

Terms of Reference (ToR)



Fundraising Consultant to develop fundraising corporate action plan and materials

Location: România, București – contract with Terre des hommes Foundation Romania

Period: November 2021 – April 2023

Duration: 22.5 working days

Deadline: 5 November 2021

Introduction

Terre des hommes (Tdh) is the leading Swiss organisation for children's aid. In Romania, Terre des hommes has been active since 1992. Every year thousands of children in Romania and their families benefit from projects under three main intervention areas: strengthening child protection and juvenile justice systems, children affected by migration, and social inclusion of vulnerable groups such as Roma minorities.

For more information, visit:

www.tdh.ch

<http://tdh-europe.org/>

<https://www.tdh.ro/ro>

Mandate

Terre des hommes Romania (Tdh) seeks to contract an individual consultant or a company within the project ACTIV – ACT Against Violence who can support the organisation with the development of a corporate fundraising action plan and materials with a view to identifying and securing new funding streams for the medium and longer term in support of the organisation's activities on preventing and combating gender-based violence (GBV) in school.

Specifically, the consultant is expected to:

1. Elaborate a corporate fundraising action plan in line with the organisation's goals on preventing and combating gender-based violence in schools for the next 3 to 4 years.
2. Enhance staff capacity for corporate donor fundraising (how to identify prospect donors, how to assess which donors have the potential to give, how to build and sustain relationships with major donors, how to prepare for donor meetings, how to get a yes);



3. Identify new potential private donors (companies, private foundations, individuals, etc.) whose priorities align with Tdh's objectives around child protection and GBV in schools in Romania, providing contact names and grant application avenues;
4. Elaborate fundraising materials (a portfolio) that can be shared with the identified private donors to secure new funding streams;
5. Conceptualize, prepare, and facilitate a 1-day fundraising event with the identified private donors to secure new funding streams;
6. Support the organisation with the writing of a project proposal around the topic of GBV in schools.

ACTIV

The project ACTIV (with a 2 years length) focuses on the issue of gender-based violence in schools through awareness-raising and capacity-building activities addressed to 375 teachers and 250 pupils from 25 schools in Romania, Moldova, and Ukraine.

The scope of the project is to change the school environment and reduce gender-based violence by challenging and shifting structural causes: social norms, stereotypes, preconceptions, lack of institutional intervention procedures.

Deliverables

1. A corporate fundraising action plan in line with identified needs and the organisation's goals on preventing and combating gender-based violence in schools for the next 3 to 4 years
2. Half a day online training with key staff from the organisation (Project Manager, Programs Manager, Country Director, etc.) on corporate donor fundraising (how to identify prospect donors, how to assess which donors have the potential to give, how to build and sustain relationships with major donors, how to prepare for donor meetings, how to get a yes);
3. A database with at least 25 international and national potential private donors (companies, private foundations, individuals, etc.) whose priorities align with Tdh's objectives around child protection and GBV in schools in Romania, including contact names and grant application avenues;
4. Fundraising materials (a portfolio) that can be shared with the identified private donors to secure new funding streams;
5. Conceptualize, prepare, and facilitate a 1-day fundraising event with at least 10 of the identified private donors to secure new funding streams;



6. Support with the drafting of one project proposal on the topic of GBV in schools.

Timeline

It is expected that the work will start beginning of November 2021 and conclude in April 2023 requiring a commitment of 22.5 work days.

Experience

- Demonstrated experience in fundraising, resource mobilisation and donor engagement;
- Experience in working with donors in an international context especially major donor companies, private foundations, and individuals;
- Experience in funding planning, development of resource mobilisation strategies and implementation of such strategies;
- Proven understanding of the donor environment in Eastern Europe region particularly Romania ;
- Demonstrated skills and experience in report writing;
- Fluency in written and spoken English and Romanian;
- Knowledge of the child protection field with a focus on preventing and combating gender-based violence in schools, and understanding of the most recent developments in this field.

Application

Individuals or interested companies need to submit the following in their application package:

- Updated CV (companies will submit the CV of the designated expert);
- Technical proposal with work plan and deadlines;
- Financial proposal with all costs included.

Evaluation and Selection

- The quality of the technical proposal and relevance of the professional experience (70%);
- Financial offer (30%).

Contact person

The applications will be submitted to elena.cofaru@tdh.ch with the subject line "ACTIV, Fundraising Consultant" until **5.11.2021**.

For additional information, please contact the project manager, Elena Cofaru, at elena.cofaru@tdh.ch

