



REQUEST FOR EXPRESSION OF INTEREST FOR A CONSULTANT FOR THE DEVELOPMENT OF A RESOURCE MOBILIZATION STRATEGY

BACKGROUND

The African Tobacco Control Alliance (ATCA) is seeking offers for consultancy services to develop its resource mobilization strategy.

ATCA is a non-profit, non-political and continent-wide tobacco control alliance of civil society organizations (CSOs) with a vision to promote health by building a tobacco-free Africa. Established in 2008, the alliance is a unique Pan African tobacco control civil society network which currently has membership in 37 African countries. The alliance has developed to a network for synergy and sharing of tobacco control resources in Africa. ATCA assures the coordination of its members' efforts to promote the adoption and implementation of international, regional and national legal instruments, policies and activities on tobacco control within the African Region. The alliance is growing in number and expertise and is a key player in the implementation of the WHO Framework Convention on Tobacco Control (FCTC) in Africa.

ATCA is currently implementing its new strategic plan covering the period 2019-2023 to help advance the tobacco control agenda in Africa. The plan reflects the aspirations of CSOs and the expectations of partners towards reversing the tobacco epidemic in the continent.

The effective implementation of this new strategic plan requires adequate resources and dedicated sources of funding. This will enable ATCA continue to play its role of coordinating tobacco control initiatives by CSOs in Africa.

A robust resource mobilization strategy which takes into account the changing donor landscape as well as lessons learned from current resource mobilization efforts, is therefore, essential. This strategy must explore new modalities and actors, and outline a systematic and strategic approach to leveraging existing and new partnerships. It must touch on recommendations for the diversification of the resources base for ATCA.

OBJECTIVE

The overall objective of this call is to undertake the development and implementation of a resource mobilization strategy aimed at establishing a clear overview of current and potential funding opportunities for ATCA and training its staff in resource mobilization and proposals writing.

ATCA is implementing a project to contribute to reducing the prevalence of tobacco use in Africa. The project objectives are to: (i) enhance the operational capacity of ATCA for effective coordination of CSOs agenda for tobacco control in Africa; and (ii) foster synergy on tobacco industry monitoring to facilitate adoption and effective implementation of FCTC-compliant policies in African countries.

One of the activities of this project is the development of a resource mobilization strategy. To this end, ATCA is seeking a qualified consultant who will support not only the elaboration of the strategy but also assist in its implementation.

SPECIFIC TASKS

ATCA requires the selected consultant to carry out the following tasks:

- Get familiarized with ATCA's strategic plan to better understand the needs and desired outcomes
- Consult with the ATCA team to better understand the vision, mission and focus areas of the alliance
- Explore potential donors in tobacco control and related issues (including Non-Communicable Diseases and Sustainable Development Goals), and determine the best fit for ATCA interventions
- Develop a plan for pursuing new donors (traditional and non-traditional) and obtaining funding for ATCA's work
- Recommend ways to develop and maintain strategic partnerships and engagement with key donors (past, present and future)
- Assist ATCA's staff in preparing and submitting two project proposals
- Reinforce the capacity of the staff in resource mobilization and proposals writing

Deliverables

- A draft resource mobilization strategy document detailing the following :
 - A mapping of donor interests, priorities, funding windows and clear actions that should be taken to mobilize funds and develop/maintain relationships with donors;
 - An overview of ATCA's current situation, analyses of past funding experiences, future opportunities and strategies, and a time-bound action plan to systematically search for and raise funds;
 - An outline of a series of fundraising materials that need to be produced to secure funding and raise the profile of ATCA ;
 - A plan proposing actions to build the capacity of ATCA's staff in mobilizing and leveraging resources through partnerships and other approaches like proposal writing and crowdfunding;
 - A mechanism to develop and maintain partnerships
- A database of potential donors
- At least two proposals for submission to donors
- Final resource mobilization strategy document
- ATCA's staff trained in resource mobilization and proposals writing

Profile of the consultant

The consultant must have the following qualifications, skills and competencies:

- a) Advanced University degree (Master's degree or above) in non-profit organisation management, public health, communication, international development or any other related field.
- b) Good knowledge and experience in fundraising, crowdfunding and resource mobilization, preferably in an international setting.

- c) Fully conversant with the tobacco control context in the African region.
- d) Proven track record of writing high quality and funded concepts/proposals
- e) Possess capacity building skills.

Experience in resource mobilization for public health and especially tobacco control and Non-Communicable Diseases (NCDs) initiatives, would be an asset.

TIMEFRAME

- ✓ **16 December 2019** : Start of work
- ✓ **10 January 2020** : Submission of the draft resource mobilization strategy
- ✓ **07 February 2020** : Submission of the final resource mobilization strategy

OTHER CONDITIONS

The selected applicant will ensure a high level of proficiency while developing the resource mobilization strategy.

Any application received after the closing date will not be considered.

ATCA reserves the right to award the contract to any applicant it considers qualified.

ATCA shall not in any way be obliged to reveal, or discuss with applicants, the proposal assessments, or provide information relating to the selection process.

ATCA does not hire the services of consultants directly or indirectly associated with the tobacco industry.

EXPRESSION OF INTEREST

Interested consultants should submit a proposal, structured to include the following information:

- (i) Name, address and contact details
- (ii) Curriculum vitae
- (iii) Stated experience in the above required technical area(s)
- (iv) Proven record in similar consultation
- (v) Financial proposal

DEADLINE FOR APPLICATION

Applications should be sent not later than **December 6, 2019** at 5.00 pm GMT by email to: info@atca-africa.org. Specify in the mail subject: “**Resource Mobilization Consultancy**”.

FURTHER INFORMATION

For questions related to this call, please contact: Ms Irene Senouvor at senouvor@atca-africa.org. Tel.: +228 22 25 15 80 /83