



## **Terms of reference**

### **Recruitment of a consultant to support the development and implementation of a fundraising strategy for PRCM**

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#### **Context and justification**

The Regional Partnership for Coastal and Marine Conservation in West Africa (PRCM) is in the process of implementing Phase III of its programme that started in 2012 and will come to an end in June 2017.

Phase III is underpinned by a 2012-2017 five-year strategic plan as well as a structuring and governance mode that rests on a partnership system in which members play a key role.

To date, PRCM consists of 78 member organisations distributed among Colleges comprising government agencies, international organisations, national civil society organisations, networks of Parliamentarians and local elected officials, networks of fishery professionals, and training and scientific research institutions.

The focus of the Partnership during Phase III is on engaging stakeholders about such issues as improved environmental governance, coastal and marine conservation and integrated natural resources management for more resilient societies and communities.

Since its inception, PRCM has benefited from the financial support of the Embassy of the Netherlands in Senegal and MAVA Foundation. While Embassy of the Netherlands ended its support in December 2014, MAVA will continue to lend assistance until 2017. Given that from 2022 MAVA will no longer provide funding for conservation in West Africa, PRCM will have to address several strategic challenges, including mobilising financial resources to implement its future programmatic phase and diversifying its sources of funding to ensure financial sustainability. These challenges and more have already been identified under the organizational diagnostic conducted in early 2016.

It is in this context that PRCM intends to recruit a consultant to assist with the development of a strategy for raising funds and engaging new financial and technical partners as well as support its implementation.

#### **Objectives**

The objective of the assignment is for the consultant to help PRCM team in formulating and subsequently implementing a proactive strategy for resource diversification and mobilisation with a range of donors.

## Mission / tasks

- Support the formulation of a fundraising strategy based on information collected from members, partners and other sources, to guide PRCM's mobilisation efforts under the next strategic plan (post-2017). The strategy must comprise the following:
  - o A diagnosis of funding opportunities and obstacles for PRCM;
  - o A mapping of funding opportunities and potential donors likely to be interested in PRCM intervention areas;
  - o Proposed fundraising mechanisms for PRCM and a list of sources of innovative funding tailored to collaborative structures;
- Draft a budgeted plan of action and a timeline for the implementation of the fundraising strategy covering the period up to the end of June 2017;
- Support PRCM in identifying and coordinating appropriate meetings and events with relevant partners with a high potential of collaboration in order to build post-2017 partnerships;
- Assist with and monitor the development of funding requests to be submitted to donors potentially interested in financing collaborative structures;
- Maintain a watch and take advantage of relevant opportunities for strategic partnerships with other organisations with a view to mobilizing cofinancing;
- Assist and coach the Mobilisation and Co-ordination Unit team in how to mobilise financial resources;

## Deliverables:

- A post-2017 fundraising strategy paper;
- A budgeted plan of action for fundraising activities to be conducted during the rest of the current phase (until end of June 2017);
- A database/mapping on donors relevant to PRCM;
- A list of other funding opportunities, prioritising them based on the areas of interest shared by PRCM;
- Reports on specific events or fundraising assignments organised by PRCM as part of the implementation of the fundraising strategy;
- End-of-mission reports, including an assessment of the outcome reached ten months following the implementation of the fundraising strategy.

## Profile

- A minimum of ten (10) years of experience in the development of fundraising strategies and successful mobilisation of project funding;
- Proven experience in fundraising for collaborative structures;
- Good knowledge of development programmes and projects management, especially in the area of conservation/sustainable development (more specifically putting together project and programme funding requests);
- Extensive knowledge of the donor community (possessing a contact list of donors will be a major asset);
- Sound awareness of public relations and experience in monitoring relations with donors;

- Good knowledge of the environment in general of West Africa coastal issues in particular;
- A clear understanding of how collaborative structures function;
- Fluency in English (both oral and written);
- Good analytical and synthesis skills;
- Excellent communication and teamwork skills.

### **Number of days and timeframe of assignment**

The overall duration of the assignment is estimated at 60 days, at a rate of 6 days per month on average, from August 2016 to June 2017. Although the Consultant may work from his place of residence, they nevertheless should be available to participate in activities organised in the premises of PRCM and/or in missions related to his assignment. An appropriate schedule, to be adapted as and when necessary, will be developed at the beginning of each month.

### **Receipt of tenders**

Only tenders submitted by individual consultants will be considered by PRCM. The assignment is expected to commence on 1<sup>st</sup> September 2016.

Interested consultants are invited to send in their CVs, a note setting out a working method to complete the assignment, a letter of motivation as well as a financial bid by email at [ahmed.senhoury@iucn.org](mailto:ahmed.senhoury@iucn.org) by **10<sup>th</sup> August 2016**.