

# **Terms of Reference (ToR) for the hiring of a consultant service in fundraising**

Barcelona, November 14<sup>th</sup>, 2024

The [Debt Observatory in Globalisation \(ODG\)](#) is a non-profit association that conducts critical analysis of structural and complex processes to reveal visible and invisible impacts and risks of the political and economic system. Its goal is to produce tools that facilitate understanding of the current context and mobilize for social transformation in response to social, economic, environmental, and gender inequalities, with a focus on political advocacy and identifying responsible actors.

The ODG is also a platform open to participation, debate and action, which promotes the creation of networks and learning spaces.

## 1. Background

Since 2019, ODG has worked on private fundraising, focusing on European and US.-based foundations. The organization now seeks to professionalize this activity through an external service who will work in close coordination with the organization's political coordinator and technical fundraiser (fundraising working group).

## 2. Objectives

- Enhance ODG's international projection and visibility as an agent of social transformation among private foundations, particularly in Europe and the United States.
- Contribute to improve the economic sustainability of the organization.
- Contribute to strategic planning of ODG's fundraising efforts with the goal of expanding its base of donors and members.

## 3. Expected Deliverables

1. Development of a four-year fundraising plan (2025-2028) in collaboration with the ODG team (online but minimum 12 hours sessions in person in Barcelona).
2. Update, amplify and improve ODG's fundraising databases, with assistance in strategizing and implementing campaigns to attract new donors (online or in person in Barcelona).
3. Identification and formulation of 3 projects for international private foundations in coordination with the ODG fundraising working group. (online or in person in Barcelona)
4. Participation in coordination meetings with ODG's fundraising working group. (online or in person in Barcelona)
5. Fundraising training session for the ODG team (online or in person in Barcelona)

#### 4. Consultant profile

- University degree in social sciences, communication, and/or economics, or similar
- Specific training in fundraising and/or communication aimed at fundraising and expanding the social base.
- Minimum accredited experience of 7 years in fundraising for non-profit social entities and/or the Social and Solidarity Economy at the international level.
- Demonstrated success in obtaining funding: Ability to demonstrate a track record of success in fundraising campaigns and in negotiating funding contracts with private donors.
- Cultural adaptability: Empathy and intercultural skills, especially for working with international collaborators.
- Portfolio of contacts with national and international foundations and private donors.
- Creativity to diversify funding sources: Knowledge and experience in designing and using innovative campaigns and digital technologies to attract new donors.
- Analytical thinking and planning skills: Ability to develop a long-term fundraising strategy based on an analysis of needs and opportunities.
- Ability to train and inspire the ODG team: In addition to advice, it would be appreciated if the consultant has skills to transfer knowledge to the organization's staff.
- Affinity with the organization's ecofeminist values: Understanding of the organization's structure and values, criticism of the capitalist and patriarchal system, and involvement in self-managed community processes.
- Knowledge and/or activist experience in one of the following areas will be valued: Social, economic and financial justice, the defense of common goods, climate justice and ecofeminism.
- Very high level in English and Spanish. Knowledge of other languages will be valued.

#### 5. Proposal Submission

Proposals must include:

- The curriculum vitae or portfolio of fundraising projects of the person and of its entity, if applicable (maximum 2 sheets per person and/or entity).
- A letter of motivation (maximum 1 page)
- A technical and methodological proposal that includes the budget (taxes included), broken down for each product detailed in point 3.

All proposals will be evaluated based on the following criteria:

- Trajectory and experience of the person and/or entity making the proposal: 30%
- Technical quality of the proposal: 30%
- Added value provided by the proposal with respect to what is requested from the ToR: 20%
- Budget proposed: 20 %

The start of subcontracting will be at the beginning of 2025 and is planned for a period of 6 months, until the end of June 2025.

**Please send your proposal to: [observatori@odg.cat](mailto:observatori@odg.cat)**

**With the reference: Fundraising2024**

Proposals can be submitted until **December 1, 2024 at 6 p.m. (CET)**.

Once the deadline has closed, all proposals submitted will be studied and, interviews will be held during the week of December 9th to 13th, 2024, to expand the information on the proposals that best fit these terms of reference.

ODG has approved and is in the process of implementing its 2022-2024 ecofeminist transition plan and the Protocol to address sexist and decolonial violence. As an entity in transit towards ecofeminism, we are committed to guaranteeing the non-discrimination of any candidate.

Under conditions of equality, we will give priority to proposals in which people in situations of structural oppression participate.

The ODG office is not adapted for people with reduced mobility, if necessary adapted spaces will be provided for interviews and consultancy work sessions.