, or related field
- Over five years' practical experience and evidence in undertaking similar assignments
- **Demonstrated skills in animation content and documentary of videos.**
- Demonstrated oral and written communication skills in English and Swahili
- Good communication and facilitation skills
- Strong analytical and innovative skills

- Sound understanding of child participation and child care and protection issues

8.0. CONSULTANT SELECTION PROCESS

SOS Children’s Villages in Kenya will select the consultant(s) based on **the technical and financial proposals** following its standard procedure for procuring consultancy services. The consultant should be able to **demonstrate expertise in content animation specifically targeting children**.

9.0. MODE OF PAYMENT

The mode of payment on line transfer based on deliverables. GoK taxation policy will be applied in all form of payment.

Deliverables	
Draft Animation content and documentary	50%
Final animation content, documentary and summary narrative report	50%
	100%

SOS Children’s Villages in Kenya will withhold and/or make reduction in the payment of consultancy fees if all terms and conditions, including specified deliverables, are not met in a satisfactory manner. SOS Children’s Villages in Kenya will inform the consultant about such issues in writing and give the consultant opportunity for clarification before making final decision.

Confidentiality Statement; All data and information received from SOS Children’s Villages in Kenya for the purpose of this assignment are to be treated confidentially and are only to be used in connection with the execution of these Terms of Reference. The contents of written materials obtained and used in this assignment may not be disclosed to any third parties without the expressed advance written authorization of SOS Children’s Villages in Kenya .

Anti-Fraud and Anti-Corruption Policy; SOS Children’s Villages in Kenya is committed to using all funds and resources wisely, with accountability and transparency. Any form of fraud and corruption is unacceptable.

Child Protection Policy: The consultant undertakes to abide by the SOS Children’s Villages in Kenya child protection policy, which is a statement of SOS Children’s’ Villages in Kenya commitment to preventing abuse and protecting children and young people with whom it comes into contact.

Termination Procedure: If any party to the agreement refuses or fails to execute any work or separable part thereof, or violates any term, condition or requirement of the agreement, any party shall in writing terminate the agreement upon giving a three days’ notice.

Application Procedure

All bids received will be evaluated, and the successful bidder selected, in accordance with the criteria developed. It is essential that the elements contained in the bid be stated in a clear and concise manner. Failure to provide complete information as requested will be to your disadvantage.

SOS Children's Villages in Kenya reserves the right to accept any bid as submitted without prior negotiations. It is the responsibility of the bidder to obtain clarification of the requirements contained herein, if necessary, prior to submitting its bid. The financial and technical bids should be presented jointly.

Process of Submission of Bids

Proposals duly stamped and signed should be submitted by **email** in pdf format to National Office Procurement email Nationaloffice.procurement@soskenya.org with the Subject line "SOS CAQAC Project Animation and documentary of content" to be received not later than **Friday 5th November, 2021 1600 Hrs.**