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

**Individual contractor for Fundraising for YuWaah**

1. **BACKGROUND / RATIONALE**

In recent years, UNICEF’s work to support the unique needs of young people has gained momentum, as the challenges facing them have come more sharply into view. UNICEF is committed to deliver for all children and adolescents through its overall impact goal of ‘realizing the rights of every child, especially the most disadvantaged.

Building on the current work with, and for, adolescents, in line with the United Nations Youth Strategy, UNICEF is developing a new global partnership, Generation Unlimited (GenU), which is dedicated to expanding opportunity for young people from ages 10 to 24 years. Maximising the potential of the United Nations system, Governments, Civil Society Organizations and the private sector, and of young people themselves, GenU is focused on finding new ways to ensure that every young person is in school, undergoing formal or informal learning or training, or is employed by 2030. The focus will be on reaching those in the greatest danger of being left behind: including girls, the poor, young people with disabilities or on the move, or affected by conflict and natural disasters.

The India version of GenU has been named YuWaah! It signifies catalytic partnerships to unleash the potential of adolescents and young people. YuWaah has been designed to allow co-creation of solutions that are relevant and scalable for ensuring that young people in India have opportunity and choices for learning; have avenues and spaces for functional and vocational training, and can choose between employment and entrepreneurship which are accessible locally.

Through Yuwaah, young people will play a pivotal role in the development and governance of a partnership involving leaders in public, private and civic spheres, informing, advising and helping to implement the change at every step of the way. Specific focus is on adolescents and young people living in remote and poor communities, such as those from scheduled castes and tribes, those living in migrant communities, and those with disability, and girls.

While being incubated by UNICEF, YuWaah will spin off as an independent entity. One of the key factors for it will also be able to be financially sustainable.

1. **PURPOSE OF ASSIGNMENT**

Given the above context, the consultancy is for engaging an experienced fundraiser who can help raise funds for YuWaah mostly through companies and high networth individuals.

**3. OBJECTIVE/S**

The fundraising consultant will work closely with the Partnerships Specialist to map potential partners, manage the outreach, pitch proposals for funding and take the partnerships to formalization

**4. MAJOR TASKS TO BE ACCOMPLISHED**

The main purpose of the consultancy is to raise funds for YuWaah[[1]](#footnote-1) by signing partnerships with companies and high networth individuals. Like any sales process this will also need the consultant to target relevant potential partners on an ongoing basis, engage with them and get them to commit funding for the work YuWaah is doing to contribute to the results it aims to achieve. While the key objective is to raise USD 1 million or more, there are also some activities enclosed which we believe will be important to achieve the income target, build a steady pipeline and demonstrate success on a month on month basis.

* 1. Contact/ meet at least 10 companies or High networth individuals to initiate discussions on funding for YuWaah per month
  2. Prepare and Submit 2-3 proposals per month
  3. Sign partnerships to achieve an income of USD 1 million or more

**5. DELIVERABLES AND DEADLINES**

*Specific service / outputs to be delivered at a specific time as per stated objectives and performance / quality requirements****. Must include capacity building deliverables****.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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** | Contact/ meet at least ten (10) companies or High networth individuals to initiate discussions on funding for YuWaah per month and develop a progressing pipeline of potential partners | * Reports of progress made on new contacts and engagement of contacts | Monthly | Estimates 22 travels in a year of 2 days each |
| **2** | With support from team members at YuWaah finalise and submit 2-3 proposals a month to partners | Reports on proposals and status as well as copies of proposals submitted | Monthly |  |
| **3** | Negotiate agreements with support from Partnerships Specialist | Income generated – Annual target USD One (1) million | Signed donor agreement and income in the bank |  |
|  |  |  |  |  |

**6. DUTY STATION**

Duty Station will be Delhi, with travel to cities like Mumbai and Bangalore where more companies and high networth individuals are located.

**7. SUPERVISOR**

The Contractor, Manager P2E will work under the technical guidance of Chief Operating Officer, YuWaah with overall guidance from Chief of Generation Unlimited, Youth Development and Partnerships.

**8. OFFICIAL TRAVEL INVOLVED (ITINERARY AND DURATION) NIL**

Travel is expected to locations of the potential partners mostly in Mumbai and Bangalore. Expected travel might be about 2 trips per month (2 days each) for 11 months, depending on meetings with potential partners.

**9. ESTIMATED DURATION OF CONTRACT (PART TIME / FULL TIME)**

11.5 months from the start of the contract. Initial contract will be issued upto 31 Dec 2022. The contract for the balance duration will be issued subject to programme requirement, funding availability and satisfactory performance of the candidate.

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

**EDUCATION**

* Post Graduate degree in Information Technology/ Education/Development Studies/ Social Sciences/ Business Administration

**WORK EXPERIENCE**

* A minimum of 7 years of relevant professional experience working on fundraising and partnerships
* Experience of raising more than a USD 1 million/ year for development programmes for at least 2 years- **To be clearly mentioned in the cover letter.**
* A robust understanding of corporates and foundations in India
* Institutional knowledge of the UN/UNICEF
* Experience of working with industry partners

**LANGUAGES**

* Fluency in English and Hindi or any other local language is required

**COMPETENCIES**

* Passion for the mission
* Drive for results
* Leading and influencing (especially with Partner ecosystems)
* Effective communications
* Inclusive leadership
* Analysis

**11. SELECTION PROCESS (tick one):**

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**(A) QCBS (Technical Evaluation Criteria - with weights for each criteria)**

|  |  |  |  |
| --- | --- | --- | --- |
| *S. No.* | *Criteria* | *Maximum* | Minimum |
|  | *Qualification* | *5* | 3 |
|  | *Work Experience* | *10* | 7 |
|  | *Candidates who score overall 10 marks and above as well as the minimum marks in each of the criteria (1) and (2) will be shortlisted for a written test* | | |
|  | *Written test* | *20* | 14 |
|  | *Candidates who score overall 24 marks and above as well as the minimum marks in each of the criteria (1), (2) and (3) will be shortlisted for an interview* | | |
|  | *Interview* | *35* | 25 |
|  | *Total technical score* | *70* | 49[[2]](#footnote-2) |
|  | *Financial – the financial score will be arrived at basis sum of monthly fee and the %age of variable against the target set in the ToR* | *30* |  |

**12. PAYMENT SCHEDULE**

Given that the deliverables depend on how the YuWaah roadmap and strategy roll-out, flexibility with timelines will be maintained. Therefore, the contractors’ payment for the fixed amount will be made against monthly progress reports. Variable fee will be paid basis income in the bank and can be included in the next invoice after it is received.

**13. PERFORMANCE REVIEWS:**

The following performance review will be conducted in the contract period:

1. Annual performance review and evaluation.
2. Quarterly progress of deliverables with action points shared.
3. Monthly deliverable review with UNICEF with action points shared.

1. For partners contributing over INR 75 lakhs we will be able to customize reports and proposals. For partners below that threshold will be thematic funding where a generic report will go to the donor. [↑](#footnote-ref-1)
2. Candidates scoring overall 49 marks as well as the minimum marks in each of the technical criteria will be considered technically qualified and their financial offers will be opened. [↑](#footnote-ref-2)