

Terms of Reference

External consultant for Amica Educa Fundraising Strategy Development

Position:	Fundraising Strategy Consultant
Donor:	cfed – The Feminist Peace Organization, Switzerland
Duration:	October, 26th 2022 – December, 23rd 2022
Work engagement:	16 days

About Amica Educa

Association „Priateljice obrazovanja Amica Educa" (Amica Educa) was originally founded in 1996 as Swiss NGO Amica Schweiz. In 1999 it has been registered as local organization in Tuzla, Bosnia and Herzegovina.

Established to help war traumatized women, Amica Educa has evolved into a center for empowerment of individuals and families, providing psychosocial and educative resources in and around Tuzla and Bosnia and Herzegovina. Implementing the activities at different levels, Amica Educa improves mental and social health of all members of society through education, prevention and treatments and actively works on improvement of the position of women and youth. Through nonformal education Amica Educa contributes to overcoming deficiencies of formal education, social inclusion of marginalized groups and social equality.

Amica Educa activities are reflected in realization of three programs: Psychoeducative Program, Psychological/Family Counseling and Gender Equality Program

About cfed – The Feminist Peace Organization

cfed is an independent feminist peace organization. It strives to achieve equality and justice for all people. In particular, cfed is committed to ensuring that women and girls benefit from equal access to resources, rights, participation in decision-making processes and opportunities for development and personal growth. Cfed works in international cooperation as well as in migration and peace policy in Switzerland.

The scope and tasks of the consultancy

Amica Educa together with cfd is looking for an external consultant or a firm to conduct a comprehensive donor mapping, explore Amica Educa's opportunity among traditional and less traditional donors/sources as well as new trends in fundraising, to produce the analysis report and lead the process of development of the Amica Educa Fundraising Strategy for the period of 2023 - 2027 in support of Amica Educa Strategic Plan.

The process will entail:

- i. Donor mapping and analysis and drafting of a comprehensive report which includes, but is not limited to:**
 - Donors' funding trends in last 5 years, including focus on new fundraising strategies/plans;
 - Examples of successful fundraising projects/actions that are similar to Amica Educa's projects/actions;
 - List of donors and companies whose priorities align with Amica Educa fields of action;
 - Donors' key thematic/focus areas and their relevance to Amica Educa fields of action and strategic plan;
 - Donors' funding schedule/timeframe, and size of funding;

- ii. Development of a fundraising strategy which includes**
 - Sources of funds the organization should prioritize, including the traditional, non-traditional ones;
 - Key fundraising methods and activities that Amica Educa should follow;
 - Analysis of Amica Educa internal resources and recommendations for capacity development in order to successfully put fundraising strategy into practice;
 - List of priority issues and donor priorities Amica Educa should include in new project applications;
 - Three thematic areas where Amica Educa can be pioneer in the coming period;
 - Basic elements of an application tailored to Amica Educa in three thematic areas identified.

- iii. Development of a Fundraising plan for the period of three years.**

Deliverables

- A high quality, comprehensive donor mapping and analysis report (in English and B/H/S languages);
- Fundraising strategy for the period 2023 – 2027 (in English and B/H/S languages);
- Fundraising plan for the period of 3 years (in English and B/H/S languages);
- Presentation of the main findings, together with a summary of the report or the script of the presentation (in English).

Time Span

This assignment is expected to be carried out in the period October 26th 2022 – December, 23rd 2022. Anticipated days of engagement is 16.

Proposed timeline:

- **Desk research:** October, 26th – November, 06th
- **Interviews with Amica Educa Management team:** October 26th – November 11th
- **Two days' workshop with Amica Educa staff:** November 11th – November 24th

Deadlines:

Deliverables	Deadline
A high quality, comprehensive donor mapping and analysis report (in English and B/H/S languages)	November 30 th 2022
Draft Fundraising strategy 2023 -2027 (in English and B/H/S languages)	December, 10 th 2022
Final Fundraising strategy 2023 - 2027 (in English and B/H/S languages)	December, 23 rd 2022;
Fundraising plan 2023 -2025 (in English and B/H/S languages)	December 23 rd 2022
Presentation of the main findings, together with a summary of the report or the script of the presentation (in English)	December, 23 rd 2022.

Requirements and Competencies

- B&H citizenship;
- Knowledge and understanding of the civil society sector in BiH;
- Knowledge and understanding of the context, challenges and dynamics in political and social transition;
- Demonstrated experience in conducting business development and fundraising consultancy in the not-for-profit sector;
- At least five years' experience in producing and implementing fundraising strategies;
- Experience with donor relations;
- University degree;
- Excellent communication skills including presentations, report writing and research;
- High level written and oral communications skills in B/H/S languages and English;
- Result oriented, good judgement, pays attention to nuance and detail, takes initiative, high sense of responsibility, tact and discretion.
- Ability to work with minimal supervision.

Supervision

The Consultant will be expected to be self-motivated and able to work independently. Support will be provided by Amica Educa Management who will provide a general introduction to the work and relevant background documents.

Types of contract:

Individuals: legal work contract for short services
Legal entities: business cooperation agreement

The payment schedule will be made upon the work completion and the approval of the final documents/deliverables by Amica Educa and cfd.

Application process

Interested and qualified candidates should submit their applications **in English** which should include the following:

- Evidence of B&H citizenship and university degree (copy);
- Detailed CV clearly addressing the requirements in the ToR;
- Proposed methodology. In case you are applying as a team of consultants your offer should also include division of roles and responsibilities.
- A financial proposal that indicates the total contract price (including the costs of travel and accommodation for consultants outside Tuzla).

Applications should be emailed to selma.alicic@amicaeduca.ba and reach us not later than October, 7th 2022 at 4.00 p.m.

Applications received after the deadline and incomplete applications will not be considered.

All candidates who apply for the competition will be informed about the result of the Call.

Contact person for additional information: Selma Aličić, Director of Association, selma.alicic@amicaeduca.ba ; 035 257 366.