

Date: 10/6/2025

Evaluation Term of Reference

Project Title: Mental Health Community-based Awareness Campaign

Project Number: PSE22002-10013

Project country: Palestine

Donor: Enable

Evaluation duration: **June – August /2025**

Start Date: **June, 2025**

Introduction

Brief about YWCA of Palestine

YWCA of Palestine is a non-governmental association that started in Palestine in 1893 and was officially registered in Jerusalem in the year 1918. It is a union of four local associations in the cities of Jerusalem, Ramallah, Jericho and Bethlehem. It envisions free and democratic Palestinian civil society where women and youth are empowered to exercise and protect their human, social, economic and political rights. It is affiliated with the World YWCA, a global movement that works for -through its members: the national YWCAs in over 100 countries in the world, for the rights of women, young women, and girls. The World YWCA holds a special consultative status at the United Nations Economic and Social Council (ECOSOC).

Description of the Subject Matter of the Evaluation

The end-of-project evaluation focuses on YWCA of Palestine's Mental Health Community-Based Awareness Campaign Project, implemented between 2023 and 2025. This initiative aimed to improve access to quality mental health and psychosocial support (MHPSS) services for young people in Palestine particularly young women by increasing awareness, reducing stigma, and encouraging help-seeking behaviors. The project adopted a community-based approach centered on youth empowerment, peer-to-peer learning, and advocacy. Through structured training, awareness campaigns, and youth-led initiatives, the action strengthened the role of young people as agents of change, while also engaging caregivers, local leaders, and decision-makers to create an enabling environment for responsive and inclusive MHPSS services.

Other Stakeholders Relevant to the Evaluation

Key stakeholders include 4 YWCA staff, 6 CBOs across targeted areas in the West Bank, and 100 beneficiaries from both cohorts, along with their families. Additional stakeholders include local leaders, members of the MHPSS Working Group, and representatives from the Ministry of Health who were engaged through advocacy and policy dialogue activities.

Presentation of the Relevant Environment and Challenge

The project was implemented in a challenging environment shaped by political instability, and economic deterioration. Mobility restrictions and limited access to community safe spaces and MHPSS centers further hindered implementation. Despite these difficulties, YWCA adopted innovative approaches, including hybrid training modality and formal and non-formal learning opportunities.

Crisis Escalation in the West Bank

The project was implemented in a highly challenging and unstable context across 6 vulnerable communities in the occupied Palestinian territory, in Al Jalazoun, Al Am'ari, and Jenin refugee camps, Tammun-Tubas, Dora-Hebron, and the Arab Al Jahaleen Bedouin area. These areas are severely affected by the prolonged Israeli occupation, marked by systemic human rights violations such as movement restrictions, home demolitions, arbitrary arrests, settler violence, and the forced fragmentation of Palestinian communities. These conditions have contributed to chronic stress, psychological distress, and collective trauma especially among young people who face severely limited access to education, employment, and safe spaces for personal and social development. The intersection of political oppression and socioeconomic hardship has heightened mental health vulnerabilities, making community-based psychosocial support interventions both urgent and essential.

The West Bank, according to the Oslo Accords, is divided into 3 areas A, B, and C, each under different administrative and security regulations causing further restrictions on Palestinians. This division not only isolates communities from services and each other but also severely restricts access to essential health and psychosocial support. Public infrastructure has been weakened, while economic instability, including soaring unemployment and wage reductions, has pushed many families into poverty and dependency on aid. The cumulative effect of these contributes to rising levels of anxiety, depression, and hopelessness particularly among young adults.

With over 306,000 jobs lost in the West Bank, a 19% drop in quarterly GDP, and an unemployment rate reaching 57% (UNCTAD, 2024), socioeconomic recovery is increasingly out of reach. Meanwhile, the persistent stigma surrounding mental health, the scarcity of accessible services, and underinvestment in community-based MHPSS initiatives worsen the situation.

In this context, the project's focus on community mobilization, awareness-raising, peer-to-peer education, and advocacy is not only relevant but critical. By equipping young people especially young women with the knowledge, skills, and platforms to openly address mental health and advocate for responsive services, the project directly responds to the psychosocial needs emerging from prolonged structural oppression.

Crisis Impact on YWCA of Palestine

The factors outlined below significantly impact the functionality, sustainability, and strategic priorities of YWCA of Palestine:

1. The service delivery and outreach are restricted due to checkpoints, settlers' violence, and territorial divisions.
2. Long-term sustainability and innovation are limited due to reliance on external restricted aids.
3. Isolation of youth and women to fully participate and engage in empowerment and advocacy programs due to fragmentation
4. Economic hardships and violence increase the psychosocial demand
5. Trauma, displacement, and chronic stress are making the demand for community-based mental health support urgent.
6. Staff safety is threatened due to increased settlers' violence
7. Economic hardships shift focus from development to relief

The ongoing crisis in the West Bank impacts women intensifying their vulnerabilities due to political instability, economic hardship, and social discrimination:

1. Economic hardship with increased poverty, wage cuts, and unpaid care burdens.
2. Restricted mobility limiting access to education, safe spaces, and supportive environments for psychosocial growth
3. Stigma around mental health continues to prevent help-seeking, especially among young women exposed to GBV, displacement, and early marriage.
4. Lack of inclusive MHPSS services particularly affects marginalized groups, including refugees and youth with disabilities.
5. Increased rate of depression and suicide as signs of mental health crises.

Funding Source

The project is funded by Enable

When Did the Last Evaluation Take Place?

This will be the first evaluation conducted for this project

Project Background

The current project aims to enhance the psychosocial well-being of youth in Palestine particularly young women by increasing awareness around mental health, reducing stigma, and promoting help-seeking behaviors through community-based and youth-led initiatives. Implemented by YWCA of Palestine from 2023 to 2025, the project targets six marginalized and high-risk areas: Al Jalazoun, Al Am'ari, and Jenin refugee camps, Tammun-Tubas, Dora-Hebron, and the Arab Al Jahaleen Bedouin area.

The project uses a context-sensitive, rights-based, and youth centered approach, placing young people at the center of awareness campaigns, leadership development, peer education, and advocacy efforts. A core component is the "Rise Up!" leadership methodology, complemented by consultations, and community-based psychosocial support. The project also promotes intergenerational dialogue, community mobilization, and stakeholder engagement at both local and national levels.

Despite a challenging political and economic context, the project has maintained its momentum through participatory and adaptive methodologies. These include hybrid engagement formats, knowledge transfer between youth cohorts, and partnerships with grassroots CBOs, the Ministry of Health, UNRWA, and the MHPSS Working Group. The initiative seeks to build community resilience and normalize conversations around mental health, creating an enabling environment for youth to thrive.

Specific project outcomes and output are as follows:

Outcome 1: Increased Mental Health Awareness and Help-Seeking

Young people, especially young women, demonstrate greater understanding of mental health, stigma reduction, and the availability of local services, leading to improved help-seeking behaviors.

Outcome 2: Youth Engagement in MHPSS Policy Advocacy

Youth are actively involved in engaging with duty bearers and influencing the development of more inclusive and youth-centered national mental health policies.

Purpose of the evaluation

This end-of-project evaluation seeks to assess the relevance, effectiveness, efficiency, coherence, impact, and sustainability of the YWCA's youth-led mental health awareness and advocacy project. The evaluation will measure the extent to which the project has:

- Increased awareness of mental health and reduced stigma among youth and their communities;
- Strengthened youth leadership and advocacy capacity in MHPSS.
- Enabled meaningful engagement with policymakers and duty bearers to influence mental health policy responses.

The evaluation will specifically aim to:

- Identify lessons learned, best practices, and factors that either contributed to or hindered progress;
- Review the effectiveness of implementation strategies such as peer-to-peer models, youth-led campaigns, and community mobilization;
- Examine how sustainability and local ownership were addressed in the project approach and implementation.
- Ensure data is disaggregated by gender, disability status, and geographic location, and evaluate differential impacts on these groups
- Provide strategic and practical recommendations to inform future programming and design of similar interventions.

Strategic recommendations to enhance project implementation and achieve objectives. The consultant must facilitate increased learning opportunities and program decision-making for the next project. The consultant is expected to collaborate, participate, and respond to the needs of YWCA staff. The evaluation is scheduled to be implemented from June to August 2025 to inform the design of future interventions. The evaluation results will be utilized by YWCA of Palestine to improve future project design, implementation, and resource allocation.

Evaluation Key Questions

The evaluation should be conducted according to the OECD/DAC criteria for evaluations and should provide information about the relevance, coherence, effectiveness, efficiency, impact and sustainability with specific on relevance, effectiveness and sustainability focus on of the project in concrete as well as in a broader context.

Relevance:

- To what extent do the project's objectives align with the needs of youth, especially young women, in the West Bank?
- How well does the project address the current mental health challenges, awareness gaps, and access to psychosocial support among youth?
- How aligned is YWCA's organizational strategy with its current and future goals for economic empowerment?

Effectiveness:

- To what extent has the project improved youth well-being, particularly among young women, by increasing awareness, reducing stigma, and promoting access to mental health and psychosocial support services?
- What were the main factors contributing to or hindering success (SWOT Analysis)?
- To what extent are the project objectives and indicators likely to be achieved?
- Are the project objectives and indicators realistic, considering the social and economic context of the target area?

- To what extent was the project effective in addressing the mental health and psychosocial support needs of beneficiaries?

Efficiency:

- Were resources utilized efficiently and effectively to achieve the desired organizational results?
- How cost-effective was the project managed in terms of timelines, budget management, and resource utilization?
- What potential improvements can be identified to enhance the efficiency of the project?
- Is there a results-oriented monitoring system in place?

Impact:

- What measurable impact has the project had on mental health awareness, psychosocial well-being, and help-seeking behaviors among youth, especially young women, in the targeted communities?
- Did the project contribute to reducing stigma surrounding mental health and improving access to MHPSS services? What additional outcomes and impacts (both intended and unintended, positive and negative) have been achieved?

Sustainability:

- Are the positive changes likely to continue beyond the project period?
- How effective were the capacity-building efforts for YWCA staff and partners?
- What opportunities exist to strengthen sustainability at the target group level, and what are the implications for future project implementation?
- To what extent has the project built sustainable mechanisms, including through the capacity of local partners, youth, and community-based organizations?
- Were community members, including youth, trained or engaged in ways that would allow them to carry forward initiatives independently?

Coherence

- How well does the project align with the overall mission, strategies, and priorities of the YWCA of Palestine?
- How well did the project align with international commitments, such as the Sustainable Development Goals (SDGs)?

Evaluation Design

1. Review project data
2. Conduct key informant interviews with stakeholders (YWCA staff, CBO partners)

3. Conduct Focus group discussions with beneficiaries
4. Qualitative data collection to capture changes in mental health awareness, help-seeking behavior, and stigma reduction.
5. Disaggregate data by gender, disability, age, and geographic location to ensure the evaluation captures the differential impact on vulnerable and marginalized groups.
6. Develop surveys to assess KPIs.
7. Evidence-based findings and provision of recommendations for future projects.
8. Analyze data and triangulate findings to draw evidence-based conclusions.

The evaluator will be expected to provide a detailed methodology for data collection and analysis based on the Key Evaluation Questions above. This can be negotiated and refined between YWCA staff and the evaluator.

Deliverables

1. Inception Report: The report is prepared by the evaluator to ensure a full understanding of the assignment and it includes a presentation of the assignment concept, evaluation methods, a timeframe, and potential restrictions. This task should not take longer than 2-3 weeks after accepting the offer. (10 pages, in English)
2. Draft evaluation report
3. Final evaluation report (including an Executive Summary (3 pages), Main Report (25 pages, without annex), and a 1-page brief) which includes recommendations for future programming with a specific section dedicated to sustainability strategies and how to enhance future interventions.
4. Presentation of findings and solid recommendations for future projects.

The evaluation report should be structured as the following:

1. Cover sheet with
 - project title
 - project number
 - implementing organisation
 - evaluator – author
 - report date
 - region/country
 - possibly project period
2. Table of contents
3. List of Abbreviation
4. Summary
 - short presentation of the subject matter of the evaluation, possibly including key framework conditions,
 - brief information on the evaluation: Cause and objective, assessment period,
 - key findings and
 - key recommendations;
5. Short description of the subject matter of the evaluation

- project/programme/instrument (idea, target group, formulated objectives),
 - implementing organization, term, donors;
6. Framework conditions (only as far as relevant to the subject matter of the evaluation)
- Political, economic, ecological, societal and socio-cultural factors,
 - Risks to project success, assumptions/prerequisites,
 - Relevant activities of other organizations/private-sector companies,
 - Role of government actors;
7. Description of the evaluation and the methodology used
- Timing of the evaluation within the course of the project
 - Composition/expertise of the evaluation team
 - Methodology
 - Groups of people involved, number of participants
 - Potential difficulties in conducting the evaluation and how to deal with them
8. Results
- Relevance
 - Coherence
 - Effectiveness
 - Efficiency
 - Impact
 - Sustainability
9. Recommendations (based on findings, realistic, specific and addressed)
10. General conclusions (lessons learned)
- for the project type (including exemplary nature)
 - regarding the procedures and instruments
11. Appendix
- Terms of Reference,
 - Sources (discussion partners, documents, specialist literature, field research etc)
 - Composition evaluation team (names, nationality, expertise, current occupation, task in the evaluation)

The report must be written in English, ensuring clarity and accessibility for all readers. References to sources used, such as interviews, literature, reports, etc., must be given.

Schedule

Phase	Deliverable	2025		
		June	July	August
End of Project Evaluation	Inception report			
	Data collection			
	Final Report			
	Presentation of Findings			

Evaluation Team and Qualifications

YWCA of Palestine seeks to engage the services of an independent consultant/firms, who have the following experience and expertise in project/program evaluation:

Qualifications of Evaluation Team Leader

- Master's Degree in a relevant field such as Social Work, Psychology, Public Health, Development Studies, or other related social sciences.
- 7-10 years of experience in evaluation in the development or humanitarian sector, preferably in mental health, psychosocial support (MHPSS).
- Knowledge and understanding of the mental health and psychosocial support context in Palestine.
- Experience using participatory methods of evaluation
- Familiarity with MHPSS advocacy, awareness-raising strategies, and approaches to reduce stigma around mental health, with the ability to understand from a program and/or project manager's perspective what would be useful information and recommendations from this evaluation.
- Ability to analyze quantitative and qualitative data.
- Demonstrated track record of producing high-quality evaluations.
- The person/team can move freely across the West Bank and/or have a work permit in the area of work.

Application Procedures

Interested applicants are requested to submit the technical and financial proposal information as part of the initial screening. The following documents should be submitted via email to YWCA of Palestine's Procurement Department procurement@ywca.ps no later than 26, 2025. The proposal shall include:

1. Cover Letter, signed by a duly authorized representative of the Applicant's organization, mentioning the total bid amount in euro.
2. Profile (CV, authorized certificate and registrations, past experiences, and 3 references letters)
3. Technical Proposal outlining the methods to be used, along with a brief explanation and justification for the approach.
4. Financial Proposal, kindly provide your proposal in Euro including VAT/Makassa: This should cover expert fees as well as any ancillary expenses (transportation, accommodation, taxes, fees, workshops, and other related costs).
5. Consulting Team Profile – For firms: the organizational profile and CVs of the lead consultant and team members. For individuals: CVs of all involved personnel.
6. A recent and relevant evaluation report conducted by the applicant demonstrating experience with youth- or MHPSS-related projects.

Proposal Evaluation Criteria

Proposals will be evaluated based on both technical and financial criteria, with the technical proposal accounting for 70% of the overall score and the financial proposal accounting for 30%. Evaluation will be conducted according to the following areas and criteria:

➤ Technical Proposal (70%)

Team Profiles and CVs – 15 points

- Qualifications and experience of the proposed team will be assessed based on submitted CVs. This includes academic credentials, relevant professional experience, and specialized skills in the area of focus.

Relevant Experience in the MHPSS Sector – 20 points

- The evaluator's experience will be assessed based on prior work in mental health and psychosocial support (MHPSS), with a focus on projects that engage youth and women in fragile or conflict-affected settings

Proposed Methodology – 20 points

- The technical soundness of the proposed evaluation methodology will be assessed. This includes tools, techniques, and approaches relevant to the project's objectives and context.

Work Plan and Timeline – 5 points

- The feasibility and clarity of the proposed work plan and timeline for completing the assignment will be reviewed.

Understanding of the Terms of Reference – 10 points

- Proposals will be evaluated based on how clearly the applicant demonstrates an understanding of the TOR, including tasks, deliverables, and expected outcomes.

➤ Financial Proposal (30%)

The financial proposal will be evaluated separately and in alignment with the submitted technical offer. YWCA of Palestine reserves the right to propose budgetary adjustments if needed.

- The evaluator/s agrees to not divulge confidential information to any person for any reason during or after completion of this contract with YWCA of Palestine. Upon completion or termination of this contract, the evaluator/s undertake to return to YWCA of Palestine any materials, files, or property in their possession that relate to the business affairs of YWCA. The consultant is responsible for the safety, security, and administration of primary and secondary data collection.
- All intellectual property and/or copyright material produced by the evaluator/s whilst under contract to YWCA of Palestine remain the property of YWCA of Palestine and will not be shared with third parties without the express permission of YWCA. The evaluator/s are required to surrender any copyrighted material created during the term of the contract to YWCA upon completion or termination of the contract.
- The evaluator and evaluation team are expected to maintain high professional and ethical standards and comply with YWCA of Palestine's internal policies. YWCA is committed to ensuring a safe environment and culture for all people, and with whom we come in contact during our work. All members of the evaluation team will be required to comply with YWCA Safeguarding Policy and sign the Safeguarding Code of Conduct.
- The proposal must remain valid for a minimum of 60 days after the submission deadline.
- The Association is not obligated to accept the lowest price. Evaluation will be based on best value for money through both technical and financial assessment.
- The Association reserves the right to negotiate with the best bidder or to not contract with any of the applicants if the proposals do not meet the requirements.

- The Association reserves the right to request additional information or background checks when needed. The Association may terminate the contract if any past or present conduct is found to violate ethical or legal standards.
- All outputs resulting from this contract, including the reports, are the exclusive property of the YWCA of Palestine.