TERMS OF REFERENCE

Fundraising Consultant
‘United Voices for Children’ Project
August, 2016

Network of Organizations for Children of Bosnia and Herzegovina “Stronger Voice for Children”

World Vision Germany
AgroInvest Foundation Serbia
ChildPact

ii. Introduction
In October 2013, World Vision Germany (WVG) and AgroInvest Foundation Serbia (AFS) developed a project concept in response to the German Federal Ministry for Economic Cooperation and Development (BMZ) call under its Sozialstrukturträger pilot programme entitled ‘United Voices for Children’. The project partners are 7 ChildPact members from the Western Balkans, Eastern Europe and South Caucasus: Albania, Armenia, Bosnia and Herzegovina, Georgia, Kosovo, Moldova, and Serbia. The project aims to contribute to child well-being, protection and rights through strengthening civil society. There are three major expected results: 1. Increased visibility and operational & financial sustainability of the child protection networks; 2. Better policy monitoring by implementing a Child Protection Index; 3. Increased capacity to influence child protection reforms through policy recommendations and advocacy initiatives.

I. Executive Summary

<table>
<thead>
<tr>
<th>Project Title:</th>
<th>United Voices for Children</th>
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<tbody>
<tr>
<td>Project Phase:</td>
<td>Implementation (started in March, 2015)</td>
</tr>
<tr>
<td>Activities that are object to this ToR:</td>
<td>Support the Stronger Voice for Children Network in ensuring its financial sustainability, by conducting fundraising activities and developing business partnerships, according to the marketing strategy of the Network. Support the national child rights coalition to implement strategies to raise funds and to establish a long-term and independent funding.</td>
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<tr>
<td>Budget</td>
<td>4000 EUR gross</td>
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II. Rationale: Background Information

Stronger Voice for Children Network

‘Stronger Voice for Children’ (SVC) is ChildPact’s member in BiH that was established to strengthen influence of civil society organizations on local, national and international level with the aim of promotion and implementation of UN Convention on the Rights of the Child and improvement of children quality of life in Bosnia and Herzegovina. Main activities of the Network include promotion of children participation, child rights monitoring in the country and advocacy.

ChildPact

ChildPact, the Regional Coalition for Child Protection, is a network of networks that brings together 600 child-focused NGOs from 10 different countries. Our members work with more than 500,000 vulnerable children. ChildPact advocates for regional cooperation and believes that child rights networks play an essential role in promoting the child protection reforms and innovation. ChildPact has three strategic objectives: 1. Advocate for and contribute to evidence based policy making that embeds child protection at all levels of decision and implementation; 2. Support the strengthening of its members’ capacity to tackle current and emergent issues in child protection; 3. Act as a reference point on child protection issues based on the Child Protection Index.

III. Terms of reference

a) Purpose

Raise the impact of Network of Organizations for Children of BH – Stronger Voice for Children by implementing strategies that provides various ways of fundraising activities and business partnerships. The consultant will act with the support of: a national project team, the UVC project coordinator and the ChildPact secretariat (which includes an ICT consultant, a designer and a Brussels-based project officer).

b) Scope of the assignment

The duties and responsibilities of the national fundraising consultant will include the following:

1. Assess the capacity and prospects for long-term fundraising strategic goals and actions and business partnerships in the country. This task includes review of existing assessment of trends in corporate giving and civil society organizations (CSO) fundraising and Network marketing strategy;
2. Adjusting and implementation of SVC marketing strategy, with the aim of securing minimum two business partnerships. Key performance indicators: a. identify at least five companies that could support SVC work in the future; b. conduct meetings with companies and work to secure at least two medium-term (1 year) partnerships with two companies, formalized through a MoU; c. develop and lead the strategy for the respective partnerships together with the SVC.
3. Create fundraising materials within an existing budget of approximately 1000 EUR together with the national coalition.
c) Deliverables

The national fundraising consultant is expected to provide the following deliverables:

1. Revised marketing strategy for Network
2. Partnership agreements and MoU with at least two companies
3. Fundraising materials
4. Brief final report containing information about the implemented strategy, identified opportunities and challenges and recommendations for further actions.

d) Authority and Responsibility

The consultant will hold the ultimate responsibility for the success of fundraising activities of this project. In this role, they will:

1) Manage the logistics necessary for all tasks presented in the Scope of the assignment section of the ToR. Support will be offered by the project team, but the consultant is expected to take full responsibility.
2) Develop the deliverables within the given time period in clear local language and English. The project staff will offer feedback but will not edit the deliverables. Consultants are responsible for doing this themselves or work with a professional editor within the existing budget.

The project staff within the coalition and partners ChildPact, AFS and World Vision will be responsible for the following tasks:

1) Provide a clear ToR
2) Introduce the Consultant to relevant internal and external stakeholders
3) Provide information on existing documents
4) Be available for clarifications and support
5) Review drafts of required deliverables and suggest necessary changes.
6) Approve final versions of deliverables and make payments accordingly.

e) Consultancy Requirements

Consultants will be chosen based on the following criteria:

1) University degree preferably in marketing, communications or development-related studies
2) 5 years of professional experience in the civil society and/or the business sector
3) 3 years of professional experience in working with business people and public communications
4) 3 years of professional experience in similar consultancies
5) Sensitivity towards child protection and wellbeing issues in the country
6) Fluency in English (writing and speaking) and an inquisitive mind
7) Excellent analytical and writing skills
f) **Time frame**
The indicative time frame is provided in the table below. This time frame can be modified according to project needs.

<table>
<thead>
<tr>
<th></th>
<th>ACTIVITY</th>
<th>Implementation (September 2016 – January 2017)</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Sept</td>
</tr>
<tr>
<td>1</td>
<td>Review and adjustment of existing marketing strategy of Network</td>
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<tr>
<td>2</td>
<td>Develop fundraising materials</td>
<td></td>
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<tr>
<td>3</td>
<td>Identification of potential business partners, meetings</td>
<td>x</td>
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<tr>
<td>4</td>
<td>Securing engagements of business organizations</td>
<td>x</td>
</tr>
<tr>
<td>6</td>
<td>Final report</td>
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**g) Logistics**
Consultants will work with their own equipment (ex. laptop, mobile phones, skype equipment, etc.), from home and from the premises of the Network coordinator, NGO “Naša djeca” Sarajevo.

**h) Application and Budget**
The budget for this assignment is 4000 EUR gross. To apply for this consultancy, please send the following documents to berinasvc@gmail.com before September 1th, 2016:

- CV clearly addressing the requirements in the ToR
- Letter of intent with proposed methodology and availability
- 3 reference contacts from similar assignments

**i) Intellectual Property Rights**
The final outputs are the joint property of SVC, ChildPact, World Vision Germany and AFS,

**j) Appendices**
Project summary available [here](#).

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1 [http://www.childpact.org/2015/03/19/three-things-child-protection-networks-need-new-childpact-project-to-address-them/](http://www.childpact.org/2015/03/19/three-things-child-protection-networks-need-new-childpact-project-to-address-them/)