



GiE Guidance Note Series, April 2024



Proposal Development and Project Design

Gender in Emergencies Guidance Note Series

This guidance note explains how to meaningfully include Gender in Emergencies into the design phase of an emergency intervention or humanitarian programming. It is intended for project design teams or proposal writers and outlines key steps to include GiE in funding proposals. This guidance may be updated periodically.

Why include GiE in your proposals?

CARE has a clear **organizational commitment** to promote the equal realization of dignity and rights for women, men, boys and girls. The focus on gender equality is a key part of CARE's Vision 2030, as well as part of CARE's Gender Equality Impact Strategy. CARE's Humanitarian Impact Area Strategy also emphasizes the focus on understanding and responding to the different needs of those affected by natural disasters and conflict. The goal of the strategy is to be a leading agency having lasting impacts on the needs of women, men, boys and girls affected by crises around the world.

CARE's ability to respond to an emergency is directly linked to its ability to raise funds and donors increasingly want to see gender equality reflected in proposals. Incorporating a gender equality lens in our emergency work improves the quality of CARE's program designs and leads to adapted humanitarian programming that meets the needs of women, men, boys and girls and people of all genders, increasing chances for longer-term and sustainable humanitarian funding.

Given these commitments, gender in emergencies should be seen as an integral part of all CARE's humanitarian and emergency programming, and therefore **is a requirement in all proposal development and project design**.

How to include GiE in your proposals?

There are two ways to integrate Gender in Emergencies into your proposals; as integrated elements throughout your proposal, or as stand-alone GiE programming, such as specific GBV activities or WLIE programming. The

following guidance note outlines the aspects that should be integrated across all humanitarian proposals. For resources on stand-alone GiE programming, please contact the relevant coordinators for more information (see resources below).

- 1. Planning and needs assessments:** All project design should be based on gender sensitive needs assessments. CARE should collect information on the needs, vulnerabilities, capacities and coping strategies of men, women, boys, girls and people of all genders. Information can be collected from external sources (such as through existing secondary data, the cluster system or humanitarian assessments) or internally (such as CARE and partner-led needs assessments). All CARE's needs assessments should be collecting gendered information to feed into the project analysis. The [Rapid Gender Analysis](#) is a useful tool that can be used to highlight key gender dynamics in the assessment section of your proposal. Make sure that you show how the findings from your assessments influence the specific program goals and actions you propose.
- 2. Capacity statement and CARE's organizational commitments:** In the Organizational Capacity section of the proposal, highlight CARE's commitments to gender equality. Proposals should acknowledge any existing gender programming or longer-term development or nexus work. You should also highlight the relevant gender technical capacity, either in-country or through CARE's global gender expertise.
- 3. Beneficiaries and target populations:** Target beneficiaries should be broken down by sex-and-age disaggregated data (SADD). SADD allows you to ensure that your program is adapted to the specific needs and monitor specific outcomes for women, girls, men and boys across your program cycle. Using generic terms like displaced population, families or households can obscure the different needs. You should also try to the greatest extent possible to collect additional differences within the SADD disaggregation, like disability, ethnicity, class etc.
- 4. Implementation – goals, outcomes and activities:** In your project response plan, you should be able to show how your needs analysis has influenced the proposed goals, outcomes and activities. Gender dynamics should be reflected at all levels, including in your logical framework, activity plan, and theory of change. Make sure you show how the findings from your gender analysis have influenced the specific actions you will propose.

How you integrate gender into your implementation plan should also heavily reflect the core pillars of the [Gender in Emergencies Theory of Change](#). This should include four key components of [Rapid Gender Analysis](#); ensuring gender across emergency technical sectors through the [Gender Minimum Commitments](#); working to increase [Women's Voice and Leadership](#) in crises; and addressing the risks of [Gender-Based Violence](#).

Key questions that may help guide gender integration in your implementation plan could be:

- a. Do you understand the different needs of women, girls, men and boys, and are these reflected in the proposed activities?
- b. Do you understand how gender norms, unequal power relations, and access to resources may impact your proposed activities and have accounted for these in your activity plan?
- c. Will proposed activities ensure that women, men, boys and girls benefit or are there specific activities that will target different groups?
- d. How does sectoral programming plan to use the minimum gender commitments across its activities?
- e. What evidence is there to show that both women and men will actively participate in activities?

- f. Are there any barriers to women’s participation and how will they be overcome?
- g. How does the project promote women’s and men’s capacity to take decisions, negotiate rights, and ensure access to project benefits?
- h. What risk-mitigation measures are in place to ensure CARE does no harm and reduces the risk of gender-based violence?



Attention! CARE does not need to implement stand-alone gender programming to include all these components in proposals. These elements should be included in all humanitarian programming, such as WASH, shelter, food security, cash, nutrition, or health.

- 5. **Monitoring, Evaluation, Learning and Accountability:** Your proposal should show how you will monitor gender changes and impact over the course of the program. Both qualitative and quantitative indicators should be used, differentiated by gender, in order to record the gender specific impacts of the project. There should also be mechanisms included to show how the project will be accountable to the concerns, feedback, or complaints of women, girls, men and boys.

A key tool for monitoring gender in your proposal is [CARE’s Gender Marker](#). The Gender Marker is a self-assessment program quality and learning tool that allows non-gender specialists and teams to reflect on the level and quality of gender within a proposal, from project design through to the monitoring and learning phases of a project. CARE’s humanitarian programming is required to meet the level of gender-sensitive on the Gender Marker, while working toward the overall goal of having gender responsive or gender transformative programming.

- 6. **Resourcing:** It is crucial that the Country Office has adequate material, financial and human resources to be able to fulfill CARE’s gender commitments and respond to the needs of women, girls, men and boys. Proposals should include adequate human resources to oversee GiE activities, as well as enough budget for implementing core gender activities. Quality humanitarian programming is not just external, but should also be reflected through internal measures, such as gender balanced teams and technical capacity. Staff training, such as on GiE and GEDI (gender, equality, diversity and inclusion) should therefore also be included in resourcing budgets. For more examples on staffing, budget or training, you can find more information on CARE’s GiE Sharepoint page, as well as the updated [GiE and Budgeting](#) guidance note.

Tips for Successful Proposal Writing

- **Know your donor:** While those arriving to respond to an emergency or individual proposal writers may not have comprehensive understanding of a particular donor, the CARE member partner or colleagues at HQ should have the background knowledge to support with proposals. This is particularly important for donors who are supportive of and place a priority on GiE work.
- **Mainstream GiE throughout the proposal:** Gender is not just an ‘add-on’ section to a proposal but is an important component that should be integrated throughout. Gender elements should be included throughout the entire project design, from your needs assessment to problem statement and situation analysis, to implementation plan and monitoring section. Avoid only talking about gender in the ‘gender’ section, and instead show how gender analysis has influenced and adapted your specific humanitarian programming.

- **Use consistent language:** Avoid generic language as much as possible. Your program targets should not just be displaced communities or affected populations, but the women, girls, men and boys and people of diverse genders with specific needs that humanitarian programming should adapt to. Try to use the same type of language across all donor facing materials, such as proposals, concept notes, operational strategies, or advocacy and communication materials.
- **Don't forget the resources!** You can have the perfect plan for integrating gender across emergency programming, but there needs to be concrete resources to realize the activities you have proposed. For every element of gender integration that is proposed, make sure there is adequate financial, human, and material resources.

Want more information?

Additional GiE tools, guidance, and resources can be found on CARE's [Gender in Emergencies SharePoint](#) page or the [CARE Emergency Toolbox](#).

Looking for technical support or have a question?

The CARE Global GiE team is also here to support you!

For general GiE inquiries, reach out to leora.ward@care.org or heather.cole@care.org.

For inquiries on Rapid Gender Analysis, reach out to laura.tashjian@care.org

For inquiries on Women Lead in Emergencies, reach out to oneil@careinternational.org

For inquiries on GBViE, reach out to CARE Egypt Foundation (contact coming soon!) or erin.patrick@care.org