

## - Terms of Reference - Philanthropic fundraising specialist consultancy May 2024

### Background

Created in 2010, IMPACT is a Geneva-based NGO and the largest independent data provider in contexts of crisis. We aim to support a range of stakeholders in making better, more informed decisions in humanitarian, stabilisation, and development settings. We believe that a key pathway to better planning and decision-making is direct engagement with local communities and their leaders.

Through our team of assessment, data, geospatial, and thematic specialists, we promote the design of people-centred research and set standards for collecting and analysing rigorous, high-quality data in complex environments. IMPACT also aims to foster partnerships and build capacities with key stakeholders.

IMPACT takes an initiative-based approach to structuring our programming. Each initiative has a specific aim, operational model, and portfolio of solutions.

- REACH strengthens evidence-based humanitarian decision-making through efficient data collection, management, and analysis – before, during, and after an emergency.
- PANDA improves the impact of humanitarian and development interventions through programme design, assessments, and monitoring & evaluation.
- AGORA promotes localised and multi-sectoral aid action in support of the recovery and stabilisation of crisis-affected communities, in partnership with local stakeholders.

We have a footprint in 30+ countries, with more than 400 staff in our country offices and Geneva HQ. Through our global team of research specialists, on average IMPACT publishes over 2,000 information products yearly.

Please find [here](#) more information about us.

In 2023, IMPACT's estimated annual budget amounted to 33 million CHF.

All of IMPACT's activities this far have been secured directly or indirectly through project specific institutional funding. In 2023, our main donor was the United States Bureau of Humanitarian Aid (BHA), followed by the United Nations High Commissioner for Refugees (UNHCR), the European Community Humanitarian Aid Office (ECHO), the Foreign, Commonwealth and Development Organization (FCDO), the United Nations Office for the Coordination of Humanitarian Affairs (OCHA), and other donors.

### Overview of objectives, process, and methods

The **overall objective** of this consultancy is to support IMPACT in diversifying its funding and donor base, particularly by helping the organization to identify new funding opportunities in the private sector and with high network individuals, foundations and philanthropists.

The consultancy is expected to help IMPACT to engage with a new set of donors, enabling us to tailor our narrative and to effectively interact with an audience we are not familiar with.

The **specific objectives** of this consultancy are:

- 1) Develop a mapping of high network individuals, foundations and philanthropists which interests match IMPACT mission and strategic ambitions.
- 2) Provide actionable recommendations to IMPACT (based on our organizational model, mission, programmatic portfolio) on how to successfully engage and attract funds from philanthropists/foundations.

The recommendations should include these minimum elements:

- Identification of a typology of philanthropic and private audiences that would have potential interest to fund IMPACT.
  - How to build IMPACT narrative to successfully engage and fundraise with high network individuals, foundations and philanthropists;
  - Develop specific positioning and key messages that resonate with this audience;
  - Develop a strategy for IMPACT to successfully achieve its new funding objectives;
  - What structure (human resources or other) would be required as part of this strategy;
  - Ideally, what IMPACT should adapt in relation to project management to meet these newly identified supporters' expectations and potential requirements.
- 3) Deliver a proof of concept of success in the form of a donation of a symbolic amount (50,000 CHF).

## Deliverables

The deliverables of this consultancy are:

- 1) Mapping of high network individuals, foundations and philanthropists;
- 2) Actionable recommendations (tailored on IMPACT business model) on how to successfully engage and attract funds from them;
- 3) Proof of concept of success (donation of 50,000 CHF).

## Expected approach:

The identified consultant will be expected to work closely with IMPACT to develop a sound understanding of our organization while autonomously delivering the objectives of the consultancy.

## Deliverables and milestones

(Based on a start date on/about 01 July, 2024)

Deliverable	Indicative deadline
• Mapping	• Completed by August 2024
• Set of recommendations	• Completed by January 2025
• Proof of concept	• Completed by January 2025 <sup>1</sup>

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<sup>1</sup> Please consider that the applicants can suggest a different timeline based on their understanding of the philanthropists/foundations fundraising timeline.

## Timeline

The duration is expected to be 6 months, and translate between 20 to 30 man days of consultancy work. The applicants can suggest a longer timeline if deemed necessary.

## Contracting

As per guidance set on the call for applications available on IMPACT website and no later than the set deadline, the following elements should be submitted in order to review and select candidates:

- Technical proposition outlining the proposed approach, presentation of the team or independent consultant, which can be presented in the form of a cover letter and detailed CV.
- Financial proposition in CHF, outlining the breakdown of costs.
- At least three past relevant experiences of similar work, which can be reflected in the CV if provided as a technical offer.
- At least three references in relation to similar work.
- Proof of registration as an independent consultant.

These elements should be submitted by email at [tenders@impact-initiatives.org](mailto:tenders@impact-initiatives.org), no later than 30<sup>th</sup> June 2024 at 23:59 (CET).

IMPACT reserves the right to leave this an open vacancy until a successful candidate is selected.

Upon review of written applications, IMPACT will select potential contractors and will convey them for an interview. Further administrative documents may be requested from the short-listed applicant.

Based upon results from the selection, IMPACT teams will be responsible for entering into the contracting phase with the selected consultancy firm or independent consultant(s), against the timeline set above. The contract will notably outline payment modalities which will be based upon achievement of the consultancy.

## Skills and Experience

- At least 7 years of experience in fundraising positions, with experience of leading or overseeing fundraising strategy on behalf of organisations.
- Proven network of relevant contacts (philanthropists, foundations, private donors) built during the professional experience in the sector.
- Proven track record of engagement with networks and individuals relevant to philanthropy, venture philanthropy and innovative financing opportunities.
- Fluency in English is required, fluency in French is an asset.