

Physical Address:
2 Dingle Avenue
Cnr. Rosmead Avenue
Kenilworth
7708

** Main entrance through a slip road on Rosmead Avenue*

Postal Address:
Box 36397
Glosderry
7702

Story Materials Evaluation

Opportunity Background

Nal'ibali (isiXhosa for "here's the story") is a **national reading campaign**, founded in 2012. Our aim is that **every child, every day, enjoys a story**. Nal'ibali believes that **kids who read can go anywhere**. Storytelling and story reading build key academic skills including literacy foundations and problem-solving abilities. Additionally, stories shared by adults with children in the context of safe relationships encourages social and emotional development, building confidence to explore, learn and participate in society.

Nal'ibali works towards this goal by equipping reading role models, increasing access to high-quality reading materials in African languages, and creating opportunities for children to engage with reading and stories – in homes, preschools, schools, and communities. Whilst we build a groundswell of literacy activity from below, we also wish to equip political and business leaders to bring pressure for change from above. In this way we hope to move South Africa towards a tipping point of participation in a reading culture.

The Nal'ibali campaign has a national focus running mass media campaigns across television, radio, social-media, and printed media reaching over 12 million annually. Additionally, Nal'ibali runs community projects delivering training, mentoring and support and multi-lingual story resources to children's services and families across the country.

Opportunity Structure

Objective for the Request for Proposal

Nal'ibali is looking for a service provider who will conduct a Story Material Suitability Evaluation targeted to our beneficiaries. These include teachers, ECD practitioners, parents, reading club leaders, NGO partners and children. The evaluation should include suitability of delivery platforms and content for children aged 1-10, broadly divided into ECD phase, foundation phase and intermediate phase. The target audience should be sourced from diverse disadvantaged communities.

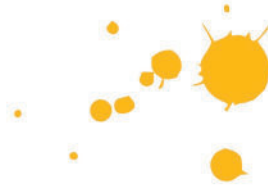
Proposal Format

The proposal should include:

1. Preliminary project background and literature review incorporating Nal'ibali's own prior research findings and any pertinent information from external research or relevant programme implementation.
2. Proposed method, considering our desire to consult carefully with beneficiaries and provide them meaningful feedback on the findings. Survey instruments used previously by Nal'ibali can be reviewed and incorporated, if appropriate.
3. Timelines, deliverables, and reporting frameworks

Contact us in any of these ways:
Tel: +27 (21) 448 6000 **Email:** info@nalibali.org

www.nalibali.org www.nalibali.mobi [nalibaliSA](https://www.facebook.com/nalibaliSA) [@nalibaliSA](https://twitter.com/nalibaliSA) [@nalibaliSA](https://www.instagram.com/nalibaliSA)



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4. A detailed budget
5. Background of the Respondent and staffing qualifications and experience. Indicate how these qualifications and experience relate to the proposed functional areas applied for.
6. Capability Statement describing the Respondent's work history and/or experience with similar projects in the past five (5) years.
7. An authorized individual representing the Respondent will sign and date the proposal cover sheet. The signatory agent's printed name, title, name of the organization, address, phone and fax numbers and email address must be provided.
8. Include at least two (2) current references and their contact information from organizations that have used Respondent's services within the last 2 years.

Research Budget

A maximum of R500 000 is available for all costs.

Timeframes

Submissions Due:	27 January
Inception Meeting:	10 February
Presentation of report:	28 April

Specific Focus of the Service required

The evaluation plan should include:

1. Consultation with the target audience to assess what they would like to read, where they would like to source the material and in what language
2. An audit of existing material in the Nal'ibali story repository by length, themes and language complexity.
3. An assessment of how well Nal'ibali is meeting market needs. This assessment should consider the costs of production and potential reach for various materials.
4. Identification of potential gaps and recommendations to increase uptake of our materials via changes to provisioning strategy, delivery platforms, delivery formats and / or delivery content.
5. The recommended strategy needs to be specific to each age group and designed to scale.

You are welcome to request a preliminary meeting and access to relevant background documents. Send your queries and completed application to Dr Katherine Morse - katherine@nalibali.org by **27 January**.

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