



## REQUEST FOR PROPOSAL

### CONSULTANCY 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 136 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 an 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. Our care solutions include Alternative Care for Children, Family Strengthening, Youth Development, Advocacy and Humanitarian Action. We strengthen vulnerable families and prevent child abandonment through direct family empowerment (DFE) and community empowerment.

#### Overview of Project

In line with the organization's strategic goals of increased level of MA self-sufficiency with the aim to increase its funding base and move towards greater sustainability, SOS Children's Villages seeks to engage the services of a consultant/firm to conduct comprehensive fundraising market research and develop a tailored and robust fundraising strategy aligned with the organization's mission and objectives, to sustain and expand its impactful programs, by leveraging market opportunities, significantly increase its local income generation capacity and decrease its reliance on international subsidy income.

#### Objective of the Project

The overall objective of this consultancy is to:

- **Conduct Market Research:** Identify and analyze potential fundraising opportunities within Nigeria, with a focus on corporations, foundations, major donors, individuals, HNI, and other funding sources.
- **Develop a Fundraising Strategy:** Formulate a strategic plan that outlines clear, actionable steps to increase and diversify funding streams and achieve financial sustainability.

#### Scope of Business Requirements

The contracted consultant will conduct market research, assess the donor environment in the country and develop a fundraising strategy to meet the following objectives.

The consultant will undertake the following tasks:

##### Phase 1: Fundraising Market Research

- Detailed analysis of the donor environment and current fundraising landscape in Nigeria, highlighting.
  - Key donor funding trends, opportunities, challenges and competitor performance,
  - Detailed donor overviews for all the institutional and major donors (Individuals, Foundations and Corporations) in Nigeria,
  - Funding cycles, criteria and eligibility requirements (donor agencies),
  - Budgets and average funding amounts (donor agencies),
  - Key contact persons and any connections to them (corporates, foundations, agencies),
  - Areas for Influence around aid strategies, key policies and development approach,
  - Any risks/considerations around donor engagement,
  - Target groups,
  - Estimated Investment cost and return on investment,
  - Development Process, risk-related and mitigation actions,
- Identify new (5) and innovative potential funding mechanisms in Nigeria and analyze their respective priorities
- Identify and evaluate potential donors and funding sources (corporate entities, foundations, high-net-worth individuals, and institutional donors).



- Assess the fundraising practices of comparable organizations to identify best practices.

- Map stakeholders and funding priorities relevant to SOS Children's Villages Nigeria's mission.

#### Phase 2: Fundraising Strategy Development

- Define clear fundraising goals and objectives for SOS Children's Villages Nigeria.
- Develop strategies and channels to engage and secure support from identified funding sources.
- Propose innovative approaches to digital fundraising, face to face fundraising, corporate partnerships, and donor retention.
- Key recommendations and priority actions around the fundraising community with a shortlist of priority opportunities identifying where opportunities and strategic synergies are maximized.
- Identification of any consortia of opportunities with other INGOs or local partners, which should be built and used to leverage future funding partnerships.
- Identify potential for connection with diaspora individuals and groups to support local initiatives
- Create an implementation plan with timelines, performance indicators, and monitoring frameworks.
- Appendices (donor reports and documents shared, interview and meeting notes, etc.)
- A 5-year fundraising strategy based on market research conducted.

#### Deliverables

The consultant is expected to deliver the following:

1. Inception Report: A detailed work plan, methodology, and timeline for the assignment.
2. Market Research Report: Comprehensive findings on fundraising opportunities, donor mapping, competitive analysis and actionable recommendations.
3. Fundraising Strategy: A strategic plan with the following priorities:
  - Fundraising goals and priorities.
  - Strategies for donor acquisition, retention, and engagement.
  - Resource requirements for successful implementation.
4. Presentation of Findings: A presentation to SOS Children's Villages Nigeria's management team summarizing key findings and recommendations.

#### Minimum Requirements

The minimum requirement to qualify and get engaged as a consultant would include but not limited to the following:

- Minimum of a master's degree in relevant fields such as Business Administration, Fundraising and Philanthropy, Marketing, Development Studies, Social Science, Non-Profit Management Research Methodology, Public Relations, Sociology, Psychology or International development. Proven work experience will be an added advantage and may be preferred.
- Minimum of 5 years of proven competence and experience in conducting needs assessment, fundraising, market research, and strategy development for INGOs, NGOs/NPOs and/or Government.
- Strong understanding of the fundraising landscape in Nigeria and/or international markets.
- Demonstrated success in developing and implementing effective fundraising strategies.
- Excellent analytical, facilitation, report writing, and presentation skills.
- Familiarity with child-focused or humanitarian organizations is an added advantage.
- An excellent collaborative work style, with openness to change and ability to receive/integrate feedback.
- Good business networking skills and reach.
- The ability to work under pressure and tight deadlines.
- Demonstrated integrity and ethical standards.
- Fluency in most relevant languages for the locations (Hausa/Yoruba).



### Reporting and Supervision

The consultant will report to the National Director of SOS Children's Villages Nigeria or their designated representative. Regular updates and meetings will be scheduled to ensure progress alignment.

### Application Deadline

Proposals must be submitted no later than March 3, 2025, with the subject line: Consultancy for Fundraising Market Research and Strategy Development.

The assignment is expected to be completed within 12 weeks from the commencement date, including submission of all deliverables and feedback integration.

### Evaluation Criteria

Proposals will be evaluated based on:

- Understanding of the assignment and proposed methodology.
- Relevant experience and track record.
- Cost-effectiveness of the financial proposal.
- Quality and clarity of the proposal.

### Application Procedure

Interested applicants who meet the job requirements and qualifications and with the right personal attributes are invited to complete and submit the following:

1. Technical Proposal: Detailing the proposed approach, methodology, work plan and timeline.
2. Financial Proposal: A detailed budget, including consultancy fees and any anticipated expenses.
3. Profile and References: CV(s) and brief description of the consultant(s) outlining experiences and at least three references of similar assignments completed.
4. Sample work that is similar to this assignment.

All applications should be sent to [soscv.procurement@sos-nigeria.org](mailto:soscv.procurement@sos-nigeria.org) latest March 3, 2025.

### Budget

Description	Days	Unit price	Total
Consultancy days	90		

*SOS Children's Villages Nigeria is committed to ensuring the highest standards of ethics and professionalism in this engagement. We look forward to collaborating with a consultant who shares our vision of creating sustainable futures for children in need.*

