

REQUEST FOR PROPOSAL TO CONDUCT A FUNDRAISING MARKET RESEARCH AND DEVELOP A FUNDRAISING STRATEGY FOR SOS CHILDREN'S VILLAGES IN NIGERIA

Background of SOS Children's Villages Nigeria

SOS Children's Villages is a non-governmental social development organization that works in 139 countries and territories to find the most appropriate response to the situation of children without parental care and those at risk of losing parental care. This, we uniquely do by providing enabling family environment with practical support over the long term, so that each child and youth can develop resilient relationships to face life's challenges. Since 1973, we have been active in Nigeria, with a presence across the country in Lagos, Ogun, Plateau, Oyo, Kaduna, Borno and Edo states as well as the Federal Capital Territory. SOS Children's Villages' mission is to build families for children in need, help them shape their own future and share in the development of their communities. Uniquely, we provide long-term, family-like care for children who have lost parental care (Alternative Care), and we work with vulnerable families and communities to help strengthen them and prevent child abandonment (Family Strengthening). Our other care solutions include Youth Development Health, Education, Advocacy and Emergency Response.

Overview of Project

There is a massive amount of data already available at both country and regional levels. The consultant will do market research, collate relevant data, identify new opportunities and constraints for in-country fundraising and make recommendations on how best we can position ourselves to maximize those opportunities.

SOS Children's Villages in Nigeria is seeking to support and strengthen its fundraising strategies and ambitions as we seek diversity in our funding portfolios. To deliver on our mandates and ensure they are fully funded, it is necessary for SOS Children's Villages in Nigeria, to ensure our programmes are financially sustainable. As such, SOS Children's Villages in Nigeria is now looking to develop a holistic fundraising strategy, which will clearly outline the key actions, timescales and resources needed to meet its target.

SOS Children's Villages in Nigeria is therefore looking to engage a consultant's support to assess the donor environment in the country. The contracted consultant will conduct market research and develop a fundraising strategy.

Objective of the Project

To support SOS Children's Villages in Nigeria to identify opportunities available in the country, it's seized and how to:

- Collate intelligence/Mapping of opportunities already available in the country.
- Identify new and potential Funding Mechanisms/Opportunities in Nigeria and analyze their respective priorities Identify and isolate opportunities and challenges that might mitigate/help us to harness these opportunities
- Based on the above, write a 5-year fundraising strategy based on the recommendations of the market research on how SOS Children's Villages in Nigeria can position itself to maximize these opportunities.
- The consultant will suggest the channels to seize the potential of each segment of the market as well as identify the related risks and mitigation plan.

Scope of Business Requirements

- (a) A detailed summary of the donor environment in Nigeria with art analysis of the key donor funding trends and opportunities. Challenges and competitor performance.
- (b) Detailed donor overviews for all the institutional and major donors (Individuals, Foundations and Corporations) in Nigeria, highlighting;
 - Strategic Priorities and synergies with SOS Children's Villages in Nigeria priorities and objectives in the region.
 - Funding criteria and eligibility requirements

- Budgets and average funding amounts
- Funding Cycles per agency
- Key contact persons and any connections to them
- Areas for Influence around aid strategies, key policies and development approach
- Application process
- Any risks/considerations around donor engagement

(c) Details on at least four innovative funding mechanisms and approaches for SOS Children s Villages in Nigeria, highlighting:

- Target groups;
- Estimated Investment cost and return on investment
- Development Process
- Risk-related and mitigation actions

The donor scoping report will mostly focus on donors who are local (Individuals, Foundations and Corporations) based or who operate a decentralized giving structure and have the potential to make grants to SOS Children's Villages in Nigeria to avoid duplication of scoping work undertaken by members of SOS Children's Villages in Nigeria.

(d) Key recommendations and priority actions around the fundraising community with a shortlist of priority opportunities identify where opportunities and strategic synergies are maximized.

(e) identification of any consortia of opportunities with other iNGOs or local partners, which should be built and used to leverage future funding partnerships.

(f) identify potential for connection with diaspora individuals and groups to support focal initiatives

(g) Appendices (donor reports and documents shared, interview and meeting notes, etc.)

(h) A 5-year fundraising strategy based on the market research conducted

Key Dates

Activity	Date
Proposal Submission	December 11, 2023
Selection of Firm and Signing of TOR	December 15, 2023
Inception Meeting	December 20, 2023
Review of Findings from Market Research and Initial Draft of Fundraising Strategy	January 12, 2024
Submission of Findings from Market Research, all related resources and Final Draft of Fundraising Strategy	February 9, 2024

General Requirement to the Bid/Requested Proposal Information

In order to be considered as a potential consultant interested organizations should submit their proposal, including the following information.

(1) The technical proposal showing of your firm's services and experience in conducting fundraising market research and developing a fundraising strategy to nonprofit organizations of comparable size and complexity.

(2) Detailed methodology/approach demonstrating how you will execute this assignment including sequence and timeline.

(3) Financial proposal

(4) Company or Individual profile

(5) The names and contact information for other similar-sized clients that have been serviced by your firm

(6) The Consultant will be required to sign an NDA

(7) Letter of reference from three previously serviced organizations.

Note:

- SOS Children's Villages in Nigeria reserves the right to extend, reduce, or terminate the contract and/or suspend payments if the consultant does not perform according to the RFP in its entirety.
- The bidder shall bear all costs of the bid; costs of a proposal cannot be included as a direct cost of the assignment.
- The proposal and all supplementary documents have to be submitted in English. In addition, the bidder has to cover all translation costs related to field interviews.
- The financial bid needs to be stated in Naira.

Profile of interested Consultant includes:

- Experience working in the national/international aid environment with institutional donors and civil society
- Demonstrated understanding of national funding environment and trends
- Conversant with the national socio-economic and political environment
- Proven research, analytical, communication and report-writing skills
- Good contacts and relationships with people working in donor agencies nationally

Prospective consultants should outline their experience to undertake this type of research, advising of fees and providing the methodology and a budget outlining the total cost of the work undertaken

- Physical and verifiable presence in Nigeria

Key Documents and Resources available

The appointed consultant will work primarily with the Fund Development Manager; with the support of the Senior Management Team. The consultants will be provided with the following:

- SOS Children's Villages in Nigeria Strategy Documents
- SOS Children's Villages in Nigeria's global and regional strategy
- Relevant SOS Children's Villages in Nigeria frameworks and policies (both international and for SOS Children's Villages in Nigeria)
- Reports of relevant studies conducted at the regional level
- Overview of SOS Children's Villages in Nigeria funding portfolio and pipeline.

Evaluation of RFP

All RFPs received (Technical and financial proposals) will be evaluated based on the requested proposal information and on cost vs-benefits basis.

Ownership of Material, Intellectual Property Rights

Any studies, reports, donor profiles, interview transcripts or other material (graphic software or otherwise) prepared/or collected by the consultant under this contract are the property of SOS Children's Villages in Nigeria.

Submission of RFP

Proposal to this RFP should be addressed to the contract information below and emailed in documents to soscv.procurement@sos-nigeria.org no later than **5pm December 11, 2023**. Proposals should be addressed to

The National Director

SOS Children's Village Nigeria

12B Abu Obe Street, Gwarimpa, Abuja

Note that the submission of false information will lead to an automatic disqualification and only shortlisted contractors will be contacted.

SOS Children's Villages Nigeria reserves the right to accept or reject any application without giving any excuses.