

Request for Proposals

Evaluation Consultant: Newcomer Info Hub project and Connectors project

Deadline for Receipt of Submissions: May 30th, 2025 at 4 pm EST

Organization Profile

As Canada's leader in migration communications, Refugee 613 connects newcomers and the communities that welcome them with key information on life in Canada. We take essential information – on areas like health, employment, housing and more – and make it more accessible to newcomers. Our expertise includes strategy, design, sector navigation, community building, adaptation, and digital/traditional communications.

We also foster innovative, grassroots solutions to urgent migration challenges by gathering people to build inclusive communities together. Refugee 613 works both locally and nationally. Our efforts on the ground in Ottawa inform our work with partners across Canada supporting integration.

Competition Process

Refugee 613 is seeking the professional services of an experienced consultant(s) to develop evaluation frameworks and to conduct comprehensive evaluations for two projects funded by Immigrant Refugee and Citizenship Canada (IRCC). This request for proposals details each of the projects. **We welcome applicants to submit proposals for one or both of the opportunities outlined below.**

Newcomer Info Hub Project

Project Overview

The Newcomer Info Hub (NIH) creates simple, plain language and culturally appropriate fact sheets, infographics, videos and more to improve access to practical information about life in Canada, and then we adapt and distribute them via digital networks popular with newcomers. With many newcomers facing challenges accessing key information, this next phase of the project seeks to improve settlement information delivery by scaling up and enhancing digital content creation and dissemination, improving knowledge sharing, and equipping service providers with the tools and strategies needed for better communication with newcomers.

Evaluation Context and Activity

With renewed funding for the NIH from Immigration, Refugees and Citizenship Canada (IRCC) until March 2028, Refugee 613 seeks an experienced evaluation consultant to develop a new performance measurement framework for the Newcomer Info Hub and conduct overall monitoring and evaluation activities throughout the project lifespan. The evaluation should assess the success of the NIH in meeting its objectives related to improving digital settlement information delivery, enhancing sector collaboration, and increasing the production and dissemination of multilingual digital content. This consultancy will measure the outcomes of the NIH's planned activities, and assess the impact of new models for content dissemination and mass resettlement communication strategies. The evaluation will also provide recommendations for improvements in the sector's use of digital messaging for settlement purposes.

○ **Time frame:** The planning and PMF development work must be completed by July 25, 2025, with initial data collection and analysis to be completed by approximately January, 2027, for a mid-point project evaluation report. Final data collection and analysis work is to be completed by January, 2028 for the final project evaluation report, to be confirmed in discussion with project staff. Regular progress checkins with Refugee 613 staff to discuss progress, trends and insights should also be built into the project plan.

○ **Suggested methods:** The evaluation should employ a mixed-methods approach that integrates both quantitative and qualitative techniques to ensure a comprehensive understanding of the project's impact and outcomes. The methods should be selected to capture the multi-dimensional aspects of the NIH Project, including its content development, dissemination strategies, stakeholder engagement, and sector capacity-building. We suggest using some or all of the following techniques:

1. Literature Review

- Conduct a **review of existing project documents**, including previous research, digital content developed, feedback from stakeholders, and any relevant reports (e.g., settlement outcomes, environmental scans, IRCC-funded initiatives) and evaluations.
- Review **digital messaging (DM) best practices** and existing frameworks used for settlement information dissemination to inform the evaluation methodology.
- Assess how the project aligns with national and international standards and best practices for digital content in settlement services.

2. Quantitative Methods

The evaluator should employ data collection tools to gather numerical data that will help measure project outcomes and track progress against SMART goals. These could include surveys, data tracking (such as web analytics and usage data) to measure the uptake of digital content, and outcome measurement to assess improvements in newcomers' awareness and access to settlement information and in sector capacity for digital messaging.

3. Qualitative Methods

In addition to quantitative methods, qualitative techniques should be used to capture deeper insights into the experiences of stakeholders and beneficiaries. These methods could include:

- **Interviews** with key informants including service providers, National Advisory Table members, newcomers, and subject matter experts
- **Focus Groups** to uncover detailed perceptions about the usefulness, accessibility, and impact of the digital content.
- **Case Studies**, if applicable, showing how digital messaging models or content dissemination strategies have been implemented.

4. Monitoring and Evaluation Frameworks

The evaluator will develop monitoring frameworks to support ongoing tracking and learning across all components of the project, and provide training to staff to ensure they are able to collect required data. These frameworks should:

- Help project staff collect consistent data on digital content reach, feedback, and uptake.
- Provide metrics for tracking knowledge mobilization efforts and the impact of training programs and knowledge-sharing activities on settlement providers and community organizations.
- Ensure data collection tools are designed to gather reliable, comparable information across different project activities, including the National Advisory Table, digital content creation, stakeholder workshops, and capacity-building training.

5. Data Analysis

- **Statistical Analysis** using appropriate tools to identify trends, correlations, and outcomes related to the use and dissemination of digital content.
- **Thematic Analysis** to identify recurring patterns, key issues, and stakeholder perceptions. This will help provide insights into the impact of digital content and the effectiveness of communication strategies.
- **Comparative Analysis**, if applicable, to compare different regions or stakeholder groups (e.g., newcomers, service providers, SPOs) to assess the differential impact of the project's activities.

6. Synthesis and Reporting

The evaluator will synthesize findings from both quantitative and qualitative data to produce comprehensive reports. These should include:

- **Performance Reports:** Provide regular updates on the progress toward project goals, and the effectiveness of interventions in improving the delivery of digital settlement information.
- **Best Practices:** Document and share lessons learned and best practices in the development and dissemination of digital settlement information, including innovative approaches to digital messaging, sector collaboration, and knowledge mobilization.

- **Recommendations:** Provide actionable recommendations to improve existing digital messaging strategies, increase stakeholder engagement, and ensure the sustainability of digital content creation and dissemination efforts beyond the project's duration.

By using this mixed-method approach, the evaluator will provide an in-depth understanding of the Newcomer Info Hub project's outcomes, identify areas for improvement, and ensure that the findings are grounded in the lived experiences of newcomers and the organizations supporting them.

○ **Scope:** The evaluator will be responsible for defining performance indicators and frameworks, providing training to Refugee 613 staff as needed, collecting (or supporting staff to collect) data (depending on the metric), providing data analysis, regularly sharing ongoing measurement insights via an evaluation dashboard, and providing actionable insights and recommendations to improve the project and its sustainability.

○ **Output:** The evaluator will be responsible for providing the following key outputs throughout the evaluation process of the **Newcomer Info Hub (NIH)** project:

1. **Performance Measurement Framework (PMF):** due by July 2025
2. **Mid-Point Evaluation Report:** due in March 2027, and will assess the progress of the project, evaluate its alignment with the goals, and provide recommendations for adjustments or improvements.
3. **Final Evaluation Report:** a conclusive evaluation of the NIH project due at the end of the funding period and includes a summary of findings, lessons learned, limited cost-benefit analysis and actionable recommendations for improving settlement service delivery through digital tools.

The evaluation is to be conducted using the OECD/DAC evaluation criteria (Relevance, Effectiveness, Impact and sustainability).

○ **Total budget:** Not to exceed \$36,500 plus 13% HST (if applicable) for the duration of the evaluation, including consultant's travel, phone, and incidentals. The budget for each year of the evaluation should not exceed the following amounts:

- \$14,500 + 13% HST (if applicable) for FY 2025-2026
- \$7,500 + 13% HST (if applicable) for FY 2026-2027
- \$14,500 + 13% HST (if applicable) for FY 2027-2028

○ **Qualifications required (by evaluator or evaluation team)**

The evaluator or evaluation team must possess the following qualifications and experience:

1. **Experience in Applied Research and Evaluation:** Proven experience in evaluating community-based or government-funded projects, including the development of Performance Measurement Frameworks (PMFs) and data collection methodologies.
2. **Expertise in Digital Content and Messaging Models:** Knowledge of digital content development and dissemination strategies, digital analytics and other tools for assessing the effectiveness of digital tools in information delivery.
3. **Understanding of Newcomer Settlement Dynamics:** Familiarity with the challenges

newcomers face in accessing settlement services and knowledge of the Canadian immigration system and settlement programs.

4. **Analytical and Statistical Skills:** Proficiency in quantitative analysis using statistical tools (e.g., SPSS, Excel) and qualitative analysis of interviews, focus groups, and surveys.
5. **Experience with Multi-Stakeholder Evaluations:** Ability to work with diverse stakeholders (e.g., service providers, community organizations, newcomers) and ensure inclusivity throughout the evaluation process.
6. **Strong Writing and Reporting Skills:** Ability to produce clear, concise reports and communicate complex findings in an accessible format, including through PowerPoint presentations.
7. **Knowledge of Equity, Diversity, and Inclusion:** Understanding of EDI issues affecting immigrants and refugees, with the ability to assess and enhance inclusivity in digital content and messaging strategies.
8. **Knowledge Mobilization Experience:** Familiarity with knowledge mobilization practices, ensuring findings are disseminated effectively to stakeholders and that best practices are shared across the sector.

Proposal Submissions

Proposals should not exceed five pages and must include:

- A summary of the proposed process for conducting the evaluation (methodology and understanding of the mission)
- A detailed work plan outlining the activities to be completed and related timelines
- A complete and detailed budget summary
- Disclosure concerning any real, perceived or potential conflicts of interest

A CV highlighting relevant qualifications and experience of the evaluator or evaluation team, should be attached as a separate file.

Please note that Refugee 613 will ask for references prior to finalizing any contract.

How to Apply

Please submit your application via email by May 30th, 2025 at 4 pm to info@refugee613.ca and copy caitlin@refugee613.ca. If you have any questions about the process, please contact Caitlin Reesor at caitlin@refugee613.ca

Please put the following in the subject line: Evaluation Proposal: Newcomer Info Hub.

If you are applying to both opportunities, please include both project titles in the subject line.

Connectors

Project Overview

Refugee 613's Connectors project is designed to strengthen the connections between PSR/BVOR refugees, private sponsors and service provider organizations (SPOs) by addressing critical information gaps which arise throughout the sponsorship and settlement journey.

Funded by Immigration, Refugees and Citizenship Canada from April, 2025 until March 31, 2028, Connectors aims to create a more coordinated and effective support system by enhancing communication and increasing equitable access to settlement services via research, piloting, training and strategic communications.

Connectors will bring together key stakeholders, including equity-deserving groups, to co-develop a collaborative “whole of society” approach to improving the sponsorship journey. Success will be measured by metrics such as participant satisfaction, service uptake, and new collaborations between project stakeholders to reach previously unengaged sponsors and newcomers. Project learnings will be shared widely via research updates, webinars, newsletters, and presentations to build capacity across the settlement sector.

Evaluation Context and Activity

Building on previous research, Connectors will identify strategies, capacity needs, and practical solutions to strengthen private sponsorship as a core component of Canada's settlement programming. The project will clarify roles and responsibilities among partner organizations to support the infrastructure needed for sustainable program growth, and it will measure relationships between sponsor-SPO engagement, service uptake, and newcomer outcomes.

The Connectors project includes an innovative, research-based Assessment Framework to build evidence and mobilize knowledge around the relationships between refugee newcomers' and sponsors' engagement with IRCC-funded services and changes in integration and settlement outcomes. The research-based Assessment Framework will be complementary with the evaluator's Performance Measurement Framework (PMF) of project activities. Refugee 613 will work with the organization Pairity (www.pairity.ca) as research consultants on the project, which will involve direct engagement with program stakeholders and data analysis through mixed research methods. The external evaluator will coordinate with Pairity and Refugee 613 to ensure complementarity between their activities.

Refugee 613 invites proposals from experienced consultants to:

1. Design evaluation frameworks for the overall project and two pilot sites, both located in Ontario (one confirmed in Ottawa, the second is to be determined).
2. Support baseline and outcome measurement to understand how new collaboration on informational resources between settlement sector stakeholders advance IRCC's Settlement Logic Model and the project's PMF, particularly regarding improved capacity to provide coordinated and effective settlement support to newcomers.
3. Provide evidence-based analysis of project impact, efficiency, and cost-effectiveness.
4. Produce interim and final evaluation reports, along with tailored presentation materials for funders and stakeholders.

○ **Suggested methods:** Overall, the evaluator should adopt a mixed-method approach including a literature review (such as Connectors project documents and PSR/BVOR program resources), and data collection complementary to the Assessment Framework, focusing on organizational project stakeholders and capacity to provide coordinated and effective settlement support . We anticipate the evaluator will develop monitoring frameworks for staff to maintain with advice from the evaluator.

○ **Scope:** The evaluation will be conducted in three phases: preliminary, data collection and report production, and presentation.

- Preliminary Phase will include a kickoff meeting to finalize scope, timelines, and deliverables; a desk review of project documents; development of methodology and data collection tools with defined stakeholders (likely focused on organizational staff and stakeholders); and support for program staff in implementing activity reporting tools.
- Data Collection & Reporting will involve complimenting the Assessment Framework through, inter alia, activity reporting, additional survey dissemination, interviews and focus groups with key informants where necessary and not covered by Pairity, data analysis, and preparation of two pilot site evaluation reports, a final evaluation report with a limited cost-benefit analysis, and a best practices report.
- Presentation Phase will include PowerPoint presentations for internal and external stakeholders, including pilot partners, the advisory table, and the funder.

○ **Output:** The consultant should produce the following documents on the completion of this evaluation:

By July 31, 2025:

- Draft Performance Measurement Framework (PMF) for the overall Connectors project.
- Division of competencies and outputs between the PMF and Assessment Framework (AF).
- Presentation deck summarizing frameworks for project staff and the Advisory Table.

By January, 2026:

- Evaluation framework for two pilot sites, including indicators, data collection methods, and timelines.

By November, 2026:

- Project mid-point evaluation. Analysis of stakeholder coordination and settlement support progress in pilot sites, outcomes to date, and recommendations.

By June, 2028:

- Final Evaluation Report for the overall Connectors project, including a limited cost-benefit analysis
- Final Evaluation Reports for each of the two pilot sites
- Summary presentation deck highlighting key findings for the Advisory Table and IRCC

The evaluation is to be conducted using the OECD/DAC evaluation criteria (Relevance, Effectiveness, Impact and sustainability).

○ **Total budget:** Not to exceed \$37,000 plus 13% HST (if applicable) for the duration of the evaluation, including consultant's travel, phone, and incidentals. The budget for each year of the evaluation should not exceed the following amounts:

- \$20,000 + 13% HST (if applicable) for FY 2025-2026
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○ **Qualifications required (by evaluator or evaluation team)**

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3. **Understanding of Newcomer Settlement Dynamics:** Familiarity with the challenges newcomers face in accessing settlement services and knowledge of the Canadian immigration system and settlement programs.
4. **Strong Writing and Reporting Skills:** Ability to produce clear, concise reports and communicate complex findings in an accessible format, including through PowerPoint presentations.
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