

Consultant to lead interagency group to develop a campaign to encourage ethical volunteerism and discourage volunteerism that sustains orphanages.

Terms of Reference

Overview

With growing interest in volunteer tourism around the world, there is an increasing trend of volunteering within residential child care facilities such as orphanages and children's homes. In sub-Saharan Africa, the global discourse on HIV/ AIDS-affected children can often create the misleading perception that children have no family to take care of them and contribute to a growing trend of volunteering to care for "AIDS orphans"¹. This now involves a large number of foreign and national volunteers ranging from students during their gap year, faith based groups, and employees from corporations and governments which in some instance have specific policies for their employees to conduct volunteer work. In the Netherlands, for example, every year, thousands of young people are estimated to take a gap year after completing their schooling or spend their summer holidays in such projects. Travel agents (over 50 in the Netherlands alone) promote these experiences generating considerable profits for many of them. In addition, many tourists spend a week or a few days with charities, often assisting in children's homes as part of their holiday in a developing country. In the US, many Christian based ministries send volunteers to orphanages they support in developing countries.

A growing evidence base has consistently highlighted the negative impact on children of living in institutional care such as orphanages – especially when a parents or close family members are still living nearby.² The increasing trend in volunteering in these facilities compounds the issue and the impact on children. Not only does it encourage the expansion of orphanages, but it also creates attachment problems in children who become attached to short-term visitors, and heightens the risk for illegal intercountry adoption by well-intentioned volunteers who form a bond with a child and want to take them home. There is a critical need to raise awareness of the risks of harm involved in these volunteering practices through informing all actors involved on the negative impact on children's attachments to others, development, well-being and rights. It is also critical to be able to suggest alternatives in a positive and respectful manner which encourages ethical volunteerism that supports entire families and communities and in line with the Guidelines for the Alternative Care of Children endorsed by the United Nations in 2009.³

This inter-agency initiative proposes to review and share existing knowledge on volunteerism related to the alternative care of children in developing countries, and convene key actors across the education, corporate, faith based and tourism sectors to share their respective experiences and identify joint global communication and engagement strategies.

The proposed action consists of a planning phase to identify those involved in promoting volunteerism in developing countries and the underlying drivers. It also includes consultations

¹ Richter, L M and Norman, A. (2010). *AIDS orphan tourism: a threat to young children in residential care*. *Vulnerable Children and Youth Studies*. 5:3. p217-219.

² Browne, K. (2009). *Risk of Harm to Young Children in Institutional Care*. Retrieved on 3 December 2013 from: http://bettercarenetwork.org/docs/The_Risk_of_Harm.pdf; Williamson, J and Greenberg, A. (2010). *Families not Orphanages*. Retrieved 3 December 2013 from: <http://bettercarenetwork.org/docs/Families%20Not%20Orphanages.pdf> ; McCall Robert (2012). *The Development and Care of Institutionally Reared Children, Child Development Perspectives. Volume 6. Issue 2. pages 174–180*.

³ United Nations. (2009). *Guidelines for the Alternative Care of Children*. United Nations. Retrieved on 3 December 2013 from: <http://bettercarenetwork.org/docs/Guidelines-English.pdf>.

with key actors already engaged in discouraging volunteerism in residential child care institutions and instead encouraging ethical volunteerism that supports families and communities. This planning phase will lead to the development of an inter-agency communications campaigns in targeted countries and an engagement strategy with key providers of volunteering opportunities.

The second phase, not included in this proposal, will use these findings to develop and implement of appropriate methods and materials needed to effectively target the various volunteering populations identified.

Overall Objectives and Activities of the Project:

The overall objective of this consultancy will be over a 6 month period to facilitate an interagency process to develop a global campaign and engagement strategy

The project includes the following activities:

1. Mapping the trends, nature of volunteerism across the education, corporate and faith-based communities as well as tourist initiatives. The mapping will start with the identification of actors involved in these initiatives whom have the potential to support better practices. This mapping will not only include large organizations, but will also focus local initiatives. This will be done through a review or available literature and other materials and key informant interviews.
2. Prepare and facilitate the convening of key actors involved in engaging with volunteers, tourist initiatives, and faith based organizations that have the potential to support better practices. This will be an opportunity to share experiences and existing knowledge and discuss the way forward in engaging with the different volunteering populations with a specific focus on curbing volunteerism in residential child care institutions. It will also be an opportunity to further identify the different volunteering populations including those supporting residential care as well as those supporting family and community based initiatives which could become promising examples to further disseminate.
3. Identification of next steps to develop and implement an interagency global engagement strategy including communication and training strategies to generate change in knowledge, behaviours and practices of volunteers (which would then be launched in phase two of the project).

Consultancy's Key Deliverables:

- Report of the mapping activity including the desk review, key informant interviews, initial identification of the different volunteering populations supporting residential care and insight in the underlying drivers towards volunteering in residential child care institutions as well as initial identification of actors involved in engaging with these initiatives whom have the potential to support better practices.
- Conference for key actors engaged with encouraging ethical volunteerism to share promising practices and develop common inter-agency engagement strategy and action plan. This will include coordinating the preparation of and the organization of the conference as well as coordinating the steering group and reference group.
- A mapping of key actors from the corporate sector, tourism, faith based community, and NGO's involved in working with volunteers either in residential child care institutions or supporting the

community.

- Following the conference, more detailed examples (including organisations and local initiatives) of existing good practices in engaging with volunteer initiatives
- Development of a joint statement, engagement strategy and action plan including communication and training strategies to generate change in knowledge, behaviours and practices of volunteers.

Requirements

- Master's degree in communications or related field or a Bachelor's degree with substantial training, knowledge, skills and experience obtained through other routes
- In depth understanding of the child protection and care sector including the Guidelines for the Alternative Care of Children. Additional experience and knowledge of the volunteer sector related to child protection and care would be an asset
- Experience in developing communication strategies
- Excellent coordination/ facilitation skills
- Excellent writing skills in English and in summarizing complex papers. Additional language(s) would be an asset.
- Experience in coordinating initiatives with multiple stakeholders under time pressure.

Additional considerations

- **Fluency in either French, or Spanish**

Timeframe: 90 days over a 6 months period starting in early 2014

Application

Qualified candidates are requested to submit by January 6th a cover letter, CV with relevant writing samples to Rebecca Smith at: R.Smith2@savethechildren.org or Severine Chevrel at: severine.chevrel@bettercarenetwork.org. Please indicate your proposed methodology as well as availability and daily rate to undertake the terms of reference above.