

Terms of Reference

Consulting Services for a research study of the fundraising markets for Asia-Pacific region.

1. INTRODUCTION

Plan International Asia-Pacific Regional Office issues the Terms of Reference “Consulting Services for a study of fundraising market for Asia-Pacific with detailed mapping of development policy and trends of major donors.

2. ABOUT PLAN INTERNATIONAL

Plan International advances children's rights and equality for girls in over 80 countries. In 2023 we took our mandate to work with and for girls and young people to the next level. Plan's ambition is to drive an impact driven, youth-centered and sustainability focused organization so that 200 million girls can Learn, Lead, Decide and Thrive.

All Girls Standing Strong Creating Global Change is our global strategy and focuses on Girls rights, Youth-centered approach where Plan authentically and consistently co-creates our programming and influencing strategies with young people, their networks, and youth partners as active drivers of change in our programming and influencing and meaningfully involves them in decision-making across the organization and at all levels. Between 2022 and 2027 Plan International's contribution, together with our partners, will positively impact the lives of 200 million girls and those that surround them.

A key priority to achieve this is by Growing Quality Income.

APAC regional hub includes 15 countries in South Asia, Southeast Asia and Pacific Islands. These include Bangladesh, Cambodia, China, Fiji, India, Indonesia, Laos, Myanmar, Nepal, Papua New Guinea, the Philippines, Solomon Islands, Thailand, Timor-Leste and Vietnam. Out of these, Plan has localized fundraising actions in India, Indonesia and most recently in the Philippines. China and Thailand are our topmost priority countries for fundraising.

Our Fundraising offices in APAC include Australia, Japan, Hong Kong and Korea. In addition, APAC programs are supported by the UK, European and North American offices. Plan also has liaison offices for collaborating with the European Union in Brussels and the United Nations in New York and Geneva.

Plan APAC's thematic priorities include:

- Scaling up humanitarian action
- Climate justice including adaptation, resilience, action and moving population
- Civil Society Strengthening
- Ending Child, Early and Forced Marriages
- Skills and Opportunities for Youth Employment & Entrepreneurship

3. GENERAL OBJECTIVE

- Map 30 major donors including institutional, private philanthropies and corporate foundations whose funding priorities are aligned to Plan's mission and strategy and have a focus in above listed APAC countries.
- Advise on diversifying funding streams in APAC particularly for multi-country and regional opportunities.
- Share intelligence on donors' localization trends and implications for fundraising.

4. SPECIFIC OBJECTIVES AND DELIVERABLES

Carry out a market research study of APAC region fundraising, which includes the following content:

- Broad overview of funding trends and data from the last 10 years for different donor groups including institutional, corporate donors and private philanthropists
- Detailed analysis of the present funding context for international NGOs and development policy trends particularly related to global issues such as climate change, inequalities (economics, social, political, gender etc.) shrinking civic space
- Analysis of the fundraising market with corporate donors including corporate foundations
- Analysis of Plan's position among peers (iNGOs in the children, youth, climate and gender sector); what Plan is missing out on, why and where is the most opportunity for Plan to tap into
- Develop and share donor profiling templates for institutional, corporate donors and private philanthropists

5. CONSULTANT PROFILE

Qualifications and experience

- 1) Previous and demonstrable 10 years' experience in donors' market research studies for the development sector
- 2) Deep knowledge of development issues globally and in Asia Pacific
- 3) At least two references from international NGOs regarding consulting work, previously carried out and completed before this call
- 4) Excellent communication, research, analysis and report writing skills

6. INDICATIVE BUDGET AND PAYMENT METHOD

This is open to negotiation based on the methodology presented by the consultant.

7. SUPERVISION AND COORDINATION

Coordination. This consultancy will be carried out in close coordination with the Regional Corporate Partnerships Lead and members of the APAC Growing Quality Income Group (GQI).

Lead person on the part of Plan / Supervision. The supervision and reception of the consulting report and outputs will be finalized by the Regional Corporate Partnerships Lead, under the guidance of Director of sub-region Southeast Asia and China.

8. DURATION OF CONSULTANCY

The estimated time is three calendar months. This consultancy will be done between **1st April 2024** until **30th June 2024**, and closure will be finalized by **30th June 2024**.

- 25th March 2024: Reception of bids
- 29th March 2024: Selection of winning bid
- 01st April 2024: Contract with selected consultant
- 01st April 2024: Start of consulting
- 01st May 2024: Presentation of **exploration phase** results
- 10th June 2024: Presentation of **deep dive phase** results
- 30th June 2024: Closure of consultancy

9. STATEMENT OF ETHICS

Plan International is committed to ensuring that the rights of those involved in data collection or analysis are respected and protected, in accordance with the MERL Ethical Framework and our Global Policy for the Protection of Children and Young People.

All applicants must include details in their proposal on how they will ensure ethics and child protection (where applicable) in the data collection process. Specifically, the consultant(s) will explain how the appropriate, safe and non-discriminatory participation of all stakeholders will be ensured and how special attention will be paid to the needs of children and other vulnerable groups (if applicable).

The consultant(s) will also explain how the confidentiality and anonymity – where relevant - of the participants will be guaranteed.

10. PRESENTATION OF PROPOSALS

All proposals must contain the following:

1. CV(s) of the person(s) or team who will carry out the consultancy;
2. A sample of previous and similar assignment
3. Methodological proposal with detailed research approach and detailed work plan;
4. Financial proposal;
5. Copy of identification documents of the contracting entity (if the person signing the contract does not have the same legal status as the consultant);
6. Official Address
7. Two reference contacts or two written references, referring to selection criteria number 3.

Important: Documents presented must be from the entity or consultant who will legally sign the contract.

Contact information

For asking information, please contact: Sachal.Aneja@plan-international.org

For proposal submission, please send to thailand.procurement@plan-international.org by **March 25, 2024** at 17.00 (Bangkok time) referring ***“Research study of the fundraising markets consultancy”*** on the subject.