



CAMFED DATA DASHBOARDS - EXPRESSION OF INTEREST (EOI) BRIEF, DECEMBER 2025

Overview And Objectives

Founded in 1993, CAMFED is an award-winning pan-African movement and NGO revolutionising how girls' education is delivered. To do this we have established a gold-standard system of accountability to the young people and communities we serve, and have created a model that radically improves girls' prospects of becoming independent, influential women. You can learn more at <https://camfed.org/>

CAMFED has ambitious plans to scale our impact, including supporting another 5 million girls in secondary school by 2030, and tracking how we deliver that support across a range of programmatic, monitoring and outcome metrics.

An organisational priority is to collect and present programme and Key Performance Indicators in the most relevant, accessible and actionable way for our stakeholders, helping us gain clear visibility of our effectiveness, to inform programme planning and decision making and celebrate achievements.

In 2025 we completed a strategic planning project to pave the way for implementing data dashboards across the organisation (more detail on this is given below).

Now we intend to contract an experienced, specialist technology partner to implement data dashboards, based on the insight we have gathered and plans we have made.

Our aim is to deliver a functional V1 product in late Spring 2026.

This expression of interest is being issued with the aim of shortlisting 3 partners in January to submit a detailed proposal to work with CAMFED on implementing data dashboards.

For the response to this EOI brief we are looking for:

- 1. A description of how you would approach our project, in particular the technologies you would consider using, how you would seek to handle project scope and the ways you ensure timely delivery (recommended 2-4 pages)**
- 2. A ballpark budget, including day rates**
- 3. Your credentials working on similar projects, ideally in the NGO sector, with supporting evidence where available**

The partner we are looking for will have the following attributes:

- Proven track record of implementing data management and visualisation technologies, handling many data sources and different types of data.
- Core business specialism in one or more enterprise-level data management and visualisation platforms, such as Power BI, Tableau, Looker or others.



- In-house technical team.
- Experience of working in geographies with a technology context similar to CAMFED's.
- Availability to begin the project in February 2026

Data Dashboards Project - Context

Organisational context

CAMFED operates as a global consortium of nationally registered entities. Delivery of our programmes and programme operations are designed, planned and led in our Africa entities in Ghana, Kenya, Malawi, Tanzania, Zambia and Zimbabwe with technical support provided by CAMFED International.

Each CAMFED entity in Africa operates a highly devolved structure with one or two staff representatives based in each district, supported by a network of CAMFED 'champions' – volunteers who support programme delivery, monitoring (including data collection) and oversight, as well as a core team in a physical National Office in each country. Programmes are typically delivered in very remote, rural locations – this operational reality informs technology considerations.

Overall we currently employ around 550 staff permanently employed across all offices. We also have an alumni network - The CAMFED Association - that numbers over 300,000 individuals, and tens of thousands of young women from within that network operate as voluntary 'Guides' supporting children and communities.

Data Dashboards context

CAMFED's Data Dashboards Project is focused on strengthening the systems and processes that support the entire data lifecycle within the organization – from collection, collation, and storage to visualization, stakeholder access, and use – with the goal of making its evidence base more accessible, actionable, and relevant for five distinct stakeholder groups who are all integral in delivering on CAMFED's mission. These groups include: clients, communities, governments, strategic partners and staff.

CAMFED has always recognized the importance of using high-quality evidence to inform decision-making. CAMFED is committed to using data to strengthen programs, to learn, to celebrate success, and to provide evidence-based contributions to systems transformation.

With over 37,000 people contributing to its evidence base and many more interpreting and acting on that evidence, CAMFED seeks to continually improve its data systems so that they are genuinely participatory, inclusive, and relevant while maintaining rigor and quality assurance.

CAMFED uses a number of technology platforms, systems and equipment to collect, handle and store programme data, including:



- Core CRM system - Salesforce
- Data collection - ODK, Google Forms
- Google workspace and Office 365
- Cloud hosting (MS Azure, Amazon AWS/S3)
- Local network infrastructure and file servers (mainly in African settings)
- Computing equipment - tablets, PCs, smartphones
- Broadband connections (national offices) 4G modems (district offices) - possible use of Starlink as an alternative for roaming and rural locations

Data dashboards - strategic planning project

During 2025 CAMFED and an external consultant - Altamont Group - worked together on a strategic planning project to gather the necessary insight to initiate the implementation phase of the Data Dashboards project.

This entailed:

Detailed Stakeholder Needs Assessment - This exercise gathered inputs from representatives of all stakeholder groups across CAMFED's operating geographies and through remote engagement on virtual platforms. The qualitative, participatory methodology used included 87 stakeholder consultations with participation in Key Informant Interviews (KIIs) and Focus Group Discussions (FGDs) of over 200 individuals. It covered what data is valued, how data is accessed and used and what challenges sit around data.

Prototype Development - Following a technical audit of the systems in place, a draft prototype dashboard was developed based on the stakeholder needs assessment and CAMFED's organisational objectives. The prototype delivered a series of visualised data screens - based on real CAMFED data - that were then presented to / tested by stakeholder groups for feedback, which was then incorporated into a final prototype version. The final prototype is intended to act as a clear guide for the implementation partner on the types of data that are to be presented, and the ways data could be visualised. It was built using PowerBI, but the end solution does not need to be based on that platform.

Both the Needs Assessment report and the Prototype will be made available for shortlisted partners to review and use as part of their proposal.

Project deliverable

While the exact nature of the v1 data dashboards product will be subject to a number of factors to be discussed between CAMFED and the successful partner, we expect that it will:

- Provide technology infrastructure made up of one or more platforms* capable of consolidating multiple data sources of different types into visualised screens, which can be configured and personalised to meet specific user needs and deliver on the desired functionality. The desired functionality includes: country and time period selection; tailored access with priority metrics per user group; trends, targets and benchmarking data; explanatory information such as definitions, CAMFED branding and colour schemes, and ability to personalise dashboard templates



- Be readily accessible online across different device types including mobile phones and user-friendly.
- Be lightweight enough to be used in scenarios with low bandwidth or inconsistent internet connectivity.
- Be low cost and accessible by high numbers of users (potentially 100k plus)
- Use commonly understood technology as a basis, and so have the ability to be supported internally, by the partner, or a combination of both.
- Be extensible to include new features and data in future versions

*we are open to using more than one platform, if you feel that is the best way to meet our needs.

Timings

Project Duration: approximately 3 months.

Our desired timings are:

- Issue brief - 20th December 2025
- EOI responses due - by 18th January 2026
- Shortlisted partner interviews, proposals and selection - by 6th February 2026
- Project start date - 9th February 2026
- Periodic progress meetings (expected to be fortnightly or monthly) during the development phase
- Delivery of V1 product - by 8th May 2026

Data Dashboards Project - Response To EOI Brief

Once you have had an opportunity to review this brief, please indicate by close of business **7th January 2026** if you intend to submit an EOI to:

Dan Martin, Chief Digital Officer - CAMFED, danmartin@camfed.org

Catherine Boyce, Chief Impact Officer - CAMFED, cboyce@camfed.org

As noted above, we request EOI responses by 18th January

Due to seasonal closure, initial queries or clarifications related to this brief will be answered by email before 24th December or after 5th January, but there will not be the opportunity to organise meetings or calls relating to the EOI.

Following shortlisting, we will share the supporting material and there will be the opportunity for those partners to organise a 45-minute video call with members of the core project team at CAMFED to explore our needs and the mutual fit between us before you submit a formal response. There will then be an interview stage, followed by partner selection.