

REQUEST FOR PROPOSALS

Guidelines for Application



Preparing Youth to Enter the Modern Workplace



An Initiative of the International
Youth Foundation and the
Multilateral Investment Fund



in alliance with global corporations, private foundations, and USAID

November, 2002

entra 21

In order to prepare and place young people in jobs involving IT skills, the International Youth Foundation (IYF), in partnership with the Multilateral Investment Fund (MIF) of the Inter-American Development Bank, has launched a \$25 million, 48-month initiative called **entra 21**. The MIF has pledged \$10 million. IYF has committed to raise \$10 million through partnerships with bilateral agencies, global companies and international foundations. The implementing nonprofits, spread throughout a possible 26 countries (i.e., those that are members of the MIF) of Latin America and the Caribbean, will raise \$5 million. Eligible organizations will receive grants up to US\$350,000.

YOUNG PEOPLE AND NEW JOBS

Nearly 530 million people live in Latin America and the Caribbean. More than 50 percent are under 25 years old. Bolivia, Guatemala, Haiti and Nicaragua make up 60 percent of the population. These young people are growing up amidst economic and technological changes that will affect them in ways we can hardly imagine. What we can imagine, given their huge numbers, is that ... what's good for them will be good for their countries. Conversely, incipient democracies and market economies will fail if young people are not stakeholders. At a minimum, this means having a job with a future.

The new generation faces unprecedented barriers to acquiring the habits and skills valued in the global marketplace. Depending on the country, 36 to 66 percent of 15 to 24 year-olds are out of school, unemployed, and seeking work. Those who can afford to attend school find that their education usually falls far short of preparing them for the world of work¹, which more and more involves information and communication technology.

A large demand for IT skills already exists in LAC, and it can only increase. The internet is not only a marvelously organized field where buyers can easily meet sellers, it is also an energy field that is changing the way goods and services are produced and delivered. Societies now need knowledge workers in order to attract both domestic and foreign investment. Ironically, the demand for these workers coincides with chronic unemployment, underemployment, and the complaints of business that the labor pool, especially young people, lacks the fundamental skills they need to keep up with the shifting demands of the information-based economy. For this reason, there is an urgent need for programs to train workers needed today while making the information and knowledge gained flexible enough to sustain them through tomorrow. It is not a question of creating thousands of computer scientists. More than that, the region needs PC repairpersons, call-center operators, and office workers adept at Word and Excel. A minimum level of investment in basic IT skills training yields high returns in employment and social mobility.

¹ World Bank Group 2000, ILO 2000, PAHO 1998, CEALC 2000.

Young people will be the main target of this training. Their sheer numbers argue for it: they are the work force, not only of tomorrow but also of today. There is now a one in two chance that a baby born in LAC will grow up in poverty. As for tomorrow, the odds will be worse for those growing up on the wrong side of the famous digital divide - the educational divide with a flashier name and a steeper downside. On a more positive note, the younger the worker, the greater the natural curiosity, creativity, and adaptability to thrive in the ever-changing area of IT. LAC has a digital divide, but its youth gives it a demographic edge.

The next few years will be pivotal ones for the economies and, perhaps, the democracies of Latin America and the Caribbean. It is critical that young people participate in the benefits of the global “e-revolution.” More than that: they are the ones who will have to bring it about.

INFORMATION TECHNOLOGY

While information technology evolves at an accelerating rate, for the purposes of the **entra 21** program, it is defined as: hardware, software, and human skills and services needed to process and deliver information in all formats, including electronic, print, audio, and visual.

Examples of the types of IT jobs that will qualify under this program are:

Assembling, servicing and repairing computers; operating electronic devices for recording, scanning, sales/purchasing, and shipping-receiving; providing customer service through automation (sales, customer sign-up, call redirecting); operating office equipment for information processing such as word processing and data entry; designing or maintaining websites; computer programming.

THE INTERNATIONAL YOUTH FOUNDATION

The International Youth Foundation (IYF) was established in 1990 after consultation with 300 national and global leaders in business, philanthropy, education, government, and social services. A broadly supported foundation with 501(c)(3) status, IYF’s mission is to positively impact the greatest number of young people, in as many places as possible, in the shortest amount of time, through programs that are effective and in ways that are sustainable. IYF is concerned with all aspects of the development of young people, ages 5 through 29.

Essential to its work on behalf of children and young adults is its strong global network of youth-serving foundations and foundation-like organizations. These 39 local partners support holistic youth development in 47 countries. Counting the reach of IYF's affiliate programs, Quest International and the Global Alliance for Workers and Communities, the Foundation is currently operating in 65 countries. It has 11 partner foundations in 9 Latin American and Caribbean Countries. While they support different programs and have different personalities, they share certain characteristics, including professional management, a high-level and representative board of directors, grant-making as well as operating programs, and collaboration with the public and business sectors.

THE MULTILATERAL INVESTMENT FUND

The Multilateral Investment Fund (MIF), established in 1993, is a special fund administered by the Inter-American Development Bank (IDB), whose mission is to strengthen the private sector in Latin America and the Caribbean. In partnership with governments, business organizations and NGOs, the MIF provides a mix of technical assistance grants and investments to promote the growth of micro and small enterprise, support market reforms, and build the capabilities and skill standards of the workforce. Over the past seven years, the MIF has supported some 430 projects, with a total investment of US\$ 700 million.

THE PROGRAM

entra 21 will help youth enter the 21st century job market. The goal is to improve the employability of 12,000 disadvantaged young people, ages 16-29, through the acquisition of information and communication technology skills. It is expected that the typical trainee will have completed secondary school or be in the process of doing so. About 9,600 (80%) of these youth will have demonstrated improvement in employment skills, knowledge, and attitudes as a result of their participation in the training programs. A significant number will have been placed in paid internships and apprenticeships, in full-time and part-time employment in both the formal and informal sectors as a result of their participation.

The program has two main components:

- Grants to support youth employment training and job placement programs involving multi-sector partnerships of local nonprofits, governments, and local businesses.
- Learning and dissemination activities that will capture, synthesize, and distribute lessons learned.

ELIGIBLE GRANTEES

Eligible grantees are legally registered, local or national nonprofit organizations with experience in working with youth or employment matters. As IT training is an essential element of the program, the applicants must have demonstrated experience in this sector or be capable of partnering with an expert institution. Eligible grantees include organizations working with youth, business associations, chambers of commerce, as well as public and other nonprofit universities and training institutions. Because of their diverse natures, this document refers to all eligible grantees as “nonprofits”.

Applicants must be from a member country of the MIF. (see Attachment 1) IYF is committed to ensuring geographic equity in the distribution of resources.

Grantees are selected through a rigorous RFP process in order to ensure that they have the technical and organizational capacity to carry out the required training and job placement.

Grantees may choose to partner with other organizations, either for profit or not for profit, to fulfill different roles within the project. These partners may be businesses or governments of any scope. They may contribute money, goods, training, internships, job placement services, etc. From whatever source, local matching funds must amount to 25% of the total project cost and at least half must be in cash.

APPLICATION PROCEDURE

Preliminary Applications

Applications will be reviewed on a rolling basis. As funding is limited and the process is competitive, interested organizations are urged to submit their preliminary applications as soon as possible.

Please refer to attachment 2 for guidelines on preparing the Preliminary Applications.

Initial Review

Grantee organizations will be invited to submit a full proposal within 60 days if their preliminary application meets the program’s objectives.

Development of Full Proposals

In inviting an organization to submit a full proposal, IYF will closely collaborate with the applicant to ensure that co-financing is in place at the time of final review.

A Grant Review Committee composed of Latin American and Caribbean youth employment experts and IYF senior management will be responsible for the assessment and final approval of project grants. Final approval for funding will be based on the extent to which projects meet the criteria described in attachment 3.

This Program has strIT counterpart funding requirements that must be met. If IYF is unable to secure its share of counterpart funds for a particular country, a proposal application may not be approved for funding despite the strong technical merits of the proposal.

Preliminary Applications must not exceed seven (7) pages in length, and they are to be presented in English, Portuguese or Spanish. Furthermore, they are to be submitted in Word format (.doc), 12-point type, and sent via e-mail and without embedded objects.

Please do not submit any additional material and do not submit a Full Proposal unless invited to do so by IYF.

Please adhere to these guidelines to ensure the timely processing of your proposal.

Preliminary Applications should be submitted to:

Director
entra 21
International Youth Foundation
32 South Street
Baltimore, MD 21202
Email: entra21@iyfnet.org
Phone: 410-951-1500
Fax: 410-347-1188
www.iyfnet.org

Attachment 1

List of MIF Eligible Countries

- Argentina
- Bahamas
- Barbados
- Belize
- Bolivia
- Brazil
- Chile
- Colombia
- Costa Rica
- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Guyana
- Haiti
- Honduras
- Jamaica
- Mexico
- Nicaragua
- Panama
- Paraguay
- Peru
- Suriname
- Trinidad and Tobago
- Uruguay
- Venezuela

Attachment 2

Guide for Presentation of Preliminary Applications

Content of Preliminary Applications:

1. Proposing Institution (*1 page*)

A general overview of the organization that is requesting the grant resources, including name, address and contact information, its legal status and date constituted, governance and management structure as well as the current annual budget in US dollars. Its mission, a brief description of its most important projects, particularly the ones relating to the entra 21 objectives and its experience in one or all of the principal areas of the program: youth training, information technology, job placement, and collaboration with public and private partners. Include a brief description of the other key organizations that will participate in the implementation of the project and their roles.

2. Description of the Problem (focusing on the needs of companies) (*1 page*)

Please demonstrate an understanding of the project context and the problem(s) to be addressed. Explain how the proposed project differs from or builds on other projects of a similar nature in the country or region. This section should demonstrate clear understanding of youth issues, the needs of employers, and barriers to employment for youth for the specific geographic area that the project will serve. Indicate what is being done already and how this project will build on or improve that. More than statistics, we are interested in the specific needs of specific companies, sectors, and places.

We suggest attaching at least 2 letters from companies expressing their interest in employing the trained youth in this project.

3. Description of the Proposed Project (*2 pages*)

Include a detailed description of the target population for this project: ages, geographic location, education, economic status, and state how gender equity will be achieved.

Describe the project's goal, general and specific objectives, and desired outcomes for each year.

Finally, describe the activities that will be conducted in order to achieve specific, realistic objectives. This part of the application must be presented in a technical, coherent, and concise manner.

4. Monitoring and Evaluation Plan (1/2 page)

Briefly describe the organization's experience and methodology in monitoring and evaluating past or current projects.

Include indicators that align with the proposed objectives and results.

5. Budget (1 page)

An application must contain the budget of the project in US dollars, indicating the exchange rate at the time of the formulation. The budget is to be presented in the following format:

Cost Item	Local Resources	Entra 21 Grant	Totals
Totals			

The entra 21 grant requested may range up to US\$ 350,000. In addition, the applicant must provide 25% of the total project cost from its own funds or those it secures from donors. At least half of the local resources must be in cash.

Each cost item must be allocated to either local resources or the entra 21 grant to clearly differentiate the cost directly related to the project. (As noted below, **entra 21** will not finance any of the organization's indirect or general operating expenses.)

Please list the local financing sources and the schedule for receiving the funds.

Major cost items may include:

- Personnel and other administrative costs directly related to the project. (Administrative expenses cannot be indicated as a percentage of any or all direct expenses; they need to be spelled out.)
- Consultants
- Materials and equipment
- "Scholarships" is not admissible as an item. If you are considering giving stipends or contracting another institution, please state so.
- Transportation
- Direct or sub-contracting costs for training and job placement initiatives (curricula, short courses, training modules)

entra 21 will not finance any of the organization's indirect or general operating expenses such as utilities, maintenance, or leases, etc. Neither will it finance the purchase of vehicles, land, buildings, or major construction. Cost items such as "Contingencies" will not be considered.

Attachment 3

Selection Criteria

CRITERIA FOR ELIGIBILITY AND SELECTION OF GRANTEES

Grants will be awarded on a competitive basis taking into account the following criteria:

Target Population

- Youth between 16 and 29 years of age who have completed or are in the process of completing their high-school education, from low-income families, preferably young women.

The Institution

- Proven institutional capacity with at least two years of experience;
- Personnel capable of carrying out the proposed activities;
- Expertise in at least two of the following areas:
Technical training, entrepreneurial training, youth training, job placement;
- Infrastructure and equipment available to carry out the project;
- Proven ability to collaborate with public and/or private sector partners;
- Experience in securing local contributions.

Project content and design

- Clear identification of the product or outcome in terms of training and job placement;
- Content (indicating number of hours per course) of training and job placement methodologies demonstrating experience, particularly in the area of certified basic training;
- Information about existing employer needs and/or detected niches;
- Evidence of potential jobs that will require skills related to information technology;
- Cost-effectiveness of the project;
- Clearly defined, realistic and measurable objectives, results, activities, and indicators.

Other Criteria

- Ability of the organization to sustain project activities beyond the life of the grant;
- Potential for scaling up the project to reach more youth.

EXECUTIVE SUMMARY OF THE PRE-PROPOSAL PRESENTED TO ENTRA 21

Please complete this form and submit it together with your pre-Proposal. Limit the answers to the spaces indicated here.

Organizational Contact Information:

Name of proposing Grantee:

Contact Person:

Address:

Telephone Number:

Fax:

E-mail:

Website:

Institutional Presentation:

Date established:

Legal Status:

Size of staff and board:

Total revenue in 2001 (in US dollars):

Total expenses in 2001 (in US dollars):

Mission:

Programmatic areas related to *entra 21*: (indicate maximum of 3)

1.

2.

3.

Other programmatic areas (if applicable):

1.

2.

Project Description:

Name:

Duration in months:

Number of trainees:

Total cost (in US dollars):

Total cost per trainee (in US dollars):

Cost per hour of Training (in US dollars):

Grant Request to entra 21 (in US dollars):

Grantee local counterpart (in US dollars):

Main objective:

Main activities:

1.

2.

3.

Characteristic of youth to be trained:

Geographic location of proposed project:

Potential partners and their specific contributions (include type of experience they would contribute and/or financial and/or in-kind resources.)

1.

2.

3.

Others:

Include items such expertise with IDB/MIF or other international organizations.