Request for Proposal
Interim Partnerships & Fundraising Consultant -

RFI n#: 2023-07-FR-CT
Location: Lahore-Pakistan
Application closing: 30-07-2023
Start date: 15-08-2023
End date: 15-11-2023

Better Cotton key contact:
Hina Fouzia
Country Management

All applications must be submitted via bci.pakistan@bettercotton.org.
Questions, requests and applications sent after the deadline (30 07 2023) will only be considered in exceptional circumstances.

Description

Better Cotton is the world’s largest cotton sustainability programme. Our mission: to help cotton communities survive and thrive, while protecting and restoring the environment. In difficult times, we are meeting the challenge head on. Through our network of field-level partners we have provided training on more sustainable farming practices to more than 2.9 million cotton farmers in 26 countries. More than a fifth of the world’s cotton is now grown under the Better Cotton Standard and our membership network includes more than 2,400 members.

More information about Better Cotton can be found on our website: www.bettercotton.org

Background

In Pakistan, Better Cotton has been actively engaged in driving positive change within the cotton sector since 2010. Operating through its dedicated office (Better Cotton Initiative in Pakistan is registered with SECP and working under a service level agreement with Better Cotton, global), the organization has implemented the Better Cotton Standard and collaborated with local stakeholders to improve the sustainability and livelihoods of cotton farmers not only in Pakistan but also in the Central Asia region. These efforts have resulted in significant advancements, fostering the adoption of sustainable cotton cultivation practices and reducing environmental impact throughout the country.
To achieve the ambitious targets outlined in Better Cotton’s 2030 strategy, the organization recognizes the importance of securing additional funding to expand its operations and amplify its impact. To fast-track the fundraising for 2030 strategy, Better Cotton has established “For Planet” and “For People” fundraising accelerators focusing on key environmental and social issues in the cotton sector. This necessitates the appointment of an interim partnerships and fundraising consultant, who will play a crucial role in supporting Better Cotton’s fundraising and partnership initiatives in both Pakistan and the Central Asia region.

Working closely with the Pakistan office, the consultant will collaborate with internal and external stakeholders to develop a comprehensive funding plan that aligns with regional priorities and Better Cotton’s long-term strategy as well as the fundraising accelerators approach. The consultant will identify potential investment opportunities to improve the livelihoods of smallholder farmers, design projects suitable for funding, and establish funding targets for each country within the region. Additionally, the consultant will proactively cultivate relationships with donors, coordinate proposal development, and ensure effective grant management in collaboration with the implementation and management teams.

Moreover, the consultant will actively represent Better Cotton in external forums, raising the organization’s profile and building relationships with local partners and stakeholders. The consultant will identify and leverage joint fundraising opportunities, strengthening partnerships and enhancing Better Cotton’s overall fundraising efforts.

Additionally, the consultant will also focus on the Central Asia region, with an emphasis on Uzbekistan and Tajikistan, recognizing the growth potential and opportunities for sustainable cotton initiatives in these areas. By providing strategic guidance and leveraging their expertise, the consultant will contribute to Better Cotton’s mission of promoting sustainable cotton production and improving the livelihoods of cotton farming communities in Pakistan and across Central Asia.

Scope of Work

PURPOSE / OBJECTIVES / TASKS/ METHODOLOGY

The purpose of this consultancy position is to provide interim support to Better Cotton in establishing and maintaining partnerships, implementing fundraising strategies, and managing grants effectively. The consultant will work closely with the team to develop funding plans, identify investment opportunities, and ensure the organization’s fundraising objectives align with its regional priorities.

The objectives of this consultancy are:

1. To develop a comprehensive funding plan, and identify, cultivate, and manage relationships with donors, both internal and external, across the region.
2. To design new projects suitable for funding and facilitate the development of proposals, including project design, budgeting, and coordination with relevant teams.
3. To enhance the organization’s profile by representing Better Cotton in external forums and building relationships with local partners for joint fundraising opportunities.
4. To provide administrative and team support to the fundraising function, including assisting with the development of fundraising materials, maintaining documentation systems, and collaborating on strategic initiatives.
The consultant will undertake the following tasks:

1. Consult internally and externally to develop a funding plan for Better Cotton’s work in the region, focusing on growth potential in Pakistan and Central Asia while ensuring that the funding plans are aligned with regional priorities, Better Cotton’s 2030 strategy, and fundraising accelerators.

2. Develop new projects suitable for funding and identify potential investment opportunities and set funding targets for each country and overall, for the region.

3. Proactively identify, cultivate, and manage relationships with donors across the region. Assess prospective funding opportunities, liaise with different teams, and develop project concepts.

4. Coordinate the proposal development phase, including drafting proposal content, project design, and collating relevant information. Work with internal teams to design activities and programs, build budgets, and develop logical frameworks.

5. Ensure grant management requirements are well understood by implementation and management teams. Maintain grant files, reporting calendars, and internal documentation systems.

6. Represent Better Cotton in external forums to raise the organization’s profile and build relationships with local partners and stakeholders for joint fundraising opportunities.

7. Collaborate with the Director of Fundraising to support the design and implementation of the Better Cotton Grant Management System.

8. Support overall fundraising development by preparing materials, presentations, and draft MoUs.

The consultant will work in close collaboration with internal teams and external stakeholders, operating under the supervision of the Country Director of Better Cotton in Pakistan. Additionally, the consultant will maintain a matrix reporting structure with the Director of Fundraising, ensuring alignment with the organization’s fundraising objectives and strategies. By leveraging the expertise of various stakeholders and conducting consultations, the consultant will gather essential information to support fundraising and partnership initiatives effectively.

Moreover, the consultant will actively engage in proactive outreach activities to establish and nurture relationships with donors and potential partners. This will involve participating in meetings, forums, and relevant events to promote Better Cotton’s mission and secure funding opportunities. Throughout the process, the consultant will maintain open and effective communication channels, ensuring seamless coordination and collaboration with all stakeholders involved.
## DELIVERABLES

<table>
<thead>
<tr>
<th>Description of deliverables</th>
<th>Technicalities (specific tools, software, number of pages, language, etc.)</th>
<th>Quality requirements</th>
<th>Date of delivery</th>
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<tbody>
<tr>
<td><strong>1 Funding plan:</strong> A comprehensive funding plan outlining the strategies, targets, and action steps for Better Cotton’s operations in Pakistan and the Central Asia region, with a particular focus on Uzbekistan and Tajikistan.</td>
<td>The funding plan should be presented in a professional document format, including clear sections and subheadings. It should be approximately 15-20 pages in length, written in English.</td>
<td>The funding plan should be well-researched, strategic, and aligned with Better Cotton’s 2030 strategy and regional priorities. It should include specific funding targets and recommendations for investment opportunities.</td>
<td>The funding plan should be delivered within 4 weeks from the start of the consultancy.</td>
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<td><strong>2 Donor Relations and Partnership Management Report:</strong> A report highlighting the consultant’s efforts in identifying, cultivating, and managing relationships with donors and partners across the region. The report should provide an overview of key interactions, potential partnership opportunities, and recommendations for strengthening donor relations.</td>
<td>The report should be presented in a concise, professional format, approximately 10-15 pages long, written in English.</td>
<td>The report should demonstrate the consultant’s proactive engagement with donors and partners, outlining the progress made in building relationships and securing funding opportunities. It should include specific recommendations for further enhancing donor engagement and partnership development.</td>
<td>The Donor Relations and Partnership Management Report should be delivered on a monthly basis throughout the duration of the assignment.</td>
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<td><strong>3 Proposal Development Support:</strong> Documentation and support provided during the proposal development phase, including drafting proposal content, project design, annexes, and coordination with different teams.</td>
<td>The proposal documents should be created using standard software tools and guidelines provided by the donor. The number of pages and specific software requirements will vary depending on the project and donor guidelines.</td>
<td>The proposal materials should be professionally written, well-structured, and aligned with donor requirements. They should effectively convey the objectives, activities, and expected outcomes of the proposed projects.</td>
<td>Proposal development support should be provided on an ongoing basis as required, with timely completion of drafts and final versions according to specific project deadlines.</td>
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<td>Fundraising and Partnership Progress Updates: Regular progress updates on fundraising and partnership activities, summarizing achievements, challenges, and recommendations for improvement.</td>
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<td>The updates can be presented in the form of concise reports or presentations, using standard software tools. The length and format may vary based on the specific requirements of internal stakeholders.</td>
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<td>The progress updates should provide accurate and detailed information, highlighting key milestones, lessons learned, and future action plans. They should demonstrate the consultant’s ability to track and communicate progress effectively.</td>
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<td>Fundraising and Partnership Progress Updates should be provided biweekly or monthly, depending on the agreed reporting schedule.</td>
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Interim partnerships and fundraising consultant

Applications deadline: 30 07 2023

Note: The specific dates of delivery for each deliverable will be agreed upon at the beginning of the consultancy, taking into account the overall timeline and project milestones.

High-level Timeline

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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>30 07 2023</td>
<td>All applications must be submitted via <a href="mailto:bci.pakistan@bettercotton.org">bci.pakistan@bettercotton.org</a></td>
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<tr>
<td>31 07 to 05 08 2023</td>
<td>Applications review &amp; shortlisting / Interviews</td>
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<td>By 12 08 2023</td>
<td>The successful applicant will be notified</td>
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<td>Unsuccessful shortlisted applicants will also be notified</td>
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<td>15 08 2023</td>
<td>Start of the consultancy</td>
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EXPERIENCE, SKILLS & COMPETENCIES

The Consultant must have hold following experience, skills & competencies:

- Proven experience in fundraising, partnership development, and grant management in international or non-profit organizations.
- Strong understanding of sustainable development, particularly in the context of agriculture and livelihoods.
- Demonstrated ability to develop and implement fundraising strategies, including donor identification, cultivation, and relationship management.

In addition to skills, competencies and expertise, we will consider value for money and demonstrable commitment to the sustainability field to evaluate applications.

Application Requirements

Proposals responding to this Request for Interest should be a maximum of 4 pages (excluding CVs), and include the following:

- Similar work done previously in the same or a related field to the service being sought after by BCI
- Pricing for services, including rate(s) for not-for-profit organizations
- Key differentiators/unique Selling Point:

We thank all applicants for their interest; however only shortlisted applicants will be contacted.
Better Cotton is committed to good practice and transparency in the management of natural, human and financial resources. All applications will be reviewed under the principles and subject to Better Cotton’s policies on equal opportunity, non-discrimination, anti-bribery & corruption and conflict of interest.