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REQUEST FOR PROPOSAL

CONSULTANCY PUBLIC FUNDING AND INNOVATIVE FUNDRAISING STRATEGY

1. Introduction

WWF Tanzania Country Office (WWF TCO) is a Non- Government Organization dealing with environmental protection in Tanzania since 1990 and it has supported the Government of Tanzania in implementing various projects on Marine, Forest, Fresh Water, Energy and Wildlife. WWF global mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

CARE, a global women's empowerment and poverty alleviation leader, and the World Wildlife Fund (WWF), a global conservation organization, have formed a global Alliance that has been in place for over ten years. This unique partnership brings together the global experience of both organizations in over 90 countries around the world, integrating conservation and development with the goal of building just and sustainable food systems and resilient livelihoods. The Alliance piloted this vision for a decade in Mozambique and Nepal; there is now ongoing work in Nepal and Tanzania, as well as technical exchanges globally. Over the last several years, the Alliance has sought to scale up its ambitions by developing high-level partnerships that leverage investments and resources into inclusive green growth programs. In the Southern Agricultural Growth Corridor of Tanzania (SAGCOT), the CARE-WWF Alliance aims to demonstrate a model of agricultural growth that improves the livelihoods of smallholders while maintaining vital ecosystem functions and conserving globally significant biodiversity through private-public partnerships. The SAGCOT centre has the potential to bring together government, businesses, civil society, donor partners and the farming community to pool resources towards a common goal. Many partners have already converged under SAGCOT. Our goal is to build a coalition of partners that joins with our teams in Tanzania and around the world to co-create and design triple bottom line interventions that will contribute to lifting 2 million people out of poverty in SAGCOT by 2030 through sustainable, equitable and profitable agricultural development that protects and benefits wildlife, natural capital, climate adaptation, and ecosystems in general.

The CARE-WWF Alliance SAGCOT program aims at developing equitable food systems and sustainably managed land and water by creating resilient landscapes that conserve nature, improve livelihoods and food security of the rural poor, and influence development approaches in Africa and beyond. The Alliance's goal for SAGCOT is by 2030 to improve by 50% the income of 500,000 small producers—the majority of who are women—and restore water flows in the Great Ruaha River to a sustainable level for wildlife and human needs.

The program aims to deliver the following key results:

- Inclusive Green Growth (IGG): New and existing investment by private and public sectors in agriculture value chains and systems provide long-term financial viability to all stakeholders while respecting ecosystem functions.

- Value Chains: Smallholder producers improve net income and nutrition security through engagement in resilient food systems and access to market opportunities that preserve or improve ecosystem functions.
- Integrated Land and Water Management: Integrated and enforced plans for land and water management, including secure use rights for smallholder producers, demonstrably improve environmental flows for ecosystems and wildlife.

2. Objective of the Consultancy service

CARE-WWF is seeking to retain an experienced consultant to lead planning and implementation of resource mobilization for the CARE-WWF Alliance in Tanzania, working closely with CARE and WWF offices in Tanzania and US. The objective is to increasing financial capacity of CARE-WWF Alliance to support a development agenda in the Southern Agricultural Growth Corridor of Tanzania (SAGCOT), which aims to lift 2 million people out of poverty by 2030 through sustainable, equitable and profitable agricultural development that protects and benefits wildlife, natural capital and ecosystems in general. The consultant will develop a resource mobilization strategy, make key introductions to funders, develop concepts, and coach the CARE-WWF Alliance teams on donor cultivation. The work will focus on opportunities with bilateral, multilateral, and regional donors, as well as large foundation and corporate donors whose priorities include sustainable agriculture and food systems in Tanzania.

3. Terms of Reference

The consultant will be responsible for key deliverables of a resource mobilization strategy, identification of RFP (RFI/RFA) opportunities, introductions to donor contacts, and development of concepts and proposals, with a major focus on identifying multilateral, bilateral, regional, foundation, and corporate funding sources. Innovative financing mechanisms such as impact investing are also of interest. The initial primary focus of this role is on fundraising for the SAGCOT program in Tanzania. The consultant is expected to:

- Tanzania funding landscape overview: Provide an overview of the funding landscape and trends for conservation, climate adaptation, land and water use management, agriculture, livelihoods development, and women's empowerment in Tanzania.
- CARE-WWF Alliance-specific fundraising strategy: Develop a fundraising strategy and identify potential funding sources for implementing CARE-WWF Alliance programs in Tanzania, covering all types of funding, with a major focus on bilateral, multilateral, regional, foundation, and corporate funding and impact investing, in collaboration with the CARE and WWF global donor relationship managers. The fundraising strategy will articulate how the Alliance team will target specific funding, focusing on the needs and priorities identified by Alliance staff. Together with US-based fundraising staff, identify the best fundraising lead for specific donors in accordance with CARE and WWF donor management procedures.
- Donor cultivation: Support Alliance leaders and program leads to prioritize, strategize and arrange timely meetings with key contacts at donor agencies or offices within Tanzania, in collaboration with CARE and WWF donor relationship managers. Work with donor relationship managers to provide briefing memos in advance of donor meetings, take notes at meetings to record donor interests and follow-up steps, and provide meeting reports to CARE and WWF.
- Identification of specific funding opportunities: Identify specific current or forecast RFAs, RFIs, RFPs, or other cultivations that fit the CARE-WWF Alliance priorities, as listed above. Since the Alliance offices are well aware of USAID opportunities, prioritize identification and strategizing for non-USAID donors such as bilateral, multilaterals, and regional donors.

- v. Concept and proposal development: Working closely with the US and Tanzania CARE and WWF technical teams, lead development and writing of project concepts and proposals for funding, that are specifically targeted to current or upcoming opportunities, and serve as a proposal writer in case of identified opportunities.
- vi. Input into communications materials: Work with communications and other fundraising staff to develop impactful donor communications products for specific types of donors.

4. Deliverables/outputs

- i. Tanzania funding landscape overview: An analysis of the bilateral, multilateral, and regional public funders, foundations, and private sector donors whose priorities include sustainable agriculture, land/water use management, and sustainable livelihoods in Tanzania. The analysis will include donor trends, challenges, and opportunities in the Tanzania and sub-Saharan Africa context.
- ii. CARE-WWF Alliance-specific fundraising strategy: This document will set forth an action plan for the CARE-WWF Alliance fundraising from all donor types relevant to the Alliance work, including prioritization of the most likely prospects and/or largest funding sources. The action plan will include recommendations for sequencing and next steps.
- iii. Donor linkages, cultivations, and coaching of Tanzania staff: The consultant will support and build on the donor relationships of Alliance leaders and technical experts to arrange *at least five strategic meetings with key contacts* at public and private funding agencies in Tanzania for the purpose of gathering intelligence on donor interests and upcoming opportunities. Prior to each donor meeting, the consultant will work with the CARE and WWF relationship managers to provide briefing memos to the CARE and WWF Tanzania staff. The consultant will attend the donor meetings and take notes on key points and next steps, and will provide a report to the Alliance staff and donor relationship managers.
- iv. Identification of specific funding opportunities: The consultant will work with Alliance staff and donor relationship managers to identify *at least five* current or forecasted RFAs, RFIs, RFPs, or other proposal opportunities with the largest public and private donors, and that are a good fit for the Alliance priorities. The consultant will also provide a road map for the Alliance to target those opportunities.
- v. Concept and proposal development: The consultant will work with the Alliance and the donor relationship managers to develop and write at least three concepts or one major proposal for a specific donor opportunity such as an RFP. An all-purpose five-page concept note can also be considered as one of the three concept deliverables. If a specific proposal opportunity is identified, the consultant will lead the writing of the proposal. This deliverable includes conducting a proposal writing workshops with Alliance staff in Tanzania.
- vi. Input into donor communication materials: The consultant will work with Alliance staff to provide key content and writing for donor communications materials, as needed.

5. Required profile of the Consultant

- i. 7+ years of experience in fundraising and proposal development for multilateral/bilateral institutions, with strong understanding of the donor landscape in sustainable development or biodiversity conservation in sub-Saharan Africa. Specific familiarity with the funding landscape in Tanzania.

- ii. Strong experience with multilateral and bilateral donors and/or impact investing.
- iii. Strong relationships with a range of donors who work in Tanzania.
- iv. Demonstrable success in fundraising with a range of donors in one or more areas associated with sustainable development and biodiversity conservation.
- v. At least Master's degree in a relevant field or equivalent experience is preferred.
- vi. Excellent concept and proposal writing skills, ability to understand the complex funding strategies of donors and match WWF's and CARE's programs against these strategies, and strong understanding of the key principles of good project delivery as relevant to fundraising (objectives, outcomes, outputs, activities, and monitoring indicators).
- vii. Ability to work as part of a multi-organizational partnership and with geographically dispersed and remote country teams.
- viii. Ability to be present in Tanzania and to travel if needed to site visits, sometimes to remote and challenging locations.
- ix. Experience working in or with large international NGOs.
- x. Field experience in agricultural development and/or biodiversity conservation in developing countries is a plus.
- xi. Experience with impact investing is a plus.

6. Timeframe

This is the temporary consultancy assignment for 90 days that will be spread to 5-6 months to deliver the above outputs.

Please, submit your application letter, CV and all relevant documents to
tz.procurement@wwf.panda.org

In case you need further clarification about this position, feel free to **visit us at: Kiko Street, Mikocheni – Off Mwai Kibaki Road Plot 252, P. O. Box 63117, Dar es Salaam, Tanzania** Tel: **+255 22 277 5346/277 2455/270 0077** Fax: **+255 22 277 5535;**
 website. www.panda.org

Deadline for submission: Applications should be a concise full combined Curriculum vitae & financial proposals fully signed, highlighting fundraising profile, concrete evidences of experiences on similar works, the proposed approach and methodologies, work schedule and timings of the process.. Also apart from one pager application letter, financial proposal should clearly specifying time and other expenses both direct and reimbursable, these include unit costs on professional fees and the eligible taxes; kindly submit your applications as instructed by **Friday, February 7th 2020 at 17.00hrs** Tanzania local time. Only successful applicant will be contacted.

Evaluation of the consultancy applications will be done based on WWF procurement guidelines and that WWF Tanzania is not bound to accept any lowest or highest proposal/bid