

## FUNDRAISING CONSULTANCY

### Terms of Reference (ToR)

#### Background

The Partnership Brokers Association (PBA) is a not-for-profit, UK-registered company, with a specialism in training on the management of collaborations (what we call partnership brokering).

Until recently, we have operated on a self-funded basis, where PBA's running costs (at around GBP£200,000 to date, though plans for 2025 are nearer GBP£300,000) are derived from income earned from our work. Our major sources of income are: training; supporting services and contributions from Associates.

This model was deeply impacted by the lockdowns in response to the COVID pandemic; and though we are recovering steadily and well, we are also aware that our business model needs to adapt to the changed context of our work.

As a first step, we need to create some financial flexibility - room to maneuver - in order to be able to invest in a thorough review of our business model and associated structures and systems.

For this reason, we have prioritised a short-term investment in professional fundraising capacity, to source unrestricted funding for PBA to sustain and diversify our income and to guide the shaping of our new business model.

Previous (internal) efforts to create new funding opportunities for PBA have generated resources that can be drawn upon. We would wish the consultant to refer to these and build upon them in this current assignment. They include: a fundraising plan (Feb 2023); a tentative 'mapping' of funders that might potentially be interested in PBA's work; and various materials describing PBA's mission and work. These materials will be made available on commencement of the work; they will need adapting and updating before final use.

#### Activities:

- Meet with a small 'fundraising working group' within PBA, to be introduced to the Association, its culture and ways of working.
- Liaise closely with the Leads for Marketing & Communications and for Learning.
- Consult other PBA Associates as necessary. These may include, but are not limited to: Associates leading different portfolios of work (the 'Leads'); members of the Stewardship Team (ST); members of the fundraising working group for individual meetings; PBA Board.
- Review, update and finalise existing fundraising materials.
- Develop a plan based on discussions and review of documents.

- Identify potential new donors and refer potential funding opportunities.
- Contribute to the development of a fundraising strategy.

### **Deliverables**

- A list of potential donors, spanning different continents (i.e. not limited to Europe given PBA's global reach). Development of this list could, for example, tap into contacts that PBA Alumni identify and could help to leverage.
- A mid-term progress report to the Stewardship Team.
- Arrange meetings with at least 4 potential funders.
- A draft fundraising strategy.
- In close consultation with the Marketing and Communications Lead, contribute to communications materials, to help increase PBA's visibility and fundraising activities.

### **Reporting**

The consultant will be supervised by the member of the ST focused on fundraising: Rebecca Maurer.

The consultant will have close ongoing communication with the 'fundraising working group' of PBA Associates.

### **Terms & conditions**

Duration: Starting as soon as possible, and completion by end April 2025 at the latest.

Consultancy fee: A total budget of USD10,000 is available for this work.

### **Profile**

- Proven successful track record in fundraising for the non-profit sector;
- Minimum of 5 years professional experience in fundraising, ideally including in international development;
- Deep knowledge of institutional, philanthropic and private sector funders;
- Ability to work collaboratively with PBA Associates and other stakeholders, including in multicultural groups;
- Excellent written and oral communication skills;
- Fluency in English language - knowledge of another language would be an advantage;
- A strong drive for results;
- A sincere alignment with PBA's values and mission.

If you are interested, please submit your cover letter and CV by Sunday 9th February. Please mark the subject line as Fundraising Consultancy, address it to Rebecca Maurer, PBA Stewardship Team, at [info@partnershipbrokers.org](mailto:info@partnershipbrokers.org)