



Movement Building through the Engagement of Men and Boys Request for Proposals Submission Application

The purpose of the Male Allies Request for Proposals is to provide support for innovative interventions that will allow men to use their power as influencers to **stop** sex buyers from purchasing, **deter** potential sex buyers from purchasing, and **evolve** cultural attitudes about sex-buying. This request builds upon the ideas generated by participants in a workshop held at the **Beyond Boys Will Be Boys** convening in March, hosted by Demand Abolition and The Center for the Study of Men and Masculinities at Stony Brook University.

It is important that the proposed activities contribute to demonstrating a proof of concept that could later be institutionalized by other organizations if proven effective.

Each RFP response must include all of the following elements outlined within the application.

1. Intervention Strategy Focus Area:

Indicate which of the following focus areas you intend to address:

- Prevent first time purchase of sex by males ages 19 to 23 years old
- Reach and disrupt sex-buying among high frequency buyers
- Engage male allies (e.g., non-buyers) to disrupt sex-buying among their peers
- Disrupt online communities where sex-buying is normalized
- Provide opportunities for voluntary behavior change among active sex buyers

Note: *We are open to proposals that fall outside these focus areas but request that you reach out directly to Demand Abolition prior to submitting such a proposal.*

2. Intervention Background and Rationale:

Please share why you think it is important to test the proposed intervention, is the proposed intervention testing a new model or testing or expanding upon a component of an existing model? How will the learnings from the proposed intervention be a contribution to the field of demand reduction, specifically as it relates to ending sexual exploitation? If successful, how do you envision this intervention being replicated or institutionalized locally?

3. Stakeholder Engagement:

*What stakeholder support is required for the successful implementation of the proposed intervention? Has this support been obtained? **If relevant**, how will you address potential risk factors to prostituted individuals associated with this intervention? Do you have the ability to engage a survivor of prostitution in the design, oversight and/or execution of this initiative? If so, please describe their participation. If not, are you open to Demand Abolition matching you with a survivor leader willing to provide strategic counsel?*



4. Ability to Replicate:

Is the proposed intervention and/ or model replicable/scalable? Please describe any opportunities or barriers for replication. Are there elements of the approach that are context specific, i.e., may vary by city, segments of males targeted, key stakeholder engagement? Please specify.

5. Logic Model:

Goals	Inputs	Activities	Outputs	Outcomes
<i>Please state the objectives of the intervention and how success will be measured.</i>	<i>What are the resources required to implement the program?</i>	<i>What are the key activities or steps that make up the intervention?</i>	<i>What are the expected results that will be produced from the activities associated with this intervention?</i>	<i>What level of demand reduction do you anticipate from the proposed intervention (# of males, buyers, or potential buyers reached?) What are the secondary outcomes you hope to achieve through this intervention?</i>

6. Implementation Timeline:

Please outline the proposed timeline for implementing the key activities and achieving targeted outcomes. Note: intervention must be implemented and results collected in a 3-6 month period.

7. Evaluation/ Metrics Approach:

Please describe how you will capture and evaluate metrics.

8. Resource Budget:

Direct costs associated with proposed budget must not exceed the maximum individual award amount of \$10,000. The utilization of in-kind resources to supplement the overall costs is recommended; specifically for those whose projects exceed the maximum stated award amount. Demand Abolition reserves the right to fund winning proposals at an amount lower than the amount requested, up to the stated maximum amount.

It is our preference not to fund core organizational costs but rather implementation costs necessary to establish the desired proof of concept for the proposed tactic.



Proposed Resource Budget Template

	Budget Items	Amount	Sub-Total
<i>a.</i>	<i>Training and Technical Assistance</i>		
<i>b.</i>	<i>Direct Expenses</i>		
<i>c.</i>	<i>In-Kind Expenses (if applicable)</i>		
<i>d.</i>	<i>Total Project Expenses</i>		

9. Project Development and Implementation Strategy Report:

A project development and strategy for implementation report is required for all selected proposals. This report must outline the steps taken to implement the proposed activity as well as intended outcomes, key challenges, and learnings gained throughout the planning and development process. The purpose of this report is to serve as a guide for Demand Abolition and the CEASE (Cities Empowered Against Sexual Exploitation) Network to learn from, and if successful, replicate the proposed activity. Reports must be submitted with each proposal in order to be eligible for an award.

Timeline:

- RFP Released: July 13, 2015
- RFP Submission: July 31, 2015
- Award Decision Announced: August 14, 2015

Demand Abolition has no obligation to maintain the confidentiality of any submitted proposals. Therefore, proposals should not contain information that is confidential, restricted, or sensitive. However, during the selection process, proposal submissions will be kept confidential amongst reviewers until the winner is selected. Demand Abolition reserves the right to make the winning proposals publicly available, except those portions containing budgetary or personally identifiable information.



Submission Requirements:

Please submit proposals to Dhakit_Warren@huntalternatives.org. For additional information on the Male Allies RFP please reach out to Dhakit Warren directly using the contact information included in the signature line below. When submitting your proposal, please include the following information in the subject line of your email: ***Organization Name_DemandAbolition_MaleAlliesRFP_Month_Date_Year***. Please note, late submissions will not be considered. Submissions which do not follow the “subject line” convention outlined above will be moved to the bottom of the proposal review list.

Best of luck,

Dhakit

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