

Terms of Reference

Development of AWDF's Resource Mobilisation Strategy

About the African Women's Development Fund (AWDF)

The African Women's Development Fund (AWDF) resources, strengthens and upholds women's rights and feminist organisations and movements across Africa, in order to make gender justice a reality for all on our continent and worldwide. We envision a world where freedom and dignity are achieved for all, and where gender justice is a reality for African women, girls and gender-diverse people. Our mission is to fund, strengthen and uphold the organisations and movements led by African feminists, women, girls and gender-diverse people, in pursuit of gender justice and social transformation. By specialising in grant-making and focused, tailored movement-building programmes, we work to strengthen and support the work of African women's organisations. By amplifying and celebrating African women's voices and achievements, AWDF supports efforts that combat harmful stereotypes, and promote African women as active agents of change. Today, AWDF's grant making practices are built to support the initiatives of African women who may not have access to mainstream funding due to capacity, language, location, and marginalisation.

We have started implementing our new ten-year (2023-2033) strategic framework ([Lemlem](#)) to guide our efforts to advance gender equality and gender justice for girls, women, and gender-diverse people across Africa. At its core, Lemlem focuses on resourcing, nurturing, and strengthening African women, feminist groups, organisations and movements to achieve transformative change. A key strategic priority within Lemlem is to grow and manage AWDF's financial resources to sustain our ambitions and progress towards financial security. AWDF aims to particularly focus on generating and attracting the type of funding that will give us the flexibility we need to better resource, amplify, and sustain our movement partners – especially long-term, flexible, and unrestricted funding.

To meet this ambition, AWDF is recruiting a consultant (or teams of consultants) to act as a Resource Mobilisation Accelerator - a Resource Mobilisation strategist and expert who can assist the team in ensuring our resource mobilisation strategy, donor relationship management, practices and competencies are aligned with our new strategic vision. The Resource Mobilisation Accelerator's work will run over a period of six months, and include an accompaniment program for key staff at AWDF around donor relationship management.

Purpose of the Consultancy

To develop AWDF's comprehensive resource mobilisation strategy that provides an overview of AWDF's current and potential funding and resource mobilisation opportunities in the funding and philanthropy spaces aligned with AWDF's ten-year strategic framework; and includes an accompaniment program in support of the implementation of the RM strategy.

Key Deliverables

1. Present to AWDF an inception report based on a desk review of AWDF's current funding model and architecture and interviews with the Board and staff.
2. A comprehensive resources mobilisation strategy that includes:
 - a. A needs assessment that clarifies AWDF's current situation (including current organisational gaps, i.e., funding and capacity gaps) and provides relevant recommendations and options for an ideal resource-focused AWDF.

- b. Financial and technical needs and requirements for implementing the strategy
 - c. A well-laid-out business case assessing AWDF's scope of work, needs, and the value potential funding partner would derive from AWDF.
 - d. A detailed plan that outlines timelines and targets for implementing proposed recommendations and actions.
 - e. A stakeholder engagement matrix that would define AWDF's engagement with its funding partners – including African philanthropies, high net-worth individuals, and private-sector (foundations, corporate funds)
 - f. An illustrative donor/funding matrix providing details on funding partners, interests and priorities – including African philanthropies, high net-worth individuals and partners, the private sector (private foundations and corporate funds), and public funding.
3. A Communications plan on options and recommendations for approaching potential funding partners.
 4. An accompaniment methodology, plan, and delivery, for the Partnerships and Philanthropy Team and Executive Office to implement the RM strategy, with a focus on donor relationship management, and proposal and report writing.

Scope of Work

The consultant/s in consultation with AWDF's Executive Office, Partnerships and Philanthropy Department, and other AWDF departments, shall incorporate the following:

1. Consult AWDF's team, including its board of directors, executive team, and staff members, to understand AWDF's mandate, architecture, and funding priorities.
2. Review and assess AWDF's current ten-year strategic framework, funding model, current and past agreements, previous and current project and work plans to design strategies to address funding and capacity gaps and needs aiming to achieve desired outcomes.
3. Identify and analyse AWDFs existing donor partners and potential funding partners' (African and global) interests and values to map the feasibility of securing funding for supporting AWDF's mandate.
4. Assess options for long-term, unrestricted, flexible funding within existing and potential funding partners and recommend ways to access and leverage resources. This should include African philanthropies, high net-worth individuals and partners, the private sector (private foundations and corporate funds), public funding, individual giving, and non-traditional funding outlets that AWDF could explore to mobilise and leverage resources.
5. Review AWDF's current ways of engaging funding partners (past, present, and future) and recommend options for developing and maintaining strategic partnerships and engagements.
6. Identify required mechanisms for resource mobilisation and the strategic expansion of funding and technical support within AWDF, including innovative and non-traditional initiatives towards stabilising the financial flows.
7. Provide training and accompaniment to the Partnerships and Philanthropy team and Executive Office in the early stages of the implementation of the RM strategy, specifically on donor relationship management, and report and proposal writing.

Duration of the Consultancy

This assignment will last 6 months, and will ideally start in October 2023. The complete Resource Mobilisation Strategy is expected by December 2023, with an inception report due

early November 2023, the Communications Plan and Accompaniment methodology and Plan by January 2024, and the Accompaniment delivery in the first quarter of 2024.

Management of the consultancy

AWDF's Partnership and Philanthropy Department will oversee the execution of this work and coordinate the day-to-day activities. They will establish an administrative and technical support mechanism, including compiling and forwarding all the necessary project documents and providing all required logistics.

Consultant's profile and qualifications

AWDF seeks to engage consultant/s skilled in resource mobilisation, fundraising, partnership management, and relationship building with extensive experience in engaging bilaterals, foundations, international non-governmental organisations, the private sector, high net-worth individuals, individual giving, and non-traditional funding options. Moreover, consultant/s should possess a deep understanding of the intricacies involved in individual giving and be adept at leveraging such opportunities to maximise financial support for AWDF's vital initiatives. With a focus on sustainability and long-term growth, the consultant/s will play a pivotal role in identifying and capitalising on innovative funding mechanisms, ensuring AWDF's continued ability to empower African women and drive positive social change throughout Africa and beyond. The consultant/s profile and qualifications are as follows:

1. The consultant/s must have an Advanced university degree in Social Sciences, International Relations, Development Studies, Economics, Finance, Planning, Business Management, Communications, or other related fields.
2. The consultant/s must have extensive experience in the development sector – preferably experience working with internal resources as needed for effective resource mobilisation (staffing, systems, and processes).
3. The consultant/s must have demonstrable experience and knowledge of working in the non-profit or non-governmental organisation sector or on women's rights and gender justice and organising in the Global South.
4. The consultant/s must have experience developing value propositions and business models and mobilising resources in Africa or globally.
5. The consultant must understand feminism, advocacy, women's funds and the women's rights donor environment.
6. Experience engaging the private sector, high net-worth individuals, individual giving, and non-traditional funding options is preferred.
7. Strategic thinking, analytical and planning skills.
8. Proficiency in English.
9. Commitment to AWDF's values of feminist leadership, accountability, diversity, respect, and solidarity is essential.

How to Apply

Interested applicants should send a brief technical and financial proposal by **Friday 15th September 2023**, to Afua Gyapomaa at afua@awdf.org - Proposals should include CV and an overview of previous experiences in a similar capacity.