**TERMS OF REFERENCE FOR CONSULTANTS/INDIVIDUAL CONTRACTORS**

**TITLE OF CONSULTANCY/ASSIGNMENT**

## BACKGROUND / RATIONALE

UNICEF works in some of the world’s toughest places, to reach the world’s most disadvantaged children. To save their lives. To defend their rights. To help them fulfil their potential. Across 190 countries and territories, we work for every child, everywhere, every day, to build a better world for everyone. And we never give up.

For every child, hope

UNICEF has been engaging with Faith-Based Organizations (FBOs) and religious communities in programme implementation and advocacy work for decades and has counted them as some of the strongest partners at global, regional and country levels. UNICEF’s commitment to upholding the inherent dignity of every child, as expressed in the Convention on the Rights of the Child, reflects values embedded within all the world’s major religious traditions. These values – when shared with faith-based or faith-inspired actors – have translated into partnership and support, including financial, for UNICEF’s programmes.

FBOs and religious institutions have a long history of caring for the most vulnerable. They have deeply rooted traditions of generosity, providing aid and comfort and share UNICEF’s commitment to help the world’s children.

Fully recognizing their role, influence and giving capacities, UNICEF India seeks to increase further its engagement with FBOs and religious institutions to drive change and impact for children. To do so, a thorough mapping study is required to help assess the benefits of existing relationships across the national office and help establish new partnerships with viable prospects.

In the context of a country with over 1.3 billion people, showing deep religious commitment, this mapping exercise will explore and assess the opportunities for engagement within all faiths and all type of religious organizations and institutions, acknowledging that not only do most of the world’s Hindus, Jains and Sikhs live in India, but it also is home to one of the world’s largest Muslim populations and to millions of Christians and Buddhists.

UNICEF India traditionally engages with FBOs, religious institutions and their faith leaders on child rights issues through advocacy, behavior change, the implementation of programmes on ground by mobilizing communities. More recently, their support has also included financial contributions either through their members or their charitable arms.

UNICEF India relies on the voluntary support and donations to sustain and expand its programmes for all girls and boys in India.

Visit this link for more information on UNICEF India: <https://www.unicef.org/india/>

## PURPOSE OF ASSIGNMENT

Fully recognizing Faith-Based Organizations (FBOs)’s role, influence and giving capacities, the Resource Mobilization & Partnerships (RMP) Section at UNICEF India seeks to increase further its engagement with FBOs and religious institutions to drive change and impact for children. To do so, a thorough mapping study is required to:

* Assess the benefits of existing relationships with FBOs and religious institutions across UNICEF India national office
* Help identify a list of viable prospects with their estimated giving potential
* Help identify new opportunities for engagement, resulting in enhanced or new partnerships and financial resources in support of UNICEF’s programmes.

# PROGRAMME AREA AND SPECIFIC PROJECT AREA

Resource Mobilisation and Partnerships Section, Partnerships (Philanthropy)

## OBJECTIVE/S

The objectives, expected outputs, and results to be achieved from this consultancy are as below:

* Landscape Analysis and Mapping of FBOs in India
* Qualified prospect identification

Please refer to the following sections for more details on the exact tasks and deliverables

## MAJOR TASKS TO BE ACCOMPLISHED

* 1. **Conduct a Internal Mapping:**
* Consulting various UNICEF departments, including programmes and advocacy, map UNICEF existing relationships with faith partners. This will include:
  + Implementation partners
  + Advocacy partners
  + Fundraising partners
  + Faith leaders and influencers
  + Members of advisory and working groups
* For each of these areas establish:
  + Qualifying criteria: Benefits for engagement (What do we look for in our partners?)
  + Potential risk for engagement (if any)
  1. **Conduct a landscape analysis**/external mapping

This will have two parts: Internal mapping of existing relationships, and an external mapping of the wider faith context.

* What are the key trends, opportunities, challenges and risks around engagement with faith-based organizations?
* Understand the key motivations for giving within each religion that will help identify shared objectives/topics and potential engagement modalities (e.g., Zakat in Muslim giving)
* Help assess how UNICEF is perceived by faith-based organizations; and their willingness/interest in engaging with UNICEF (versus supporting local NGOs)
* Help identify potential risk for engagement or sensitivities (if any) that UNICEF should be aware of
* Mapping of key networks and forum (e.g., interfaith), identifying key organizations, networks, and individuals and their relative influence, with thematic areas of philanthropy in specific geographies
* Competitive analysis: Highlight what other similar partnerships exist within this space. How does UNICEF compare with its peers? Which peer organizations have high value giving from faith-based organizations?

## Prospect Identification

* Identify prospects among:
  + Faith based and faith inspired organizations and their charitable trusts
  + Faith inspired Indian philanthropists and High Net Worth Individuals (HNWI)
  + Faith based development NGOs
  + Places of worship (e.g., Mega Churches, central Mosques)
* Identify prospects who have the capacity to donate US$50,000 and above (INR 3,700,000) with a particular focus on partners with capacity to sustain support over time to UNICEF. A stronger focus on high value gifts (and not small value donations collected during religious services) is preferred.
* Each prospect should include a profile with a clear indication of their mission, focus, interest, history of donation, willingness to engage, potential engagement modalities, and more
* Using the global feasibility study’s risk identification and mitigation guidance, the list should include awareness of any ethical or reputational risks
* Create a set of recommendations to devise short- and long-term plans to initiate and implement robust FBO income stream, appropriate and viable for the environment, abiding by national Charity regulations

## Reporting :

* Submission of DRAFT report for UNICEF feedback and comments.
* Finalization of report based on UNICEF inputs within 20 days of receiving the feedback.

## DELIVERABLES AND DEADLINES

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.**  **No.** | **Major Task** | **Deliverable** | **Specific delivery date/deadline for completion of deliverable (please mention**  **as date/no. of days/month)** | **Estimated travel required for completion of deliverable (please mention destination/ number of days)** |
| 1. | Internal Mapping | * Internal mapping of existing relationships * Qualifying and risk criteria for partners across internal areas    | 20 days | Not Applicable |
| 2 | Landscape Analysis | Report | 20 days | Not Applicable |
| 3 | Fundraising prospect identification | * Long list of prospects (100+) with contact details (names, phone numbers, email IDs). * Prioritized shortlist of those that reach qualifying criteria with recommendation with proposed engagement   modalities | 30 days | Not Applicable |

4. Final Report submission 20 days Not Applicable

## DUTY STATION

Home based

## SUPERVISOR

Partnerships Specialist, India

## OFFICIAL TRAVEL INVOLVED (ITINERARY AND DURATION)

No official travel envisaged

## ESTIMATED DURATION OF CONTRACT (PART TIME)

3 months approximately.

## QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT (Please use as applicable)

* University degree in Religion, Business Administration, Economics, Marketing, Fundraising, Social Sciences, Development Studies, other related fields is required.
* A minimum of five (5) years of relevant professional experience at national and international levels in research and analysis and/or partnership development.
* Some knowledge of partnerships with the private sector;
* Knowledge of diverse faiths and faith-based landscape;
* Strong analytical and research skills;
* Effective communication skills and ability to communicate with different stakeholders, particularly in a multi-cultural context;
* Outstanding communication, presentation and organizational skills, including experience in facilitating complex discussions across multiple stake-holders;
* Demonstrates integrity and ethical standards;
* Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
* Proficiency in the use of office IT applications and internet in conducting research.

## SELECTION PROCESS (tick one):

1. **Quality and Cost Based Selection (QCBS) OR**

**TECHNICAL EVALUATION CRITERIA (WITH WEIGHTS FOR EACH CRITERIA)**

*Initial shortlisting of the CVs received will be done on the following 2 criteria:*

* + *National and/or International Experience of working/associated/ knowledge of Faith Based Organizations in India*
  + *Experience of desk research and analysis and/or partnership development specifically for the non-profit sector.*
* *80 [Technical] -20 [financial]****.***
* *Shortlisted candidates will be subjected to a Technical Evaluation, which will include a telephonic/skype interview of the candidate {qualifying marks in interview is 56 i.e. 70% of the 80% allotted for technical}:*
* *The objective of the interview will be to judge the candidate on the following parameters:*
  + *Relevant experience (partnerships with Faith Based Organization) – 25 marks*
  + *No of years of experience (both national and international experience) -10 marks*
  + *Communication skills (no. of languages fluency for stake-holder communication in a multi- cultural environment) -10 marks*
  + *Results achieved in terms of knowledge of diverse faiths and faith- based landscape in India and professional experience of desk research and analysis on partnership development in previous roles etc. – 35 marks*
* *Reference checks of the successful candidate, who will be offered the consultancy will be done*

## PAYMENT SCHEDULE

Payment will be linked to deliverables as outlined in the attached financial template. For contractors, payment will be made against a monthly report