



All Children Reading Grand Challenge for Development

Quarterly Report: Round 2 Fund Management

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Executive Summary

The launch of *All Children Reading: A Grand Challenge for Development* (ACR GCD) signaled the beginning of a new global partnership to promote innovative methods for improving early literacy outcomes. Round 2 of ACR GCD seeks to build upon the momentum of the initial round of grants. Management of the growing ACR initiative is a pivotal issue for sustaining this momentum and WV assumed the Fund Manager role on October 1, 2013, with the goal to provide appropriate coordination, support, and management for ACR GCD Round 2 prizes, grant competitions and corresponding awards.

The first quarter was characterized by finalizing the partner focus areas, initial prize concepts and general start up functions in order to lay the foundational design documents for the launch of Round 2 scheduled for February 27, 2014. This included the development of the Round 2 Fund Manager work plan, prize and grant competition designs, communication pieces, redesign of the website, along with the recruitment of WV's ACR GCD key personnel.

In association with these elements, the ACR GCD Partners agreed upon three focus areas for Round 2, program funds budget allocation (prize/grant/monitoring and evaluation), and proposed prize concepts for development: The three focus areas are: Mother Tongue instruction and reading materials, Family and Community Engagement, Children with Disabilities. As a complement to these focus areas, ACR GCD Partners developed the following initial prize design concepts in this quarter:

- Enabling Writers
- Track and Trace
- Global Open Resource Reading Materials Repository
- Literacy Volunteerism
- Family and Community Engagement
- Children with Disabilities

Details on the budget allocation of program funds are described under the budget section below.

Activity Progress Update:

As Fund Manager, WV is be responsible for appropriate coordination, support, and management of Round 2 funding for focus areas of: mothertongue instruction and reading materials, family and community engagement, children with disabilities. Please find below a progress update for each project activity:

OBJECTIVE 1 - COORDINATION OF ACR GCD ROUND TWO FUND MANAGEMENT: SECOND ROUND OF THE ACR GRANTS AND PRIZES ARE CARRIED OUT AND MANAGED EFFECTIVELY

In consultation with the ACR GCD Partners, WV is expected to carry out the following activities as Fund Manager, based on decisions by the ACR Steering Committee (ACR SC) and as feasible within final funding constraints:

Activity 1.1 Prize Implementation and Hosting: During this quarter, WV facilitated the first bid, review process and selection of a prize vendor, which resulted in a contract with

InnoCentive for the prize competition “Enabling Writers.” All ACR GCD partners participated in the development of the bid, review and selection process. Enabling Writers, while originally scheduled to launch in December 2013, shifted to launch simultaneously with the grant competition in February 2014. The development of Enabling Writers has also been a collaborative effort and the Partners have benefited from the prize expertise offered by DAI and consultant Vicki Purewal.

During this quarter, five additional prize competitions progressed in their development including: track and trace, global reading materials repository, literacy volunteerism, family and community engagement and children with disabilities. The latter will continue in development following a review of proposed innovations from the Grant Competition. The remaining prize competitions noted above will progress to the next phase of development in the second quarter of FY14: ideation meeting on global repository scheduled for March 2014 cosponsored by Library of Congress, final draft design for track and trace, cosponsor meeting with Intel on literacy volunteerism. Other prize competition concepts have been discussed and will be fleshed out in subsequent months.

Activity 1.2 Grant Competition: WV facilitated the development of the draft request for applications and selected the hosting platform. WV conducted a review process of two platforms, Chaordix and InnoCentive, and selected InnoCentive as it was more cost efficient and amenable to meeting the timeline and specifications of the Grant Competition. The request for application included input from USAID, Australian Aid and World Vision.

Activity 1.3 Management of innovation and scale-up funding windows: None applicable in this reporting period.

Activity 1.4 Technical support and capacity development: None applicable in this reporting period.

Activity 1.5 Learning Agenda/ Activity 1.6 Monitoring and Evaluation: A monitoring and evaluation approach was initially presented during the reporting period. However, with further discussion on the development of the prize and grant competitions, a revised monitoring and evaluation approach was presented in January 2014. This plan incorporates the specifications for the grant competition, prize competition, and demonstrates linkages to the Evaluation Fund in discussion, as well as a comparison to the Round 1 monitoring and evaluation process. A draft learning agenda will be created in Q2.

Activity 1.7 Communications: WV facilitated the drafts of several key communication pieces with the assistance of USAID, DAI and Group SJR. However, due to the delayed recruitment of WV’s Communications Officer, several of these pieces have not yet been finalized. Through the launch of this cooperative agreement, WV and USAID have also developed a more fluid approval process which is now in place and should support the clearance of communication pieces going forward.

Activity 1.8 Events: WV, on behalf of ACR GCD partners, participated in the mEducation Commit Fair in October 2013. This included cosponsoring the event, facilitating a session with

Round 1 grantees and hosting an ACR GCD information table. At this meeting, ACR also announced its commitment to funding Round 2.

Activity 1.9 Publications: No publications, outside general communications pieces related to the Round 2 and/or in support of the prize and grant competition have been developed. A proposal on the type of publications will be presented to the Partners in the coming months.

Activity 1.10 Website Management: WV facilitated the redesign of the website (<http://70.32.108.99/wordpress/>) which has received positive feedback from all Partners. Draft content is in its final stages of clearance and the site will be launched prior to February 27th.

Activity 1.11 Catalyzing Global Action in support of solving the ACR GCD problem: WV participated in a panel discussion on November 1st, called Tech @ State. WV presented some key lessons learned based on the Round 1 grantee experience. Building on this presentation, WV will present on a similar topic for the Comparative and International Education Society (CIES) conference in Toronto 2014. CIES accepted the paper titled “Building scalable and cost-effective solutions to enhance early-grade literacy” The presentation will look at key lessons learned and highlight findings from Round 1 technology-focused projects. In addition, WV will also host an ACR GCD booth to provide visibility and information about the GCD.

A broader communication strategy beyond the February 27th launch will be developed by WV to include other potential avenues for engagement.

OBJECTIVE 2 - ACR GCD PARTNER ENGAGEMENT: ACR FOUNDING PARTNERS ARE FULLY INFORMED, CONTRIBUTING TO, AND PARTICIPATING IN DECISIONS AND VARIOUS ACTIVITIES OF ROUND 2.

WV appreciates the support offered by USAID, Australian Aid and its contractors DAI and Group SJR during this initial start-up period.

Activity 2.1 ACR Founding Partners coordination and consultations meetings: WV has maintained regular conference call meetings with the Partners and has attempted to involve all Partners in the decision making process where appropriate. In Q2, WV will standardize the format and meeting notes to offer historical reference to prior decisions and topics discussed. In addition, WV will circulate its quarterly narrative reports to all partners.

Activity 2.2 Facilitate decision-making throughout award process: As Fund Manager, WV has worked to ensure that all partners have been involved in key decisions. In Q1, this included but not limited to, prize service provider bid and selection; communications (website, info sheet, etc), grant request for application and prize designs.

Activity 2.3 WV will request and coordinate efforts to be carried out by the Founding Partners in support of Round 2. As mentioned above, WV is most appreciative of the support provided by the partners, notably support in prize design and communications.

Activity 2.4 Coordinate with USAID around the **support and integration of activities with USAID's with other contractual mechanisms**. WV worked closely with USAID and its contractors to ensure that all ACR GCD documents/communication pieces align to the GCD framework.

OBJECTIVE 3 - PRIVATE SECTOR ENGAGEMENT: INCREASE PRIVATE SECTOR ENGAGEMENT IN ACR GCD THROUGH FINANCIAL AND TECHNICAL CONTRIBUTIONS IN ORDER TO FOSTER INVESTMENT IN THE SCALING OF INNOVATIONS.

Increasing private sector engagement in international development is an explicit goal of USAID, Australian Aid and WV. The ACR Founding Partners prioritize a strategic focus on private partnerships as part of the Round 2 expansion. Therefore, partners are encouraged to attract private sector investment, foundations, and/or new partners that will further enhance innovations and allow them to be taken to scale.

Activity 3.1: Conduct outreach to private partners. WV will develop marketing materials that will be tailored to corporate partners. In this first quarter, WV, along with USAID, connected with the following companies/agencies who expressed interest in partnering with the ACR GCD: Agence Francaise de Developpement, Orange Mobile, Rotary Foundation, Gates Foundation, Intel, IREX, and the Library of Congress. In Q2, concentrated effort must be made to finalize at least one key marketing piece and further discussion with these partners.

In addition, significant time was spent working on the development of a West Coast trip to meet and attract potential corporate partners to the GCD. In planning this trip, which has now been postponed until late March/April 2014, WV engaged its Chief Development Officer, along with several of his colleagues. Their engagement offers valuable insight into how best to align our strategy to individual corporate plans.

Activity 3.2: Increase private sector contributions. Building on Activity 3.1, WV and the partners seek to establish new relationships with corporate partners which will result in additional financial or human resources for the ACR GCD. Prizes represent an attractive approach to soliciting corporate interest. Intel, through USAID's leadership, is one example of this approach. They contributed \$16k toward the prize "digital literacy for literacy volunteerism" (still in initial design phase). While prizes may offer initial engagement to the GCD, the ACR GCD Partners must tailor their approach to each corporation to ensure alignment to business strategy.

Activity 3.3: Link grantees with promising innovations to potential donors/stakeholders for scale up. None applicable in Q1. WV, along with Partners, will work to build linkages between grantees and donor/stakeholders particularly with results of Round 1 becoming available and with the success of Round 2 grantees and prize awardees.

Personnel

WV diligently spent Q1 recruiting its key personnel – Sr. Communications Officer and Grants Officer. While personnel were identified by early December 2013, both individuals started in January 2014. The Project Director is pleased to welcome Shelly Malecki, Grants Officer, who

joined from Social Impact, an international development monitoring and evaluation firm, in Arlington, VA; and Michelle Oetman, Sr. Communications Officer, who joined from ADRA Canada, in Toronto, Canada.

Budget:

An SF 425 accompanies this report. However, please find below the proposed funding allocation for the program line items. In Q2, WV recommends discussing the linkage of USAID’s supplemental funding for prizes as well as the Evaluation Fund to better understand how best to ensure consistency of prizes.

Prizes	Service Provider	Prize Award	Total:	Grant	Grant Award	Total
Focus Area: Mother-Tongue Instruction and Materials				Focus Area 1: Mother-Tongue Instruction and		
Enabling Writers	\$100,000	\$136,000	\$236,000	Grant	\$900,000	\$900,000
Track and Trace	\$50,000	\$20,000	\$70,000			
Professional Development	\$50,000	\$25,000	\$75,000			
Focus Area 2: Family and Community Engagement				Focus Area 2: Family and Community Engagement		
Community Engagement	\$100,000	\$25,000	\$125,000	Grant	\$900,000	\$900,000
Literacy Volunteerism	\$20,000	\$25,000	\$45,000			
Focus Area 3: Children with Disabilities				Focus Area 3: Children with Disabilities		
Disability	\$100,000	\$25,000	\$125,000	Grant	\$900,000	\$900,000
Focus Area 4: Other				Evaluation		
Global Repository	\$75,000	\$25,000	\$100,000	Fund	TBD	TBD
				M&E	\$300,000	\$300,000
				Platform		
				Hosting	\$16,000	\$16,000
Subtotal	\$595,000	\$306,000	\$901,000	Subtotal	\$3,016,000	\$3,016,000
Grand Total						\$3,917,000

Next Quarter Plans:

Please find below highlights of key activities that will occur to support Round 2 launch and subsequent events and competitions:

- Finalization of communication pieces for Round 2 launch
- Website redesigned finalized
- Round 2 launch – February 27th – Enabling Writers and Grant Competitions
- ACR representation at CIES Toronto Conference – March 10-14, 2014
- Global Repository Ideation Meeting – March 17-18, 2014
- Technical Review Committee process and members finalized
- Draft learning agenda created
- Enabling Writers Judging Panel finalized
- Request for Proposal finalized and solicited for external evaluation firm

Conclusion

Q1 reflected start up functions inclusive of recruitment, program designs, and developing working protocols for more streamlined communication and engagement. Building on the foundation of activities in this past quarter, WV looks forward to an effective launch of Round 2 grant and prize competitions on February 27, 2014 and associated events in March 2014.