

REQUEST FOR PROPOSALS: RESOURCE MOBILIZATION CONSULTANCY

ORGANIZATIONAL CONTEXT

Child Helpline International (CHI) is a **collective impact organization** with more than 150 members from over 130 countries and territories around the world.

We coordinate information, viewpoints, knowledge and data from [our child helpline members](#), partners and external sources. This exceptional resource is used to support child protection systems globally, regionally and nationally, and to help our members advocate for the rights of children and amplify their voices.

Every year, child helplines around the world field more than 13 million individual calls and provide counselling services to almost 3 million children and young people. Until the founding of CHI in 2003, these organizations did their great work in isolation, and with no access to one another. Now, we are working together every day to bring children's voices to policymakers and influencers.

We have experienced fluctuations in size and budget over the years, with significant project-based funding and minimal core funding, leaving the organization falling short in its ambition and potential. The sector is also rapidly changing, and it is against this backdrop that we are seeking to develop the Resource Mobilization strategy for the current strategic period 2025-2030.

CONTEXT OF THE CONSULTANCY

CHI has launched its Multi Annual Strategic Plan (MASP) 2025-2030 and is pending a Resource Mobilization Strategy. With the ambition to increase income twofold by 2030, CHI is seeking the services of a seasoned and dynamic Resource Mobilization Consultant.



SCOPE OF WORK:

- Assess CHI's current fundraising practices, donor base and financial needs through desk research and interviews with Supervisory Board and key Staff.
- Analyse the competitive landscape and fundraising best practices in the nonprofit sector, with specific focus on institutional funding, endowment funds, tech sector and ESG-derived funds, regional and thematic funds
- Deliver a comprehensive Resource Mobilization Strategy and Workplan to 2027, aligned with CHI's goals, track record, including diverse funding sources and implementation plan, including incremental growth steps.
- Identify potential new funding sources, including grants, corporate partnerships, and high-net-worth individuals.
- Provide recommendations on:
 - Diversifying fundraising streams and maximizing donor engagement.
 - Addressing capacity gaps and necessary investments.

DELIVERABLES AND MILESTONES

1. Interviews with key staff.
2. Deliver a short inception report, including a situational analysis focused on donor trends in the fields of Violence Against Children, Mental Health, Child Online Protection.
The report will include:
 - Initial assessment findings
 - A competitor analysis
 - Identification of both current and emerging donor landscapes
3. Insights that extend beyond well-established funding sources to identify and map emerging opportunities, enabling targeted engagement with both major donors and high-potential prospects.
A comprehensive Resource Mobilization strategy document including:
 - a. **Funding Diversification Strategy:** Develop a multi-channel approach (grants, corporate sponsorships, fee-for-service models, endowments, etc.).
 - b. **Prospect Segmentation:** Categorize potential funders based on funding preferences, partnership models, and funding cycles.
 - c. **Risk Mitigation Planning:** Assess dependency risks (e.g., reliance on a few donors) and propose contingency plans.
 - d. **Funding Landscape** scan of 10-15 prospective donors with engagement recommendations.
 - e. **High-level Financial Growth Targets** with first-year tactical priorities.
 - f. **Donor Engagement** and retention strategies.
 - g. **Value Proposition Development:** Refine how the presents itself to funders (impact storytelling, case for support).



4. Fundraising resources:
 - a. Case for support document.
 - b. Guidance on donor relationship management and visibility enhancement.
5. Capacity Building Recommendations
 - a. **Training Needs Assessment:** Identify key skills gaps in your team for effective resource mobilization.
 - b. **Internal Fundraising Structure:** Recommend the optimal team setup, roles, and responsibilities to execute the strategy.
6. Tools & Systems: Suggest CRM systems, grant management and monitoring tools, and fundraising platforms for efficiency.
7. Key Performance Indicators (KPIs): Define measurable success indicators (e.g., new donors acquired, funds raised, engagement rate).
8. Review & Adaptation Process: Suggest when and how the organization should revisit and refine the strategy.

REQUIRED EXPERIENCE AND COMPETENCIES

- Multiple years of demonstrable and successful resource mobilization/business development experience, focusing on strategy, prospect research, and case development and successes in the non-profit/INGO sector.
- Thorough understanding of child rights, Violence Against Children and mental health donor landscape and funding for networks and system transformation.
- Strong analytical and strategic planning skills.
- Proficiency in remote work environments.
- Fluent in English.
- Experience in multi-year fundraising strategies for non-profit/INGO.



ADDITIONAL INFORMATION

- This is a home-based position, and the consultant is expected to use their own equipment and resources to carry out the work.
- The consultant should be available for online calls within the CET time zone.
- The consultant is expected to act at all times in a manner consistent with the values of Child Helpline International (CHI) and in compliance with the organization's policies and procedures, including the Safeguarding Policies.

TIMELINE & BUDGET

The Resource Mobilization Consultancy is expected to commence in the second half of May and be completed by end August 2025. The consultant will provide regular progress updates and milestone reviews throughout the engagement.

The maximum budget for this assignment is €15,000 gross, including all costs (fees, taxes, expenses).

HOW TO APPLY

Interested applicants must submit:

- Your up-to-date CV of maximum 2 pages, in PDF format, in English, detailing relevant experiences.
- A brief technical proposal outlining methodology and timeline against the scope of work and deliverables and your relevant experience.
- A brief financial proposal outlining your budget in Euros and proposed number of days to deliver the assignment.
- Contacts of two professional references (including a recent sample report/s of concluded assignment of similar nature).

To people@childhelplineinternational.org mentioning “Resource Mobilization Consultancy” in the subject header.

Deadline for applications 11 May 2025.

At Child Helpline International we are committed to JEDI (Justice, Equity, Diversity & Inclusion) principles. All qualified applicants will receive consideration for employment.
