

## Terms of Reference -- Resource Mobilization Consultancy

**Deadline: 21 April 2021**

### Background

The [International Council of AIDS Service Organizations \(ICASO\)](#) is a global advocacy organization, providing a space where global players in the field connect, share and promote their advocacy priorities, work to influence policies and improve the lives of those who are living with or affected by HIV and other diseases. ICASO is incorporated as a non-profit, charitable organization under Canadian law. ICASO's new Strategy for the period 2021– 2023 will be launched in April 2021.

To effectively implement the strategic plan and secure the long-term sustainability, ICASO is seeking the services of a qualified consultant or consultants to develop a comprehensive resource mobilization strategy that will take into account the current global donor landscape, identify new actors, explore new funding modalities, and outline a strategic approach to leveraging existing and new partnerships, as well as make recommendations on how to diversify our resource base.

### Objective

The consultancy's objective is to develop a resource mobilization strategy and establish a clear overview of current and potential funding opportunities for ICASO to increase the long-term sustainability of the organization.

### Specific tasks

- Review ICASO's history, Strategy; work plan; project proposals, products, and funding model to better understand the needs and help position the organization for resource mobilization.
- Consult with the ICASO team (which includes staff, Board members, and key long-term consultants) to understand the organization's vision, mission, and focus areas.
- Map ICASO's products to identify funding gaps.
- Conduct a comprehensive analysis of potential donors worldwide based on geographic and thematic interest and assess the feasibility of securing multiyear and thematic funding.
- Map donors' strategic areas of interest and explore opportunities for partnerships from emerging donors.
- Develop a plan to engage new donors (traditional and non-traditional).
- Develop objectives for fundraising, methods, strategies, and focus (bilateral, private sector, public funding, foundations).
- Recommend strategies to develop and maintain strategic partnerships and engagement with key donors.
- Draft master fundraising proposal(s) aligned with the new Strategy.
- Develop a series of fundraising materials (print and digital) to secure funding/raise the profile of ICASO, including website content.
- Develop fundraising guidelines.

### Deliverables

- A short **inception report** that takes stock of the current funding stream and funding outlook.
- A comprehensive **resource mobilization strategy** that includes an overview of the situation, a critical analysis of past fundraising experience, explores future opportunities and strategies and outlines a time-bound action plan to raise funds systematically.
- An **annex that maps donor interests** worldwide: priorities, funding windows, typical funding amounts, focal points, samples of successful project applications, and points to clear actions that should be taken to mobilize resources and develop and maintain relationships with donors.

- A series of **fundraising materials**, both print and digital, including website content.
- **Master proposals** to potential donors (number to be determined).
- Institutional **fundraising guidelines**.

### Required education, experience, and competencies.

- Advanced university degree in Social Sciences, Marketing, Development, Planning, Business Administration, Communication, or a related field.
- At least ten years of global experience in the development sector – preferably on global health, human rights, and HIV issues – and proven experience and success in developing business models and mobilizing funds for civil society and international non-governmental organizations. Knowledge and experience in community-led monitoring, humanitarian emergencies, global advocacy, and community research, strengthening community systems, building community capacities and strategic partnerships.
- Excellent knowledge of critical donors focused on issues listed above.
- Proven track record of generating significant funding.
- Experience and expertise in developing and maintaining good relationships with institutional donors or corporations.
- Experience of working in multicultural contexts.
- Strong analytical, strategic thinking and planning skills and ability to work under tight deadlines.
- Proficiency in English. Working knowledge of Spanish would be an advantage.

### Application Process

Interested candidates must submit:

- A cover letter with an expression of interest.
- A resume or CV showing experience relevant to the consultancy.
- A technical proposal not exceeding four pages detailing:
  - Understanding of the ToR
  - An outline of the methodological approach for the assignment
  - Activity schedule (duration: 15 working days for a maximum period of 3 months)
- A budget specifying the daily rate of the consultant (s) and the total number of days proposed for the consultancy. Unless the consultant is based in Canada, the budget should be provided in USD. All costs (professional fees, communications, consumables, etc.) that the consultant could incur must be factored into the final amounts submitted in the proposal.
- Two references and/or reference letters.

The proposal and supporting documents must be submitted in English.

Short-listed candidates will be invited to a video conference interview at the end of the technical evaluation process to assess the consultant's understanding of the ToR. The time frame for the deliverables will be discussed and agreed upon with the selected consultant after reviewing the proposed methodology.

The proposal and required documents must be sent by email to ICASO at [consultants@icaso.org](mailto:consultants@icaso.org) no later than **21 April 2021** (midnight Toronto, Canada time).