

TERMS OF REFERENCE

Most Significant Change (MSC) Evaluation

Project Title	Strengthening Nutrition Outcomes through Improved WASH Services in Priority Health/Nutrition Facilities in Sudan
Implementing Partner	Muslim Aid Sudan
Commissioning Agency	Muslim Aid UK (MAUK)
Evaluation Type	Most Significant Change (MSC) – qualitative story-based evaluation
Location	Khartoum and Al Jazirah
Duration of Assignment	15 – 20 working days
Reporting To	MAUK MEAL Manager, in coordination with MA Sudan
Application Deadline	11 November 2026
MSC budget	Maximum 5,000 USD depending on experience

1. Background and Context

Muslim Aid Sudan (MAS) is implementing the project “Strengthening Nutrition Outcomes through Improved WASH Services in Priority Health/Nutrition Facilities in Sudan” in selected localities across Khartoum and Al Jazirah States.

The project has been designed to improve nutrition outcomes among children under five years of age, pregnant and lactating women (PLW), vulnerable households, internally displaced populations, and host communities through the integration of Water, Sanitation and Hygiene (WASH) interventions into ongoing nutrition programming.

The project responds to significant WASH and public health challenges affecting health and nutrition service delivery in conflict-affected and vulnerable settings. Project assessments identified critical gaps including limited access to safe water, dysfunctional sanitation facilities, inadequate hygiene infrastructure, weak operation and maintenance systems, and limited availability of infection prevention and control resources within health and nutrition facilities.

The project aims to strengthen nutrition outcomes by improving access to safe, functional and inclusive WASH services in targeted nutrition centres and surrounding communities. Key interventions include the construction and installation of gender-segregated and disability-accessible sanitation facilities; installation and operationalization of water supply systems, including water tanks, pumps, piping and taps; provision of cleaning and infection prevention and control (IPC) materials; and support for the operation and maintenance of WASH facilities. At community and household level, the project provides hygiene promotion and awareness activities, practical demonstrations on handwashing and safe water practices, and hygiene kits for vulnerable households. The project also strengthens the capacity of facility staff and community volunteers through training on hygiene promotion, IPC, community engagement, and operation and maintenance of WASH systems, supported by regular monitoring and supervision.

Given the integrated nature of the intervention and the importance of understanding participant experiences beyond quantitative indicators, MAS has selected the Most Significant Change (MSC) technique as the evaluation methodology. MSC is a participatory, story-based approach that captures depth of impact, unintended outcomes, and stakeholder-defined value, complementing the quantitative indicator data already collected through the project’s Monitoring, Evaluation, Accountability and Learning (MEAL) system.

2. Purpose and Objectives

The purpose of this assignment is to design, facilitate, and report on an MSC evaluation that captures the most significant changes experienced by project participants as a result of the intervention.

2.1 Specific Objectives

1. Facilitate a participatory MSC process to collect first-person stories of change from youth, smallholder agriculture and livestock farmers, small entrepreneurs, skilled labours, women, and District Volunteers for Emergency Response engaged by the project.
2. Support the definition and agreement of domains of change with key stakeholders, aligned to the project's intended outcomes and those mentioned in this ToR.
3. Facilitate a structured, stakeholder-led selection process to identify the most significant stories within each domain.
4. Verify selected stories through follow-up with storytellers.
5. Analyse patterns across selected stories to identify the project's most significant, and where relevant, unanticipated, outcomes.
6. Produce a final MSC evaluation report and a curated, communications-ready compilation of stories suitable for external audiences.

3. Scope of the Assignment

The evaluation will cover all project activities implemented under Muslim Aid Sudan projects across the target districts of Khartoum and Al Jazirah. The evaluators will engage directly with rights holders and frontline staff across all intervention streams, including climate-smart agriculture and livestock farming, small entrepreneurship development, skilled labour support, and domestic industries, youth vocational training and employability support, handloom industry for women, and emergency preparedness \capacity of MAS to ensure a balanced representation of impact and change.

The evaluator will engage with: Caregivers of children under five years, Pregnant and lactating women, Hygiene kit recipients, Community volunteers, Facility staff, Community leaders, Vulnerable households and internally displaced populations and Persons with disabilities where appropriate.

3.1 Proposed Domains of Change

The following domains are proposed as a starting point and should be finalised in consultation with MAUK and MAS at inception report:

1. **Changes in Access to Safe Water:** Improved availability, reliability and utilisation of safe water.
2. **Changes in Sanitation Conditions:** Improved sanitation facilities, cleanliness and safe waste disposal.
3. **Changes in Hygiene Practices:** Changes in handwashing, household hygiene and safe water handling practices.
4. **Changes in infection Prevention and Control:** Improved facility cleanliness, cleaning procedures and IPC measures.
5. **Changes in Health and Nutrition Environment:** Improved quality and safety of health and nutrition services.
6. **Changes in Dignity, Privacy and Accessibility:** Improved user experience, inclusion and equitable access to services.
7. **Changes in Community Participation and Ownership** Increased engagement of communities and volunteers in WASH activities.
8. **Changes in Facility Capacity and Sustainability:** Improved operation, maintenance and management of WASH services and infrastructure.
9. **Changes in Community Resilience:** Improved capacity to maintain healthy WASH practices over time.
10. **Unexpected Change:** Unanticipated positive or negative outcomes resulting from the intervention.

4. Methodology

The evaluator is expected to apply the MSC technique in line with recognised good practice, adapted to the access, safety, and time constraints of the operating environment. The methodology should include the following stages:

1. Preparation: Inception Report: Review of project documentation (Proposal, Log frame, MEAL plan, prior progress reports); agreement of domains of change; development of story collection tools and training materials. Produce a final Inception report covering: final domains of change (broad categories of change to look for, agreed with stakeholders — not overly prescriptive), the story collection approach and frequency, who will collect stories (field staff, community volunteers, or the consultant directly), training plan for story collectors, and the selection panel structure.

Review project documents;
 Review logical framework and indicators;
 Review MEAL data;
 Develop evaluation framework;
 Define MSC domains;
 Develop story collection tools;
 Establish ethical and safeguarding procedures.

2. Training of story collectors: Orientation of staff on open, non-leading story collection techniques and informed consent procedures.
3. Story collection: Gathering of first-person accounts from a diverse and representative range of participants across all project activities.

Each story should capture:

- Who experienced the change;
- What was the situation before;
- What changed;
- When the change occurred;
- How the project contributed;
- Why the change was significant;
- Other factors influencing the change;
- Whether the change is likely to continue;
- Beneficiary recommendations.
- Each story will be:
 - Recorded/documented using an agreed template;
 - Transcribed or summarized accurately;
 - Anonymized;
 - Categorized by domain;
 - Assigned a unique story ID;
 - Linked to relevant project intervention(s);
 - Supported by documented informed consent.

4. Selection process: Facilitation of a structured selection process (simplified single or two-tier panel, given time and access constraints) in which stakeholders and the implementing partner (MAS); not the evaluator alone, determine which stories are most significant within each domain, with rationale documented at each stage.

- Each story will be:
 - Recorded/documented using an agreed template;
 - Transcribed or summarized accurately;
 - Anonymized;
 - Categorized by domain;
 - Assigned a unique story ID;
 - Linked to relevant project intervention(s);
 - Supported by documented informed consent.

Selection should take place through a transparent multi-stage process.

- Level 1: Story collector/community review
- Level 2: MAS/Programme review

- Level 3: MSC evaluation/selection panel
 - Final: Most significant stories selected for detailed analysis
 - Each selected story must have a documented rationale explaining why it was considered significant.
5. Verification: Follow-up with storytellers whose accounts are selected to confirm details and probe further context.
 6. Analysis and reporting: Thematic analysis of selected stories and selection rationale; drafting of the evaluation report and story compilation.
 7. Feedback and dissemination: Sharing of findings with contributing communities, and with MAUK and MAS management.

5. Ethical Considerations

11. Informed consent must be obtained and documented for every storyteller, using MAUK's approved individual and group consent forms, prior to collection of any story.
12. A safeguarding and protection screening must be applied to all stories prior to selection, with particular sensitivity to flood-impacted trauma, loss, and protection risks specific to the local context.
13. Storytellers retain the right to withdraw consent at any stage, without any effect on their access to project services.
14. All data collection and storage must comply with MAUK's and MAS data protection procedures. Such as Informed consent; Confidentiality; Voluntary participation; Do-no-harm principles; Appropriate referral mechanisms; Protection of children's rights; Safe interviewing procedures; Secure handling of personal information; and no publication of identifiable beneficiary information without appropriate consent, and MSC stories involving children should receive particular safeguarding consideration.

6. Deliverables

No.	Deliverable	Indicative Timeline
1	Call for the evaluation -Consultant submission of technical and financial proposal	11 November
2	Consultant recruitment and contracting	23 November
3	Inception report, including agreed domains of change, story collection tools, and work plan	30 November (2-4 days)
4	Data collection: field work, Raw story back collected with documented consent	4-7 days
5	1 st Draft MSC report	20 January 2027 (1-4 days)
6	MA-UK/MAS review and validation of draft report	7 days
7	Final MSC evaluation report, incorporating MAUK/AEI comments	30 January (1-2 days)
8	Curated, communications-ready story compilation and Final submission and close-out	10 February

7. Roles and Responsibilities

Stakeholder	Responsibility
Evaluator (Consultant)	Overall design, facilitation, verification, field work, data collection, analysis, and reporting of the MSC process
MAUK MEAL Manager	Overall oversight, review and approval of deliverables, quality assurance, and liaison with donor requirements

Stakeholder	Responsibility
MAS Programme Team	Facilitation of field access, coordination of story collectors, logistical support
WASH Specialist	Technical assessment of WASH functionality, infrastructure quality and sustainability
MAS WASH Team	Technical review and guidance
Community Volunteers	Community engagement and support to story identification

8. Report – Output Specifications

The evaluator/consultant is required to produce a high-quality, story-led report intended for external fundraising and communications use. This product is distinct from the technical evaluation report in purpose, tone, design, and consent requirements, as set out below.

8.1 Purpose and Audience

The report will be used by MAUK and MAS for fundraising, donor engagement, and external communications (e.g., website, social media, donor briefings, printed materials). It should be designed to inform and inspire a general public and donor audience, not a technical/MEAL audience, and the tone should be accessible, human-centred, and compelling, while remaining accurate and dignified.

8.2 Content and Structure

- Front cover with project title, MAUK and MAS branding, and a striking lead image
- A short introduction (max 1 page) framing the humanitarian/development context and the project's response, in plain, non-technical language
- A brief, non-technical note on how the stories were collected (2–3 paragraphs — MSC methodology explained simply, not as a technical annex)
- 6–10 curated stories, organised either by domain of change or by beneficiary group (youth, smallholder farmers, micro/small entrepreneurs, women and Volunteers), each paired with high-quality photography
- Direct quotes from storytellers, presented prominently (pull-quotes/callout text)
- Photographs of services and assistance being delivered, and engagement of beneficiary
- A closing page with impact highlights/summary statistics and a call to action or acknowledgement of donors -. These values would be taken from the indicators of the completion report/reports from MAS Programme team
- Full photo captions and credits, and a consent/usage note as required by MAUK's communications team

8.3 Photography and Visual Content Requirements

- All images must be original, high-resolution (minimum 300 DPI / suitable for print), and professionally composed — stock or low-quality field snapshots are not acceptable for this product
- Where the evaluator/consultant does not have professional photography capacity, a professional photographer must be engaged as part of the assignment (to be reflected in the technical and financial proposal)
- Images should show storytellers with dignity and agency, avoiding poverty-porn framing, and should reflect the actual services and context described in the accompanying story
- A minimum of 20–30 high-resolution images should be delivered as a raw image bank, in addition to those used in the final layout, to give MAUK's communications team flexibility for future use
- All images must be provided as separate, individually named files (not only embedded in the report layout)

8.4 Testimonies and Story Presentation

- Testimonies should be presented in the storyteller's own words (translated into English where original language differs), lightly edited only for clarity and length, not rewritten in NGO language

- Each story should be attributed with the storyteller's name (or a pseudonym, with reason noted, where full identification is not appropriate for protection reasons), age/role, and location
- Each story should be honest about what the project contributed, alongside other factors where relevant, consistent with the attribution/contribution principles applied in the technical MSC report

8.5 Design and Branding

- The report must follow MAUK's brand guidelines (colour palette: dark green, lime green, teal; Arial font; MAUK and MAS logos)
- Professional graphic layout/design is required — the evaluator should either provide this directly or subcontract a designer, to be reflected in the proposal
- Final layout should be provided in a print-ready format as well as a version optimised for digital/web sharing

8.6 Consent and Usage Rights (Fundraising-Specific)

- Consent for inclusion in this communications product is separate from, and in addition to, consent for the technical MSC evaluation. Storytellers must be clearly informed that their story, name/pseudonym, and image may be used externally for fundraising, marketing, and public communications, potentially for an extended period and across multiple channels (print, web, social media)
- Special care and separate safeguarding review is required for any stories or images involving children — consent must be obtained from a parent/legal guardian in addition to any age-appropriate assent from the child, in line with MAUK's child safeguarding policy

8.7 Format and File Deliverables

- Final report as a high-resolution, print-ready PDF
- Editable source file (e.g., InDesign or equivalent layout file) so MAUK's communications team and MAS can update or adapt the report in future
- Full raw image bank, individually captioned and named

9. Evaluator Qualifications

- Demonstrated experience designing and facilitating Most Significant Change or comparable participatory, qualitative evaluation methodologies.
- WASH Specialist: Relevant WASH qualification, Demonstrated experience in WASH programming and assessments, Experience assessing infrastructure and service functionality, Humanitarian WASH experience preferred.
- Strong facilitation skills, with experience training non-specialist staff and volunteers in data collection.
- Familiarity with CHS and donor accountability standards
- English language proficiency, or ability to work closely with native-speaking story collectors and translators.
- Strong written English for reporting purposes.
- Experience in humanitarian programme evaluation;
- Strong MEAL expertise;
- Experience with Disaster recovery programming and Build Back Better approaches
- Experience with qualitative methods and MSC;
- Experience conducting service-quality assessments;
- Strong quantitative/data-analysis skills;
- Experience in Disaster/conflict-affected settings;
- Understanding of disaster contexts of the project locations where relevant;
- Strong safeguarding and ethical research practice; and
- Ability to deliver high-quality reports within a short timeframe.

10. Application Requirements

- Technical proposal outlining proposed MSC methodology and adaptation to the Sudan context – between 5-10 pages

- Financial proposal, including a breakdown of fees, travel, and any translation costs – see attachment.
- CV of proposed evaluator(s), including relevant MSC or comparable evaluation experience
- Two examples of previous evaluation reports (MSC or comparable qualitative methodology)
- Contact details of two professional references

10. Submission

Interested candidates should submit the above documents to [\[elham.abdalla@muslimaid.com\]](mailto:elham.abdalla@muslimaid.com) by **11th November 2026. Applications should reference 'MSC Evaluation – Health/Nutrition Project in Sudan.'**

Applicants must submit the following documents in order to be considered; failing to submit one of the required documents will result in non-consideration for the selection.

1. Technical proposal (10 pages maximum)
 - a. Proposed MSC methodology:
 - b. Sampling coverage
 - c. Work plan and timeline
 - d. Team composition
 - e. Quality assurance measures
 - f. Deliverables list
2. Financial proposal; see attachment.
3. 2 previous examples of MSC Evaluations