



Terms of Reference for SWIOTUNA Resource Mobilization and Fundraising Strategy and plan

1.0 The Context

SWIOTUNA is a regional marine-related network registered in Kenya as an international Non-governmental organization with its membership consisting of Civil Society Organizations (CSOs), community fisheries collective action units such as Beach Management Units (BMUs) and Private Sector from the coastal nations and island states of Madagascar, Seychelles, Mauritius, Comoros, Mozambique, Tanzania and Kenya. In Kenya we work with Tuna Fisheries Alliance of Kenya (TuFAK), in Tanzania we work with Tuna Alliance of Tanzania (TUNA), in Mozambique we work with Forum for CSOs for Marine and Coastal Areas (FOSCAMC), in Madagascar we work with Coalition Nationale de Plaidoyer Environmental (CNPE)

The forum provides a capacity-building opportunity to the CSOs working on marine and fisheries-related issues to advocate for sustainable use, development, and management of marine fisheries in the South West Indian Ocean (SWIO) range states with a view to ensuring that the respective countries and local communities derive more socio-economic benefits from their fisheries resources.

WWF over the years has been investing significant resources to empower Civil Society Organizations (CSOs) to engage in sustainable natural resources management, in particular influencing policy reforms and practices in sustainable fisheries including access arrangements. As part of this CSO empowerment programme, WWF has continued to provide both financial and technical support to various CSOs and non-state actors including South West Indian Ocean Tuna Forum (SWIOTUNA). Empowering civil society organizations (CSOs) is central to the WWF strategy in the South West Indian Ocean (SWIO). If we are to enable just, inclusive and sustainable development across the SWIO Indian Ocean, then addressing civil societies' needs and challenges is vital. To cope with the previous and ongoing effort in building CSO capacity, there is a need to build a strategic, programmatic, organizational and operational capacity of the SWIOTUNA so that it can continue to fully play its vital role.

SWIOTUNA is currently going through an organizational development process to address some of its internal challenges. One of the significant challenges the organization faces is resource mobilization and fundraising. To tackle this issue, the organization is planning to develop a resource mobilization and fundraising strategy that will ensure a clear, systematic, predictable, and well-coordinated approach to mobilizing resources and fundraising. This strategy will help the organization broaden its resource channels and ensure the continuation

of its service provision, support organizational sustainability, and allow for the improvement and scaling up of its products and services. The strategy will outline various approaches that will be implemented to reach the resource mobilization goals in different areas, using channels beyond the current and established ways of funding. The plan will also present potential income sources, amounts, timing, funding purposes, and resource partner groups to achieve the organization's goals.

2.0 Objective of the assignment

The main objective of the assignment is to develop SWIOTUNA's fundraising Strategy and plan.

The specific objectives are;

- This consultancy will facilitate the development of a short, medium and long-term comprehensive roadmap and strategy for SWIOTUNA to tap into diverse sources of funds at county, national and global levels to sustain its operations and programmatic works. The strategy is expected to focus beyond the traditional financing sources of grants, to include private sector opportunities, partnerships, conservation-related events, biodiversity investments, and philanthropic partners, among others, through which restricted, and non-restricted funding shall be secured.
- The strategy is also required to establish the existing resource gaps and priorities and recommend avenues to sustainably address them.
- The consultancy will generate a donor profile that will support SWIOTUNA in its resource mobilization efforts.
- The consultancy will support SWIOTUNA to identify tools for effective donor identification and engagement.

3.0 Scope of work

The scope of the assignment also involves interviewing selected members, to be confirmed during the inception meeting. Developing an inception report detailing approaches, a concise work plan, and a budget. The consultant will produce all deliverables as indicated under the deliverable section. In addition, the scope of work includes the following;

- Review the organization's strategic documents including but not limited to the advocacy plan, capacity building plan, strategic plan, engagement strategy and current project-related documents
- Interact with SWIOTUNA board, members, secretariat team representatives and other relevant stakeholders and partners to understand the vision, mission and focus areas of the organization.
- Conduct a comprehensive analysis of potential global, regional and local donors and corporates to map the feasibility of securing funding;
- Map donors' strategic areas of interest and explore opportunities for partnership
- Identify new donors as well as expand the existing list of prospects, and more specifically Identify potential donors who support programs that are in line with SWIOTUNA goals

- Develop a plan to engage new donors (traditional and non-traditional);
- Develop fundraising principles for SWIOTUNA, methods, and strategies for a wide range of sources including bilateral, private sector, conservation organizations, public funding, and foundations;
- Recommend strategies to develop and maintain strategic partnerships and engagement with key donors and partners;

4.0 Deliverables

SWIOTUNA secretariat will provide the Consultant with all relevant documentation, contacts for stakeholders and relevant information to provide insight into the current organizational operations. The Consultant will be accountable for the following deliverables:

- An Inception Report: The inception report should be prepared by the Consultant before embarking on a fully-fledged review exercise. The inception report will detail the Consultant's understanding of what is being reviewed and why, as well as proposed methods, tools, sources of data and procedures intended to answer each review question. The inception report should also include a proposed schedule of tasks, activities, timeline, proposed budget to undertake the assignment, milestones, deliverables, and key issues. The Inception report should further outline a) outline SWIOTUNA's strengths and weaknesses in terms of its fundraising practice and track record and confirm the overview of funding 'gaps'; b) confirm the next steps of the assignment (work plan and deliverables) c) table of content for the envisaged fundraising strategy
- Validation meeting to present the draft fundraising strategy and plan in line with the agreed table of contents and inclusive of mapping of potential donors(Donor profile) and results framework
- Final fundraising strategy based on feedback inclusive of any associated fundraising tools (e.g. specific pitches element or case for support, donor profile).

5.0 Timing and Duration

The duration for the assignment will be 1 month as indicated below

- i. Advertisement of TORs between 20th March -26th March
- ii. The end date for applications will be 26th March
- iii. Screening and selection of consultant, against set criteria, by 28th March
- iv. Consultant pitch of Inception Report -2nd April
- v. Final assignment report submission 12th April

6.0 Implementation Arrangements

The selected consultant will have overall responsibility in the implementation of the project. The SWIOTUNA Coordinator will facilitate the day-to-day administration and management of

this assignment for effective guidance and leadership to ensure deliver of the results as outlined in this TOR.

8.0 Eligibility/Qualification of the Consultant

By way of these Terms of Reference, SWIOTUNA will engage a resource mobilization expert with the requisite skills that include a strong understanding of the work of NGOs and experience of similar processes with NGO and resource mobilization and fundraising processes

The Consultant should have at minimum a Degree in Management Studies, Organizational Development or a related field. In addition

- The consultant must be able to demonstrate knowledge ability and experience in diverse funding raising. Experience with fundraising for marine, fisheries and coastal ecosystem entities will be an added advantage.
- Demonstrated track record of successfully advising CSOs in the development of effective fundraising strategies.
- To have knowledge on local, regional and global fundraising seascape in line with the mission of SWIOTUNA
- Demonstrated track record in securing programmatic and core funding and demonstrated know-how in donor relations (including private donors)
- Proven successful track record in fundraising for the non-profit sector
- Minimum of 5 years of professional experience in fundraising for international development and ability to conduct collaborative work sessions in a multicultural environment.
- Excellent written and oral communication skills - Fluency in English language - Knowledge of French and or Portuguese is an advantage
- Sound knowledge of institutional and private sector donors

9.0 How to apply

Interested applicants are encouraged to send us their application via email at info@swiotuuna.org with the subject heading: **SWIOTUNA Resource Mobilization and Fundraising Strategy and Plan**. The application package should include;

- Expression of interest indicating your understanding of the assignment and relevant skills and experiences with the Resource mobilization and fundraising strategy development, including the CVs of all engaged.
- Proposed methodology and related timeframe. In case you are applying as a team of consultants your methodological offer should also clarify how you will divide the work.
- Financial proposal comprising detailed quotation for the assignment, showing working days and expected fee
- Contact details of two references/previous clients that can comment on your ability to effectively and efficiently undertake the assignment.