



BUSINESS PROFILE

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| Liezel de Waal

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1. OVERVIEW

M&ESURE Research and Evaluation is a social science research and evaluation consultancy based in Cape Town, South Africa. M&ESURE aims to provide technically sound and theoretically relevant services in the field of research and evaluation to government departments, academic institutions, civil society organisations (such as NPOs) and donor organisations. M&ESURE was registered in 2010 with three partners and commenced operations in 2012. M&ESURE regularly works with a number of associates who share our values and approach. The team strives to contribute to the development of South Africa through the application of skills and knowledge to different social development areas. M&ESURE follows a theory-based approach to evaluation with the aim of improving social development programmes by using evidence-based methods.

M&ESURE's key strength is providing clients with the capacity and confidence to reflect on their programme/s so that they can improve and capitalise on the work that they do and on the effects their programme has on its beneficiaries and communities. M&ESURE believes in cultivating long-term relationships with clients and our aim is to service their varying organisational and M&E needs by providing relevant skills, support and motivation. M&ESURE follows a developmental approach and focuses on equipping staff working in not-for-profit organisations with the necessary skills and knowledge to not only implement their programmes more efficiently, but to also generate evidence on the work they do so that they can use this evidence to raise more funds. We believe this is an innovative way of working in the M&E space, as many evaluators are seen as external to organisations and only parachute in from time to time to conduct an external evaluation. M&ESURE's innovative approach recognises the importance of supporting organisations along the M&E journey and tailoring our services to the specific needs of each organisation we work with whether we are conducting evaluations or conducting training.

M&ESURE's services include:

- monitoring and evaluation;
- setting-up measurement frameworks for organisations to track their achievement with the use of the Logic Model;
- social science research; and
- training and capacity-building.

For more information, please consult our website: www.mesuresa.co.za.



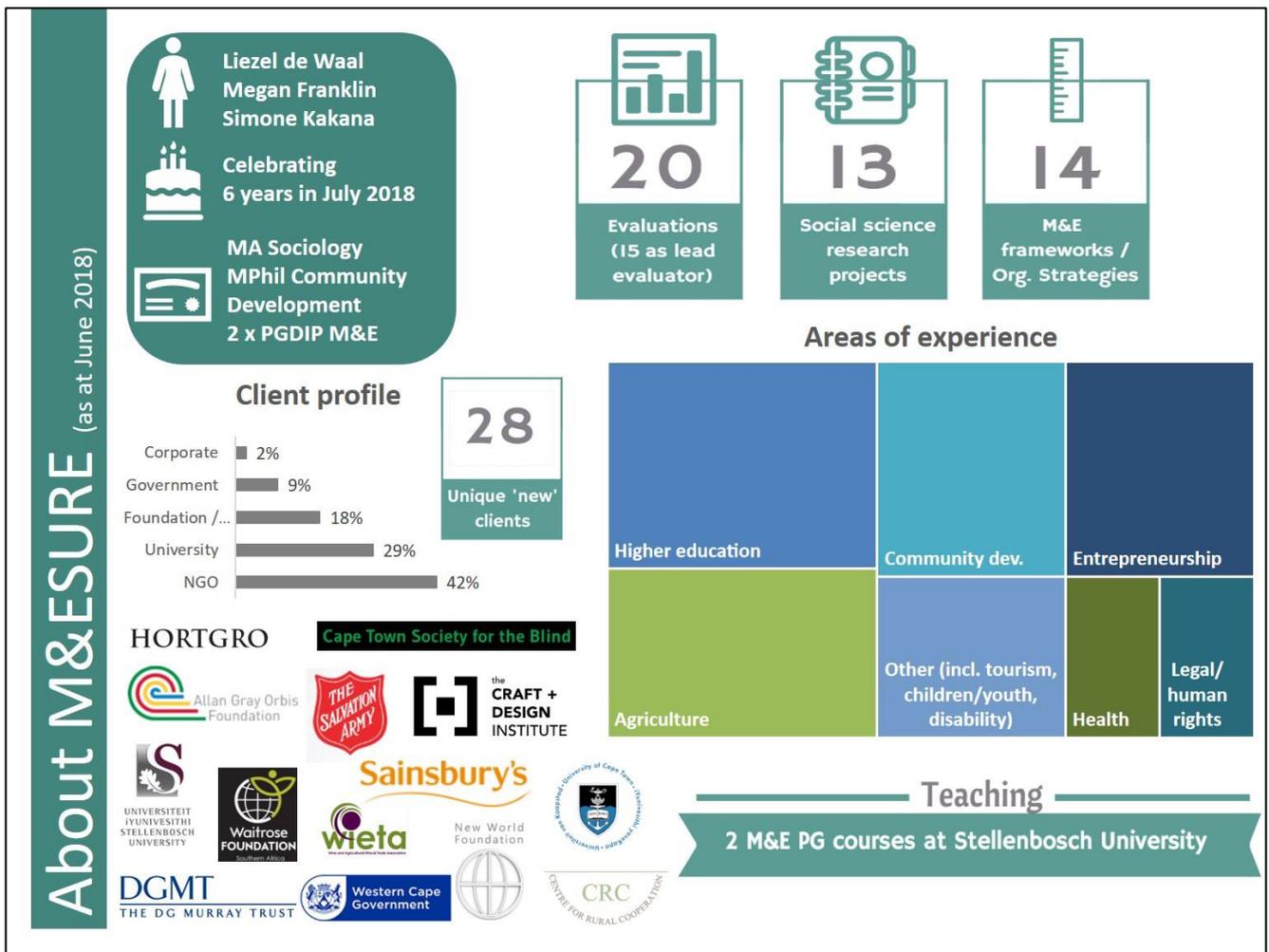
2. THE M&ESURE TEAM

Liesel obtained a Masters degree, Sociology, in 2006 from Stellenbosch University (SU) which focused on development planning using ICTs in municipalities in the Western Cape.

Mégan obtained a MPhil degree in Community Development from SU (2008) and her thesis examined the issues related to housing delivery in the Fisantekraal Housing Development Project, on the outskirts of Durbanville.

Both also hold a Postgraduate Diploma in Monitoring and Evaluation from SU.

Detailed CVs are available upon request.



3. PAST AND CURRENT PROJECTS

At M&ESURE, we understand the importance of building relationships and developing partnerships, not only with other associates or partners, but also with our clients. Many of our clients are longstanding clients with whom we have ongoing or repeat interactions. This can be seen in M&ESURE's past and current projects, which are presented as follows:

1. Evaluations (process, outcome and impact) and social science research
2. Monitoring and evaluation frameworks
3. Teaching and training

As part of M&ESURE's corporate social responsibility, we donate around 150 hours of our time per year to NPOs to assist them in any of their M&E tasks and responsibilities.

3.1. EVALUATIONS & RESEARCH PROJECTS

The evaluations and research projects listed in the table below typically required M&ESURE to deliver some or all of the following key deliverables:

- Developing a logic model or providing input on an existing logic model
- Developing a measurement framework for data collection
- Developing data collection tools (observation checklists, interview schedules, questionnaires)
- Collecting required baseline, mid-term and final outcomes data (face-to-face interviews, focus groups, questionnaires etc.)
- Analysing data quantitatively (with the use of Excel or SPSS) or qualitatively with the use of Atlas ti
- Compiling a final evaluation report, showing measurement in terms of the project's achievement of its outcomes



Year started	Year ended	Client	Nature of project	Brief description of Evaluation/ Research	Status
2015	2018	Stellenbosch University, Centre for Learning Technologies	Outcomes evaluation	An outcomes evaluation to determine the extent to which curriculum renewal and blended learning activities are taking place across all the faculties at the University.	In Progress
2018	2018	Stellenbosch University, Law Faculty	Outcomes evaluation	A follow-up Outcomes Evaluation of the Law Faculty's Legal Writing Skills Strategy (we undertook the first evaluation of this project in 2014). This evaluation entails examining whether the faculty's approach to embedding legal writing skills into the curricula has achieved the set outcomes.	In Progress
2017	2018	Allan Gray Orbis Foundation	Outcomes evaluation	An outcomes evaluation consisting of focus groups with a number of past and current beneficiaries of the Foundation's bursary programme that focuses on cultivating entrepreneurs as well as a survey that was administered to all beneficiaries. This culminated in 3 programme-specific reports and one overarching Foundation report that reports on achievement of targets and will inform planning and implementation going forward.	Completed
2017	2017	Centre for Rural Cooperation (CRC)	Outcomes evaluation	A collaboration with Farrell Consulting (Susan Farrell) on an outcomes evaluation of the CRC's food security project that entails supporting rural groups and cooperatives in establishing economically sustainable and agriculturally productive projects.	Completed
2017	2017	DG Murray Trust	Outcomes evaluation	An outcomes evaluation and M&E framework development in order to evaluate a training programme of Afterschool programme practitioners/ coaches as part of the WC government Afterschool Game Changer.	Completed
2017	2017	HORTGRO	Outcomes evaluation	An evaluation and audit of HORTGRO's Jobs Fund DFDC Commercialisation programme which is funded by the Jobs Fund.	Completed
2017	2017	The Salvation Army	Outcomes evaluation	A collaboration with Farrell Consulting (Susan Farrell) on an outcomes evaluation of the Salvation Army's Southern Africa Capacity Building Program, to evaluate whether the four territory's abilities to implement and manage various community development programs had improved. This evaluation required fieldwork to be undertaken in Zimbabwe.	Completed
2015	2016	Craft and Design Institute (CDI)	Outcomes evaluation	Conducting an outcomes evaluation on their Design Innovation Seed Fund Project, funded by DEDAT and TIA – 2015-2016	Completed
2015	2016	The Salvation Army	Outcomes evaluation	A collaboration with Farrell Consulting (Susan Farrell) for the Salvation Army to evaluate the impact of a facilitation approach. This study was an Africa-wide study and required fieldwork to be conducted in Ghana and Uganda.	Completed



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2015	2016	The Waitrose Foundation	Outcomes evaluation	Conducting an impact evaluation of their Youth Development Programme (part-funded by DfID, UK). This programme was extended to offer more in-depth accredited training to a selection of original participants who participated in the first round of the Programme (between 2014 and 2015).	Completed
2013	2016	Craft and Design Institute (CDI)	Outcomes evaluation	Conducting an impact/ outcomes evaluation on the JobsFund Project, commissioned by the CDI (funded by the JobsFund, SA) – 2013-2016	Completed
2016	2016	Allan Gray Orbis Foundation	Social science research	A qualitative study consisting of focus groups with a number of past and current beneficiaries of the Foundation's bursary programme that focuses on cultivating entrepreneurs.	Completed
2016	2016	New World Foundation	Outcomes evaluation	An outcomes evaluation of the organisation's programmes from 2014-2016.	Completed
2016	2016	The Cape Town Society for the Blind	Social science research	Conducting research on their candidate recruitment programme as part of a clarificatory evaluation to determine how their current strategies could be improved/ enhanced.	Completed
2014	2015	Sainsbury's Supermarkets, UK	Outcomes evaluation	Mid-term and full-term outcomes evaluation with a time-series design of the Top of the Class Training Programme (part-funded by DfID, UK).	Completed
2014	2015	The Waitrose Foundation	Outcomes evaluation	Conducting an impact evaluation of the Youth Development Programme (part-funded by DfID, UK).	Completed
2015	2015	Department Planning, Monitoring and Evaluation (DPME) – Office of the Presidency of SA	Social science research	A collaboration with OtherWise Consulting (Dr Donna Podems) – conducting qualitative interviews with key stakeholders for a Feasibility Study on Professionalisation of Evaluation in South Africa	Completed
2015	2015	Stellenbosch University, Law Faculty	Outcomes evaluation	Outcomes Evaluation of the Law Faculty's Legal Writing Skills Strategy.	Completed
2015	2015	Wine and Agricultural Ethical Trading Association (WIETA)	Social science research	Involved capturing key information from 400 farm audit reports and analysing the data to reflect trends within the industry.	Completed



Year started	Year ended	Client	Nature of project	Brief description of Evaluation/ Research	Status
2013	2014	Cape Peninsula University of Technology (CPUT)	Outcomes evaluation	Educational evaluation of a student development programme, Step-Up, within the Engineering Faculty of CPUT.	Completed
2013	2014	Stellenbosch University, Department of Chemistry	Outcomes evaluation	Educational evaluation of a Chemistry module using peer-assisted group learning (PAGL) as a teaching method.	Completed
2012	2014	Wine and Agricultural Ethical Trading Association (WIETA)	Outcomes evaluation	An Ethical Trade Initiative Project, funded by Comic Relief, UK. WIETA commissioned an outcomes evaluation (impact assessment) of a three-year project that focused on raising awareness levels among workers, supervisors and managers regarding equal treatment, sexual harassment and unfair discrimination on 69 fruit, wine and flower farms in the Western Cape.	Completed
2014	2014	Stellenbosch University, Centre for Research and Evaluation on Science and Technology (CREST)	Social science research	A mapping study on the state of social sciences research in South Africa commissioned by DfID, UK. Conducting qualitative telephonic interviews with social scientists; analysing the interview data; and compiling a report.	Completed
2014	2014	Strategic Alliance for Learning and Transformation (SALT)	Outcomes evaluation	A collaboration with Farrell Consulting (Susan Farrell) – Outcomes evaluation of the PRISMA MFS II South African Health and HIV Programme that was implemented from 2011 – 2015 (funded by Woord en Daad, Netherlands).	Completed
2012	2013	Craft and Design Institute (CDI)	Social science research	Conducting research on the membership data captured into their system – identifying longitudinal trends.	Completed
2013	2013	Cordaid (Netherlands) and Cesvi (Italy)	Outcomes evaluation	An outcomes evaluation on the “Arts and sports as a form of social cohesion for vulnerable youth” programme. This was an EU funded project implemented by Cordaid (Netherlands) and Cesvi (Italy) through a youth network, INYANDA.	Completed



Year started	Year ended	Client	Nature of project	Brief description of Evaluation/ Research	Status
2013	2013	Stellenbosch University, Centre for Research and Evaluation on Science and Technology (CREST)	Social science research	A qualitative research study for the National Research Foundation (NRF) involved conducting telephonic interviews with past recipients of the NRF Innovation Postdoc Fellowship; analysing the interview data; and compiling a final report. The aim of the project was to conduct an impact assessment study on the contribution of the Innovation Postdoctoral Fellowship Programme to the development of a new generation of scientists for the South African National System of Innovation.	Completed
2012	2013	Overstrand Municipality	Social science research	M&ESURE (working as part of Prestige Ignite) was involved in a citizen satisfaction survey for the Overstrand Municipality in 2012 and again in 2013. Face-to-face interviews were conducted with 1134 respondents in 2013 and 3010 in 2012. We were responsible for the statistical analysis of data generated from the questionnaires and for compiling the final reports.	Completed
2012	2012	Stellenbosch University, Centre for Teaching and Learning (CTL)	Social science research	Provided descriptive statistics on a NRF dataset that consisted of approximately 700 respondents.	Completed
2011	2012	Western Cape Department of Economic Development and Tourism	Social science research	A Tourism Outcome Indicator Study throughout the Western Cape province. Required collecting outcomes data for various programmes offered by the Department, as well as collecting the appropriate supporting evidence. The total number of participants contacted was almost 6000 with additional site visits for document collection totalling around 350 across the Western Cape	Completed
2011	2012	Western Cape Department of Economic Development and Tourism – Office of the Consumer Protector	Social science research	A Western Cape province-wide survey on consumer rights awareness for the Office of the Consumer Protector was undertaken. We were required to propose an appropriate sampling method and then conduct face-to-face interviews with residents in towns throughout the province. The interviews were conducted with the use of electronic questionnaires on cellular phones. Total number of participants interviewed was 2559.	Completed
2011	2011	Stellenbosch University, Centre for Research and Evaluation on Science and Technology (CREST)	Social science research	Analysing cross-regional collaborations between African and other countries for the World Bank, by compiling a database through the use of various relevant sources and conducting an analysis of this database.	Completed



Year started	Year ended	Client	Nature of project	Brief description of Evaluation/ Research	Status
2010	2011	Ecosense	Social science research	A Social Impact Assessment for an environmental consultancy to determine the social impact of an abalone ranching project for a town, Hondeklipbaai, in the Northern Cape.	Completed

3.2. MONITORING AND EVALUATION FRAMEWORKS

The M&E frameworks listed in the table below typically required of M&ESURE to assist the organisations with aligning their activities, outputs and outcomes to measurement instruments and reports, by:

- Developing a logic model and M&E framework which consisted of a number of consultations with staff from the organisation
- Providing the organisation with data collection tools and capturing templates that are aligned to the M&E framework as well as assisting with reporting processes and systems
- Presenting various capacity-building workshops/inputs to assist staff with collecting, capturing and analysing monitoring data

Year started	Year ended	Client	Nature of project	Brief description of Evaluation/ Research	Status
2018	2018	Centre for Rural Cooperation (CRC)	M&E framework & org strat.	Development of an M&E framework and organisational strategy for the CRC which involves assisting with the development of their strategic goals and aligning activities to these as well as developing outputs and outcomes and the designing of appropriate data collection instruments.	In Progress
2017	2018	New World Foundation	M&E framework & org strat.	A 5-year review of the organisation's M&E framework. Updating activities, outputs, outcomes and measurement instruments. Mapping reporting requirements and aligning the framework with the staff performance management system.	In progress
2017	2017	Stellenbosch University, Legal Aid Clinic	M&E framework & org strat.	Development of an M&E framework and organisational strategy for SU's Legal Aid Clinic which involves assisting with the development of their strategic goals and aligning activities to these as well as developing outputs and outcomes and the designing of appropriate data collection instruments.	Completed



Year started	Year ended	Client	Nature of project	Brief description of Evaluation/ Research	Status
2016	2017	University of Cape Town, Faculty of Health Sciences	M&E framework	Development of an M&E framework for two Teaching Development Grants (TDG) within the faculty, which involved aligning activities, outputs and outcomes and then providing input into the design of appropriate data collection instruments.	Completed
2013	2017	Craft and Design Institute (CDI)	M&E framework	Development/ Revision of their organisational M&E framework.	Completed
2014	2017	Craft and Design Institute (CDI)	M&E framework	To assist the organisation with aligning their activities, outputs and outcomes to measurement instruments and reports. Ensuring their measurement framework adequately includes the feedback loop between evaluation and M&E framework in order to ensure programme improvement and lessons learned.	Completed
2015	2016	Cordaid (Netherlands) and Cesvi (Italy)	M&E framework	Finalising the M&E framework for an EU funded project implemented by South African representatives of Cordaid (Netherlands) and Cesvi (Italy) in Philippi, Cape Town. The Project focuses on strengthening processes, partnerships and structures dealing with domestic violence in Philippi.	Completed
2015	2015	Mfesane	M&E framework	Developed an M&E framework for Mfesane's baseline 'family approach' study and designed a baseline survey and capacitated staff to collect and capture data. Produced a baseline report.	Completed
2015	2015	Stellenbosch University, Centre for Learning Technologies	M&E framework	M&E framework development in order to track the extent to which curriculum renewal and blended learning activities are taking place across all the faculties at the University.	Completed
2014	2014	Hospice Palliative Care Association of South Africa (HPCSA)	M&E framework	Collaborating with the Evaluation Research Agency, ERA (Dr Lauren Wildschut) to assist a USAID funded project, Care and Support for Improved Patient Outcomes (CaSIPO), to re-design their M&E framework.	Completed
2013	2014	Wellness Foundation	M&E framework	Assist the organisation with aligning their activities, outputs and outcomes to measurement instruments and reports.	Completed
2012	2013	New World Foundation	M&E framework	Assist the organisation with aligning their activities, outputs and outcomes to measurement instruments and reports and align these with the staff performance management system.	Completed
2012	2012	Craft and Design Institute (CDI)	M&E framework	An M&E framework for a programme funded by the Development Bank of Southern Africa's Jobs Fund.	Completed



Year started	Year ended	Client	Nature of project	Brief description of Evaluation/ Research	Status
2012	2012	Stellenbosch University, SURMEPI (Medical Faculty)	M&E framework	Developing an overarching Project M&E framework for a cross-cutting, interdisciplinary project aimed at the promotion of rural medical care, for the Rural Medical Education Partnerships Initiative (SURMEPI).	Completed

3.3. TEACHING AND TRAINING

Year started	Year ended	Client	Nature of project	Brief description	Status
2014		Stellenbosch University, Centre for Research and Evaluation on Science and Technology (CREST)	Teaching & Training	Liezel and Megan have been involved in teaching on the Postgraduate Diploma in Monitoring and Evaluation Methods since 2014. They present the 'Statistical methods for evaluation research' module which focuses on teaching students how to identify various analytical procedures and specific techniques for analysing data in Excel; how to produce appropriate and correct statistical outputs (tables and graphs) in Excel; how to understand basic descriptive statistics and meaningfully interpret tables and graphs in a report format.	Ongoing
2016		Stellenbosch University, Centre for Research and Evaluation on Science and Technology (CREST)	Teaching & Training	Teaching Qualitative Data Collection Methods for the MPhil in Monitoring and Evaluation Methods students. It focuses on the qualitative paradigm as well as the main qualitative data collection methods as well as the ethics involved in evaluation research, with a focus on qualitative research.	Ongoing
2017	2017	Stellenbosch University, Centre for Research and Evaluation on Science and Technology (CREST)	Teaching & Training	M&ESURE presented a quantitative data analysis course in Excel as part of the accredited CREST short course series.	Completed
2012	2015	Stellenbosch University, Centre for Research and Evaluation on Science	Teaching & Training	Marking of the 'Statistical methods for evaluation research' module assignments (M&E Postgraduate Diploma students) & Marking of the Final Research / Evaluation Reports (MPhil M&E students)	Completed



		and Technology (CREST)			
2012	2013	Stellenbosch University, Centre for Teaching and Learning (CTL)	Teaching & Training	Provided input into the design and presentation of the CHE “Transforming Tutorials in Higher Education” short course that was presented to participants from the four Western Cape universities.	Completed



4. CONTACTABLE REFERENCES

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5. CONTACT DETAILS

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