

## **Request for Proposals**

**Title: Africa Fundraising and Development Consultancy**

**RFP No: AFFD 001/2022**

**Date of Issuance: 22nd November,2022**

---

### **1. Background**

With its tropical forests, vast rangelands, marine resources and iconic wildlife, Africa is rich in natural wealth. This “natural capital” provides invaluable local and global benefits, including food, energy and water — while also helping to regulate our rapidly heating climate.

Yet, unsustainable economic development, deforestation, poaching, overfishing and other pressures are eroding Africa’s vital assets at alarming rates. Short-term profits are often favored over the long-term benefits of conservation, leading to patterns of poverty and scarcity for communities directly dependent on nature.

Across Africa, Conservation International works to strengthen the conservation and sustainable management of natural resources to alleviate poverty, tackle climate change and reduce biodiversity loss. We support science, policy and investment that protects the ecosystems that are essential to the well-being of all Africans.

While the Africa Field Division has a successful track record of raising restricted funds from bilateral and multilateral institutions and foundations, with the exception of South Africa, most of this funding comes from outside of the continent. We are currently looking to diversify our donor base with an initial focus on generating new revenues from the continent itself.

### **2. Project Overview**

Currently the Africa Field Division is seeking a Fundraising and Development Consultant to support our efforts to raise funding from within the African Continent. The Consultancy will help the Africa Field Division examine its current portfolio, capacities and needs and provide targeted recommendation to the team to increase and diversify financial flows to our efforts to sustainable manage Oceans, Rangelands and Forest landscapes. Specifically, this work will focus on resources from the private sector, foundations, and individuals and other new sources on the continent as well as those in the diaspora.

The Consultant will work directly with the Sr. Director of Development and Strategic partnerships, and in consultation with the Divisional Leadership team to develop an Africa Focused Fundraising strategy, a pipeline of opportunities and a set of strategies for success. This work will be focused on our 7 country priorities, Kenya, South Africa, Madagascar, Botswana, Liberia, Angola and Mozambique as well as opportunities at the continental level.

### 3. Terms of Reference, Deliverables and Deliverables Schedule

#### 1. Review current fundraising efforts and capacities

- Conduct a strategic review of current fundraising efforts, successes, and pipelines both within target countries and at the regional level
- Carry out assessment of the various fundraising capacities within the Field Division

**Output:** A set of actions and recommendations to enhance the team's capabilities to raise funding from within Africa and in the Diaspora

#### 2. Conduct a comprehensive donor analysis and mapping focused on opportunities to diversify our donor portfolio, focusing on giving from foundations, corporate giving and individuals within our key geographies and/or core thematic areas

- An identification and analysis of corporations based on the continent whose philanthropic interests align with CI's mission in Africa
- An identification and analysis of high-net-worth individuals whose interests and giving align with CI's mission in Africa
- An identification and analysis of Foundations whose interest align with that of CI in Africa
- Detail of target funders grant and contract processes, timelines, and compliance requirements and
- Outline a set of recommended strategies to successfully target these new opportunities

**Output:** A report identifying key donors and recommended strategies to reach them

#### 3. Based on 1&2 develop a comprehensive fundraising strategy focusing on innovative fundraising opportunities and strategies/ action plan for the short, medium and long term that will include:

- A high quality, comprehensive donor mapping and analysis report, with recommended sources of funds the organization should prioritize, including potentially non-traditional ones
- Detailed list of top donor strategies (prioritization to be done in collaboration with CI team)
- Recommended fundraising activities and methods

- Capacity building plans needed to ensure success.

**Output:** A comprehensive new business development/ fundraising strategy for the Africa Field Division targeting non- traditional sources of funding and capabilities plan.

#### **Estimated Timeline**

Project will be expected to be delivered in an 8-week timeframe commensurate at signing of the contract.

#### **4. Submission Details**

- a. Deadline. Proposals must be received no later than December 12<sup>th</sup> 2022 5.00 P.M EAT. Late submissions will not be accepted. Proposals must be submitted via email to [procurementaffd@conservation.org](mailto:procurementaffd@conservation.org). All proposals are to be submitted following the guidelines listed in this RFP.
- b. Validity of bid. 120 days from the submission deadline.
- c. Clarifications. Questions may be submitted to [procurementaffd@conservation.org](mailto:procurementaffd@conservation.org) by the specified date and time in the timeline below. The subject of the email must contain the RFP number and title of the RFP. CI will respond in writing to submitted clarifications by the date specified in the timeline below. Responses to questions that may be of common interest to all bidders will be posted to the CI website and/or communicated via email.
- d. Amendments. At any time prior to the deadline for submission of proposals, CI may, for any reason, modify the RFP documents by amendment which will be posted to the CI website and/or communicated via email.

#### **5. Minimum Requirements**

- Experience with business development and fundraising consultancies in the African non-profit sector
- Familiarity with target donor groups, Foundations, Individuals, and corporations
- At least 10 years' experience in developing and implementing fundraising strategies for the non-profit sector
- Experience in donor research and strategies
- Proven track record of fundraising support success
- Excellent communication and writing skills

**6. Proposal Documents to Include**

- a. Signed cover page on bidder’s letterhead with the bidder’s contact information.
- b. Signed Representation of Transparency, Integrity, Environmental and Social Responsibility (Attachment 1)
- c. Technical Proposal.
  - i. Corporate Capabilities, Experience, Past Performance, and 3 client references. Please include descriptions of similar projects or assignments and at least three client references.
  - ii. Qualifications of Key Personnel. Please attach CVs that demonstrate how the team proposed meets the minimum requirements listed in section 5 (Minimum Requirements).
  - iii. Technical Approach, Methodology and Detailed Work Plan. The Technical Proposal should describe in detail how the bidder intends to carry out the requirements described in the Terms of Reference in Section 3. Submission should not exceed 5 pages.
- d. Financial Proposal. Offerors shall use the cost proposal template (Attachment 2).

**7. Evaluation Criteria** In evaluating proposals, CI will seek the best value for money considering the merits of the technical and costs proposals. Proposals will be evaluated using the following criteria:

<b>Evaluation Criteria</b>	<b>Score (out of 100)</b>
Is the proposed approach and methodology appropriate to the assignment and practical in the prevailing project circumstances?	40%/ Max points
Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	10%/ Max points
Does the bidder’s past performance demonstrate recent proven experience doing similar work?	15%/ Max points
Does the bidder and the proposed personnel have the specific technical expertise for the assignment?	15%/ Max points
Cost: Costs proposed are reasonable and realistic, reflect a solid understanding of the assignment.	20%/ Max points

**8. Proposal Timeline**

RFP Issued	22 <sup>nd</sup> Nov 2022
Clarifications submitted to CI	28 <sup>th</sup> Nov 2022
Clarifications provided to known bidders	30 <sup>th</sup> Nov 2022
Complete proposals due to CI	12 <sup>th</sup> Dec 2022
Final selection	23 <sup>rd</sup> Dec 2022

- 9. Resulting Award** CI anticipates entering into an agreement with the selected bidder by **January 5, 2023**. Any resulting agreement will be subject to the terms and conditions of CI’s Services Agreement. A model form of agreement can be provided upon request.

This RFP does not obligate CI to execute a contract, nor does it commit CI to pay any costs incurred in the preparation or submission of the proposals. Furthermore, CI reserves the right to reject any and all offers, if such action is considered to be in the best interest of CI. CI will, in its sole discretion, select the winning proposal and is not obligated to share individual evaluation results.

- 10. Confidentiality** All proprietary information provided by the bidder shall be treated as confidential and will not be shared with potential or actual applicants during the solicitation process. This includes but is not limited to price quotations, cost proposals and technical proposals. CI may, but is not obliged to, post procurement awards on its public website after the solicitation process has concluded, and the contract has been awarded. CI’s evaluation results are confidential and applicant scoring will not be shared among bidders.

- 11. Code of Ethics** All Offerors are expected to exercise the highest standards of conduct in preparing, submitting and if selected, eventually carrying out the specified work in accordance with CI’s Code of Ethics. Conservation International’s reputation derives from our commitment to our values: Integrity, Respect, Courage, Optimism, Passion and Teamwork. CI’s Code of Ethics (the “Code”) provides guidance to CI employees, service providers, experts, interns, and volunteers in living CI’s core values, and outlines minimum standards for ethical conduct which all parties must adhere to. Any violation of the Code of Ethics, as well as concerns regarding the integrity of the procurement process and documents should be reported to CI via its Ethics Hotline at [www.ci.ethicspoint.com](http://www.ci.ethicspoint.com).

**12. Attachments:**

Attachment 1: Representation of Transparency, Integrity, Environmental and Social Responsibility  
Attachment 2: Cost Proposal Template

**Attachment 1: Representation of Transparency, Integrity, Environmental and Social Responsibility**

RFP No. XXXXXXXX

UEI Number (if applicable): XXX-XXX-XXX

All Offerors are expected to exercise the highest standards of conduct in preparing, submitting and if selected, eventually carrying out the specified work in accordance with CI's Code of Ethics. CI's Code of Ethics provides guidance to CI employees, service providers, experts, interns, and volunteers in living CI's core values, and outlines minimum standards for ethical conduct which all parties must adhere to. Any violations of the Code of Ethics should be reported to CI via its Ethics Hotline at [www.ci.ethicspoint.com](http://www.ci.ethicspoint.com).

CI relies on the personal integrity, good judgment and common sense of all third parties acting on behalf, or providing services to the organization, to deal with issues not expressly addressed by the Code or as noted below.

**I. With respect to CI's Code of Ethics, we certify:**

- a. We understand and accept that CI, its contractual partners, grantees and other parties with whom we work are expected to commit to the highest standards of Transparency, Fairness, and Integrity in procurement.

**II. With respect to social and environmental standards, we certify:**

- a. We are committed to high standards of ethics and integrity and compliance with all applicable laws across our operations, including prohibition of actions that facilitate trafficking in persons, child labor, forced labor, sexual abuse, exploitation or harassment. We respect internationally proclaimed human rights and take no action that contributes to the infringement of human rights. We protect those who are most vulnerable to infringements of their rights and the ecosystems that sustain them.
- b. We fully respect and enforce the environmental and social standards recognized by the international community, including the fundamental conventions of International Labour Organization (ILO) and international conventions for the protection of the environment, in line with the laws and regulations applicable to the country where the contract is to be performed.

**III. With respect to our eligibility and professional conduct, we certify:**

- a. We are not and none of our affiliates [members, employees, contractors, subcontractors, and consultants] are in a state of bankruptcy, liquidation, legal settlement, termination of activity, or guilty of grave professional misconduct as determined by a regulatory body responsible for licensing and/or regulating the offeror's business
- b. We have not and will not engage in criminal or fraudulent acts. By a final judgment, we were not convicted in the last five years for offenses such as fraud or corruption, money laundering or professional misconduct.
- c. We are/were not involved in writing or recommending the terms of reference for this solicitation document.
- d. We have not engaged in any collusion or price fixing with other offerors.

- e. We have not made promises, offers, or grants, directly or indirectly to any CI employees involved in this procurement, or to any government official in relation to the contract to be performed, with the intention of unduly influencing a decision or receiving an improper advantage.
- f. We have taken no action nor will we take any action to limit or restrict access of other companies, organizations or individuals to participate in the competitive bidding process launched by CI.
- g. We have fulfilled our obligations relating to the payment of social security contributions or taxes in accordance with the legal provisions of the country where the contract is to be performed.
- h. We have not provided, and will take all reasonable steps to ensure that we do not and will not knowingly provide, material support or resources to any individual or entity that commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitate, or participated in terrorist acts, and we are compliant with all applicable Counter-Terrorist Financing and Anti-Money Laundering laws (including USA Patriot Act and U.S. Executive Order 13224).
- i. We certify that neither we nor our directors, officers, key employees or beneficial owners are included in any list of financial or economic sanctions, debarment or suspension adopted by the United States, United Nations, the European Union, the World Bank, or General Services Administration's List of Parties Excluded from Federal Procurement or Non-procurement programs in accordance with E.O.s 12549 and 12689, "Debarment and Suspension". [\[Include additional sanctions lists of the country of a public donor, if required by the donor.\]](#)

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**Attachment 2: Cost Proposal Template**

The cost proposal must be all-inclusive of profit, fees or taxes. Additional costs cannot be included after award, and revisions to proposed costs may not be made after submission unless expressly requested by CI should the offerors proposal be accepted. Nevertheless, for the purpose of the proposal, Offerors must provide a detailed budget showing major expense line items. Offers must show unit prices, quantities, and total price. All items, services, etc. must be clearly labeled and included in the total offered price. All cost information must be expressed in [US Dollars](#).

If selected, Offeror shall use its best efforts to minimize the financing of any taxes on goods and services, or the importation, manufacture, procurement or supply thereof. If Offeror is eligible to apply for refunds on taxes paid, Offeror shall do so. Any tax savings should be reflected in the total cost.

Cost Breakdown by Deliverable

<b>Deliverable</b>	<b>Price (Lump Sum, All Inclusive)</b>
A set of actions and recommendations to enhance the team’s capabilities to raise funding form within Africa and in the Diaspora	
A report identifying key donors and recommended strategies to reach them	
A comprehensive new business development/ fundraising strategy for the Africa Field Division targeting non-traditional sources of funding and capabilities plan	

Cost Breakdown by Cost Component [\(example only\)](#)

<b>Description</b>	<b>Unit of measure (day, month etc)</b>	<b>Total period of engagement</b>	<b>Unit cost/rate</b>	<b>Total Cost for the Period</b>
Consultant 1				
Consultant 2				
Sub-total Personnel				
Travel Costs (if applicable)				
Other related Costs (please specify)				
<b>Total Cost of Financial Proposal</b>				