

Consultancy: Smart Fundraising for Inclusive Land Governance

Introduction

About Both ENDS

Both ENDS is a human rights and environmental justice organisation working towards a world in which human rights are respected, gender justice is realised, and the environment is fostered and protected, thus assuring a life in dignity and prosperity for all. Our mission is to strengthen civil society globally to gain critical influence over decisions and activities that affect people's rights and the environment. We are a Dutch NGO with an international network of civil society organisations working from the grassroots up to the global level. Our network of partner organisations around the world is, and always has been, the starting point of our actions.

About Inclusive Land Governance

Land governance is a cross-cutting issue that has always been central to much of the work we and our partners do. For that reason, Both ENDS has committed to improve the way we work with our partners on land governance issues and to mobilise more resources for both inclusive land governance initiatives and empowering a wide and diverse network of civil society organisations from Asia, Africa and Latin America united in their ambition for inclusive land governance ('ILG'). These organisations identify, promote, implement and upscale ILG practices, work with local communities on land rights agendas, and advocate towards their local and national governments for land justice reforms. Both ENDS' expertise lies in building international networks of like-minded organisations, linking local realities to international policy arenas, and connecting civil society organisations with funders. We want to channel more funding to local organisations to, for example, promote participatory land use planning, to secure the right to free, prior and informed consent (FPIC) of Indigenous Peoples and meaningful participation (especially for women) in community decision-making, and to implement the UN Voluntary Guidelines on the Responsible Governance of Tenure of Land, Fisheries and Forests in the Context of National Food Security (the 'VGGTs').

More information about Both ENDS' ILG work can be found here: <https://www.bothends.org/en/Our-work/Alternatives/Inclusive-Land-Governance>

The assignment

Both ENDS is looking for an experienced consultant to contribute to our ILG ambition by identifying concrete funding strategies that will enable the implementation and expansion of local ILG practices and the strengthening of Both ENDS' global ILG partner network (e.g. network coordination, meetings, exchanges and peer-to-peer learning, capacity building, etc.). To this end, we would like an external consultant to appraise Both ENDS' strengths and weaknesses in engaging with donors, to research potential funding opportunities for Both ENDS' ILG goals, and to provide concrete advice on those opportunities and ways Both ENDS could position itself to successfully mobilise more funding for ILG initiatives (including, for example, collaboration possibilities with external strategic actors, strengthening our narrative on ILG and its presentation to particular donors).

Rationale of this assignment

Together with Both ENDS partner network, we have extensive experience, capacities, knowledge and skills on ILG. However, mobilizing additional resources to work with local partners to develop and implement ILG programmes remains a challenge. We aim to strengthen our fundraising position. We would like to broaden and intensify our relationships in the donor community through a deeper understanding of donor priorities, interests, agendas and funding cycles. This will help us identify the most promising fundraising leads and develop clear, well-informed strategies to pursue them.

Scope

The assignment is directed at identifying funding opportunities and strategies for (i) supporting local partners to increase, expand and upscale their ILG projects and practices; and (ii) strengthening Both ENDS' global ILG network (e.g. by further exchanging knowledge and skills and/or engaging in joint strategizing and actions).

In terms of the funding sought, we are looking for funding opportunities above 1 million euro per year for a minimum of three years that could be accessible to Both ENDS within the coming five years (including, for example, via public calls, closed application processes, and/or invitation).

In terms of the kind of donors, no distinction is made between public and private donors; Both ENDS and partners have (potential) funding strategies to work with. Yet, we are especially interested in learning about other strategies and type of donors that would be interested in funding ILG work (within the scope above) and how we can best engage with them.

We explicitly make no limitation on the purpose of potential funding opportunities that the consultant may include. As noted above, land governance is directly and indirectly relevant to a broad scope of issues. While funding targeted at land rights, land tenure and/or land governance objectives is an obvious starting point, we especially encourage innovative approaches in identifying potential funding opportunities and in developing potential funding strategies.

Main objective

The main objective of this assignment is to identify promising fundraising opportunities and develop funding strategies, of which at least three are concrete strategies to address cold prospects, leading to exchanges and propositions vis-à-vis potential donors and strategic partners that will mobilise new funding to support the ILG activities of Both ENDS' partners and strengthen Both ENDS global ILG partner network.

Outcomes & Outputs

The foreseen outcomes include:

1. Both ENDS has thorough understanding of priority fundraising opportunities and donors for Both ENDS' ILG work.
2. Both ENDS has a comprehensive understanding of the donors with the highest potential for ILG and strategies on how to engage with each of them (through a roadmap). .

3. Both ENDS has a clear, detailed and concrete Action Plan to pursue at least three targeted priority funding opportunities

The foreseen outputs include:

1. a report of the consultant's conclusions and recommendations that includes a list of donors and funding opportunities and prioritization that fall within the scope of the assignment;
2. a Roadmap to build/deepen engagement with 10 or more donors with the highest potential for ILG (including currently cold prospects) based on the consultant's engagements with donors and an analysis of their funding mechanisms, requirements, priorities, interests and future plans;
3. a clear, detailed and concrete Action Plan for pursuing at least three targeted priority funding opportunities donors (identified in consultation with Both ENDS during the assignment and including currently cold prospects), based on the consultant's engagements with donors. The Action Plan includes advice and recommendations on:
 - a) entry points and actions to be taken to engage with specific donors to turn cold prospects into warm leads and build engagement on a more structured basis;
 - b) actions to be taken on the narrative and positioning of Both ENDS and partners which resonates with these donors
 - c) potential strategic partners to approach and collaborate with in order to strengthen the proposition as a potential grantee from the perspective of target donors.
4. several consultations (physical or online) with Both ENDS staff during the term of the assignment to convey and discuss preliminary findings and recommendations, to seek further input and instructions, and to develop and refine the Roadmap and Action Plan.

Should we succeed in developing promising strategies for funding and strategic partnerships, Both ENDS may be interested in extending the collaboration with the consultant for the implementation of those strategies. This would include preparing and facilitating (further) conversations between Both ENDS, partners and potential donors and providing advice and/or support on specific funding applications.

Approach

To ensure ownership of the outcomes of this assignment, this process will need to be a collective effort by the consultant, Both ENDS and its partners. To that end, staff at Both ENDS will have capacity to contribute to this assignment. We foresee an interactive process with regular discussions on intermediate findings and next steps. Hence, it would be helpful if the consultant shares their main results and recommendations at regular intervals in an easily accessible, concise format. In doing so, we hope to spark and maintain a constructive dialogue with the consultant, whilst also ensuring joint learning and ownership. In particular, we envision that the Roadmap (Output 2) and Action Plan (Output 3) will be developed by the consultant in consultation with Both ENDS based on the conclusions and recommendations in the consultant's report (Output 1).

The consultant will be responsible for conducting research on and analysing the donors and funding opportunities that fall within the scope of the assignment. They will be required to coordinate with Both ENDS and partners when appropriate to support their research and engagement with donors, to proactively raise questions and seek clarification, and to ensure that results and recommendations are communicated clearly in writing and verbally.

In conducting their research, the consultant will be required to go beyond publicly available information and engage directly with donors and past and/or existing grantees. For this reason, applicants with experience in fundraising, in working in or with donor agencies, and with existing relationships with relevant donor agencies, will be treated favourably.

Please note that this assignment could be split up in different components between consultants if that contributes to the quality of the outcomes.

We request that interested candidates propose a more detailed approach to completing this assignment in their Expression of Interest.

Budget and timeline

We aim for an immediate start of this assignment after contracting, and expect the consultant to finalise the assignment within a period of six months from commencement. We ask interested candidates to propose a feasible timeline and budget for this six-month assignment in their Expression of Interest.

Profile of the consultant

We welcome proposals that include one or more consultants (if your expression of interest includes two or more consultants, please specify the proposed division of labour).

The ideal consultant(s) for this assignment has/have the following profile:

- Strategic and creative thinker in search for funding and collaboration possibilities;
- Strong donor network;
- Working experience in and knowledge of the donor landscape;
- Demonstrated track record in fundraising and acquisition, preferably related to the governance of natural resources, forests, water, or land;
- Experience working with or for civil society organisations on inclusive land governance;
- Strong written and verbal communication skills;
- Broker who can facilitate meaningful and strategic conversations;
- Ability to formulate analysis and results into practical and actionable recommendations;
- Ability to deliver high quality, attractive and concise outputs in a timely manner.

Requirements for the Expression of Interest

The Expression of Interest for this assignment should contain:

- A short motivation letter;
- A proposed Work Plan including: approach, description of planned activities, outputs and outcomes, and a timeline;
- A detailed budget indicating the number of days and rates per day; and
- A CV (of all applicants) including references (preferably relevant to fundraising/donor experience).

Deadline

13 December 2020.

If you wish to apply, please email your complete Expression of Interest to Michael Rice (m.rice@bothends.org) and Stefan Schüller (S.Schuller@bothends.org) under the subject '*Expression of Interest: Inclusive Land Governance*'.

Should you have any questions or need more information in preparing your Expression of Interest, please do not hesitate to contact Michael Rice and Stefan Schüller.