



THE FEDERATION OF SPCAs AND HUMANE SOCIETIES  
FÉDÉRATION DES SOCIÉTÉS D'ASSISTANCE AUX ANIMAUX



## **Promising Practices RFP – External Evaluator**

### **Client Name:**

Humane Canada (Canadian Federation of Humane Societies)  
851 Industrial Avenue, Suite M100  
Ottawa, Ontario

### **Contacts:**

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### **Published Date:**

August 22, 2024

### **Submission Deadline:**

September 6, 2024 - Midnight

### **Introduction to Humane Canada:**

Humane Canada is the federation of SPCAs and humane societies. As Canada's voice for animal welfare, we drive positive, progressive change to end animal cruelty, improve animal protection and promote the humane treatment of all animals.

### **Humane Canada adheres to a set of strong welfare focused principals to guide our work:**

- Each animal possesses intrinsic value, remarkable complexity and inherent dignity, deserving respect and moral concern.
- Advocacy for universal humane treatment, care and protection of all animals.
- Insistence on high levels of care for all animals used by humans to ensure their health, comfort and behavioural needs.
- Advocacy for habitat protection and enhancement for the well-being of wild animals.
- Recognition of 'One Health / One Welfare' as an established concept emphasizing the interconnection between human well-being, animal health and welfare, and the environment, with a focus on interdisciplinary collaboration and solutions.



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Since 1957 we have united organizations that work with and care for animals, earning a solid reputation and credibility as the “go to” animal welfare organization to drive progressive change, end animal cruelty, improve animal protection and promote the humane treatment of all animals. We work collaboratively and cooperatively with key stakeholders from across Canada including our members, industry, media, government, non-governmental organizations and the public, to bring positive change for all animals.

**Vision:**

A Humane Canada

**Mission:**

To drive positive progressive change to end animal cruelty, improve animal protection and promote the humane treatment of all animals.

Learn more here: [www.humanecanada.ca](http://www.humanecanada.ca)

**Project Overview:**

Humane Canada’s Promising Practices Project: Engaging Men and Boys as Allies in Preventing Gender-Based Violence (GBV) Through Community-Based Humane Education Programming is funded by Women and Gender Equality Canada (WAGE). Through this 30-month project, Humane Canada will collaboratively develop and put in place humane education programming to strengthen the GBV sector. To do so, the project will identify, adapt, and pilot humane education initiatives that show promise in engaging young men and boys as allies in ending GBV. An external evaluator will measure and assess the impact of community-based humane education programming as a promising practice towards addressing and preventing the root causes of violence. Humane Canada will share project outcomes through WAGE's GBV Knowledge Centre and key knowledge mobilization events for humane educators so others may replicate or expand upon the promising practice. An online community of practice, as well as a data and knowledge exchange hub, will support humane educators, and engage them in monitoring effectiveness.

**Promising Practices Objectives**

1. Identify and scale existing Humane Education practices that show promise in engaging young men and boys as allies in ending GBV,
2. Develop and adapt Humane Education programming through a GBA+ and gender-transformative lens, and
3. Conduct a rigorous outcome-based evaluation to demonstrate the impact of community-based Humane Education programming across Atlantic, Quebec, Ontario, Prairies and Pacific regions as promising practice towards addressing root causes of violence.



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### **Project Elements:**

- 8 Steering Committee Meetings
- 3 Focus Groups
- 1 Two-Day Humane Education Planning Session
- Online Learning Centre with Knowledge Exchange, Data Collection and Evaluation Information and Tools
- Community of Practice Forum & Resource Hosting
- 5 Downloadable & Shareable Resources
- National Report

### **Project Timeline:**

Start Date – October 2024 to June 2025 (approximately)

Evaluation Completion Date – June 30, 2025

Duration - 9 Months

### **Role Description: External Evaluator**

**Role Overview:** The External Evaluator will be responsible for measuring and assessing the impact the community based humane education programming. This role involves establishing evaluation outcome measures, conducting pre- and post-assessments, and reporting on the results and analysis demonstrate the impact of the interventions.

### **Key Responsibilities:**

Projected deliverables for the external evaluator include:

- Establish Evaluation Outcome Measures to Demonstrate Impact of Interventions
- Conduct Pre-assessment on Participant and Program Delivery Outcomes
- Conduct Post-Assessment on Participant and Program Delivery Outcomes
- Report on Pre-assessment and Post-assessment results and analysis of impact
- Collaborate with the project team to ensure alignment with project goals and timelines

### **Requirements:**

- Proven experience in program evaluation, particularly in the context of education or social programs.
- Strong analytical skills and experience with both qualitative and quantitative evaluation methods.
- Excellent communication skills, both written and verbal.
- Ability to work collaboratively with diverse stakeholders.
- Familiarity with gender-based violence prevention and humane education is an asset.



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**Qualifications:**

- Advanced degree in a relevant field (e.g., social sciences, education, public health).
- Minimum of 3 years of experience in program evaluation.
- Demonstrated ability to design and implement evaluation frameworks.
- Experience in reporting and presenting evaluation findings to various audiences.

**Expected Outcomes:**

- Comprehensive evaluation framework and outcome measures.
- Detailed pre-assessment and post-assessment reports.
- Clear demonstration and analysis of the impact of humane education programming on addressing and preventing the root causes of violence.
- Recommendations for future programming and scalability.

**Project Team:**

Project Lead: Sue O'Neill

Core Team: A team consisting of the Manager of Promising Practices, Research Coordinator, Research Coordinator/Facilitator will coordinate the project to ensure deadlines are met. The Core Team will also include the Director of National Programs, Director of Finance, and Finance Coordinator.

Extended Stakeholders: Promising Practices Steering Committee, Humane Educator Group, Humane Canada's Board of Directors

**Submission Requirements:**

Letter of intent

- Portfolio & References
- Quote
- Proposed project timeline

Please submit your proposal no later than September 5, 2024, to Sue O'Neill – Manager, Promising Practices via email to: [sue@humanecanada.ca](mailto:sue@humanecanada.ca)