



## **Terms of Reference for the Development of a Resource Mobilization Strategy**

Place of Assignment: **Nairobi, Kenya**

Duration of Assignment: **20 days between September and October 2020**

Date of Commencement: **Mid-September**

Deadline for applications: **5 September 2020**

Applications to be submitted to: The Executive Director, [info@amwik.org](mailto:info@amwik.org)

### **1. Background**

The Association of Media Women in Kenya (AMWIK) is a National Media Association established in 1983 and registered under the Societies Act as a non-profit membership organization for women journalists from the print, electronic media and the other areas of communication. Founded prior to the UN Women's Conference held in Nairobi in 1985, when the voices of women received little or no attention in the media, AMWIK's vision is to see a society in which the media in Kenya embraces and promotes gender equity to improve the lives of women and children for the full enjoyment of their human rights. AMWIK has achieved key milestones for media, women in media, women in leadership, women in business and women in the communities. However, much work remains to be done in Kenya and the region, requiring massive resources to achieve. Therefore AMWIK with support from the European Union and the African Women in Communication and Development (FEMNET) seeks to develop a robust Resource Mobilization Strategy that will enable it serve better its constituencies and fulfil its vision and objectives in the coming years.

### **2. Purpose of the Assignment**

For AMWIK to fulfil its objectives and sufficiently respond to the organization's needs as well as that of its constituencies AMWIK requires steady flow of diverse resources, with the understanding that resources go beyond money. This calls for a Resource Mobilization Strategy that explores various actors and outlines approaches to leverage on existing and new partnerships and recommend how to diversify the resource base for AMWIK. This includes an outline of best practices for AMWIK to build on.

AMWIK therefore seeks a qualified consultant to develop strategy with a proposed results-oriented action plan that takes into account the changing donor landscape as well as assess lessons learnt from past and current resource mobilization efforts and recommend how to diversify existing resources for AMWIK activities and recommend an action plan in response to the organization's plan.

### **3. The Assignment**

AMWIK seeks a national consultant, who will work closely with the Board of Directors and under the overall direction of the Executive Director to establish a clear overview of current and potential resource/funding opportunities for the organization. In addition, the consultant will be instrumental in developing a document along the guidelines provided.

#### **Specific Objectives**

- Review the organization's work plan, funding models and avenues for interventions and focus areas of the organization's future.
- Review the Budgetary Framework to better understand how funds are used and suggest new models of both funding and allocations.
- Explore the pre-requisites to funding including required Due Diligence documents.
- Conduct a comprehensive analysis of potential donors and assess the practicability of securing funding.
- Highlight some of the challenges in resource mobilization and suggest effective strategies
- Map donors' strategic areas of interest and explore opportunities for partnerships from both existing and emerging donors (Both local and international).
- Make recommendations on resource mobilization beyond funding that can be useful to the organisation
- Make recommendations on strategic positioning for resources for the organisation.
- Incorporate to the document best practices in resource mobilization.
- Outline in the strategy a framework for resource mobilization; for the improvement of communication and information flow; dialogue and cooperating partners
- Develop a plan for pursuing new donors and obtaining funding for the organization's work programme.
- Develop objectives for fundraising methods, tactics and focus and recommend ways to develop and maintain strategic partnerships and engagement with key donors (past, present and future);
- Highlight the capacity required for effective Resource mobilization
- Recommend how to develop and maintain strategic partnerships and engagement with key donors, (past, present and future).
- Finally articulate the monitoring and evaluation of the Resource Mobilization Strategy (RMS)

#### **4. Deliverables**

- i. A comprehensive resource mobilization strategy that includes an overview of the situation, an analysis of past fundraising experience, explores future opportunities and strategies.
- II. An outline of multiple funding resources that need to be explored apart from the donors
- ii. A mapping of donor interests, priorities, funding windows and points to clear actions that should be taken to mobilize funds and develop/maintain relationships with these donors.
- iii. An annex outlining a series of materials required to secure funding.
- iv. Proposals on potential local donors, and partnerships that need to be established and maintained

#### **4. Proposed Methodology:**

The consultant is at liberty to propose methodology that would adequately result in the expected deliverables outlined in this ToR. A participatory approach together with critical reflection by Board, management, members, staff and key stakeholders, desk reviews will make the process meaningful. The following steps are highly recommended for the process.

- Under the supervision of the Executive Director, the consultant shall interact with partners and donors regionally and internationally, fundraising experts and consultants and others as directed.
- A comprehensive resource mobilization strategy that includes an overview of the situation, an analysis of past fundraising experience, explores future opportunities and strategies.
- An annex that maps donor interests, priorities, funding windows and points to clear actions that should be taken to mobilize funds and develop/maintain relationships with these donors
- An action plan that outlines clear time lines for the actions proposed
- A plan for building the capacity of key staff in mobilizing and leveraging resources and developing and maintaining partnerships for AMWIK

#### **5. Qualifications Required**

- Holder of at least a Master's Degree in the social sciences, economics or development studies

- 5-7 years' experience in the development sector, preferably in fundraising, resource mobilization or partnership building.
- Experience in the nonprofit sector and donor assistance
- Fund raising and resources mobilization skills
- Excellent communication skills, both written and oral; ability to effectively communicate both internal and external
- The ability to work collaboratively with teams
- Excellent problem solving skills and an ability to work within tight deadlines.
- A commitment to excellence in order to meet high quality standards expected internally and externally.
- Ability to work independently with minimal supervision.

## **6. Submission of Application**

Interested consultant(s) should submit an application including the following:

- a) A detailed curriculum vitae showing relevant experience to the assignment,
- b) Personal capacity statement
- c) A technical proposal not exceeding 5 pages showing explanatory note on the understanding of the TOR and the reasons for the application, Brief presentation of the methodological approach and organization of the proposed assignment, Time activity scheduled, A Financial proposal on the basis of monthly lump-sum fees denominated in (KSH).

**Only applications submitted by the deadline which is 5<sup>th</sup> September 2020 will be considered**

**Subject:** Development of a Resource Mobilization Strategy

**To The Executive Director**

**Association of Media Women in Kenya (AMWIK)**

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