

## TA Scope of Work – Practical Fundraising Strategies in a Changing Global Context

<b>Name Country:</b>	Netherlands
<b>Topic/Title:</b>	<b>Practical Fundraising Strategies in a Changing Global Context</b>
<b>Proposed start date:</b>	1 day workshop in the week of May 18 <sup>th</sup> - 22 <sup>nd</sup> (final date selection to be decided)
<b>Proposed end date:</b>	1 day workshop in the week of May 18 <sup>th</sup> - 22 <sup>nd</sup> (final date selection to be decided)
<b>Proposed modality:</b>	<p>The Technical Assistance will be delivered through an <b>in person, interactive workshop</b> to take place in Utrecht, The Netherlands, focused on developing practical fundraising strategies for Implementing Partners (IPs) operating in fragile and post conflict contexts.</p> <p>The modality prioritizes <b>actionable tools and applied planning</b> over generic training. The workshop will combine:</p> <ul style="list-style-type: none"> <li>• <b>Expert inputs</b> on fundraising dynamics (risk perception, donor/investor expectations, and realistic pathways).</li> <li>• <b>Hands-on exercises</b> to develop <b>stakeholder/donor maps</b>, identify priority fundraising channels (including relevant events), and refine outreach approaches.</li> <li>• <b>Messaging and pitching practice</b>, including structured feedback to strengthen clarity, credibility, and alignment with funder priorities.</li> <li>• <b>Roadmap development</b>, guiding each IP to produce a concise, practical fundraising plan with next steps, target stakeholders, and engagement tactics.</li> </ul> <p>The assignment will include:</p> <ul style="list-style-type: none"> <li>• <b>Pre-workshop preparation</b> to tailor content to participant profiles and ensure relevance across IPs.</li> <li>• Delivery of a <b>full day workshop</b></li> <li>• <b>Light postworkshop follow-up</b>, including sharing templates and a consolidated materials pack to support implementation.</li> </ul>



<p><b>Core Competencies required:</b></p>	<p>Proven experience in <b>developing fundraising strategies</b> and stakeholder engagement plans for both enterprises and development-oriented organizations.</p> <p>Strong understanding of <b>donor, investor, and partner landscapes</b>. <b>Experience</b> in fragile and post conflict contexts is preferable.</p> <p>Demonstrated ability to design <b>stakeholder mapping and fundraising roadmaps</b>.</p> <p>Strong skills in <b>fundraising messaging and pitching</b> tailored to different audiences.</p>
<p><b>Assignment overview:</b></p>	<p>This assignment aims to design and deliver a targeted Technical Assistance workshop on fundraising strategies for Implementing Partners (IPs) operating primarily in Sudan, with operations in Egypt, KSA, Uganda, Cameroon, and Chad, with a focus on Strategic Fundraising in a Changing Global Funding Landscape. Based formation exercises applicable across different IPs, while remaining tailored to the Sudanese context.</p> <p>As Sudan experiences gradual economic re-engagement alongside ongoing instability, IPs from the Sudan portfolio face increasing pressure to <b>secure and diversify funding sources</b> to sustain and scale their operations. This is particularly important as IPs balance expansion into new countries and markets while maintaining their relevance, operational presence, and funding readiness in Sudan. Navigating multiple geographies and funding environments requires more strategic, intentional, and well-sequenced fundraising approaches.</p> <p>Many IPs face challenges in identifying relevant donors, investors, and partners, as well as in positioning themselves credibly across different funding ecosystems—especially in fragile and post-conflict contexts where risk perceptions are heightened.</p> <p>The assignment will support IPs to strengthen their <b>fundraising capacity</b>, with a specific focus on:</p> <ul style="list-style-type: none"> <li>• Understanding the evolving donor, funder, and impact investor landscape</li> <li>• Identifying and prioritizing relevant stakeholders and funding opportunities across regions</li> <li>• Developing clear fundraising messages and engagement approaches tailored to different audiences</li> </ul>

	<ul style="list-style-type: none"> <li>• Translating strategic intent into <b>practical fundraising roadmaps</b> suited to fragile and post-conflict contexts</li> </ul> <p>The Technical Assistance will be delivered through a <b>practical, workshop-based format</b>, combining contextual guidance with hands-on exercises and peer learning. The content will be tailored to the operating realities of the three IPs, while remaining applicable across different business models and geographic contexts.</p>
<b>Activities and deliverables</b>	<ul style="list-style-type: none"> <li>• <b>Tailored workshop design</b>, including agenda, slides, and practical exercises adapted to Strategic Fundraising in a Changing Global Funding Landscape, with a specific focus on fundraising in fragile and post-conflict contexts.</li> <li>• <b>Delivery of one in-person, interactive fundraising strategies workshop</b> for Implementing Partners.</li> <li>• <b>Practical fundraising tools and templates</b>, including stakeholder and donor mapping tools, fundraising roadmap templates, and messaging/pitching guidance.</li> <li>• <b>Short post-workshop summary note</b> highlighting key learning points and recommendations (2–3 pages).</li> </ul>
<b>Operational Arrangements:</b>	<p><b>Preparation</b></p> <ul style="list-style-type: none"> <li>• CFYE will share participant profiles and contextual information in advance.</li> <li>• The consultant will submit a tailored agenda and materials for review prior to delivery.</li> </ul> <p><b>Roles and Responsibilities</b></p> <ul style="list-style-type: none"> <li>• CFYE will oversee the assignment and act as the coordination focal point.</li> <li>• The consultant will design, prepare, and deliver the workshop and outputs.</li> </ul> <p><b>Logistics</b></p> <ul style="list-style-type: none"> <li>• CFYE will manage venue, equipment, and participant invitations.</li> </ul> <p><b>Quality Assurance</b></p> <ul style="list-style-type: none"> <li>• CFYE will review and approve the agenda and key materials before delivery.</li> <li>• Final materials and a short summary note will be submitted after the workshop.</li> </ul>
<b>Evaluation Criteria</b>	Proposals will be evaluated based on the following criteria:

- The Consultant or Service provider's experience and qualifications as per the required competencies and details in this Scope of Work
- Clarity and quality of the proposed approach
- Budget for delivering the activities
- Quality and experience of proposed team member(s)
- Overall fit with CFYE's mission and values

CFYE reserves the right to reject any or all proposals received, to negotiate with any qualified proposer, and to waive any irregularities or informalities in the proposals received. CFYE also reserves the right to cancel this ITT at any time.

If your quote is successful, you will be required to enter into the Company's standard contract for the types of goods or services being provided. In the provision of the Goods and Services, you will be required to comply with the Company's policies, including (without limitation) its Business Partner Code of Conduct and any relevant Project Manual. Potential service provider must also comply with the Company's Business Partner Code of Conduct in the submission of any proposal pursuant to this tender.

If you are bidding as part of a joint venture, partnership or similar, please make this clear in your submission. Likewise, if you propose to subcontract any part of the goods or services provision, then disclose this fact within your submission. The Company may require additional information from you and approval for subcontracting will not be automatic as subcontractors will be subject to Palladium's Due Diligence process.

If you are successful, we will need you to complete our full due diligence process, which requires the completion of a self-assessment questionnaire on your business registration and operations. In addition to the completed questionnaire, you will have to provide supporting documents. These will include (but may not be limited to):

- Evidence of corporate registration (or equivalent)
- Relevant business insurances
- Audited accounts and tax clearance Certificates for the past two years
- Tax Identification Number (TIN)
- Evidence of business policies (e.g., code of conduct)

	<p>For any queries please send your questions by email to <a href="mailto:ahmed.darwish@cfye.nl">ahmed.darwish@cfye.nl</a>. Queries to be submitted no later than Wednesday the 25<sup>th</sup> of March 2026, at 17:00 CET.</p>
<p>How to Apply</p>	<p>Interested consultants and service providers are requested to provide a high-level proposal (technical and financial) of a maximum of 3 pages altogether, where they elaborate on:</p> <ul style="list-style-type: none"> <li>6) Their suggested approach/methodology to the proposed activities</li> <li>6) Detailed Content Plan for the 1-day workshop as per the details mentioned in this Scope of Work</li> <li>6) Relevant track record of the organization and profiles of proposed team members for implementation</li> <li>6) High level workplan (can be a Gantt chart) demonstrating phase of content preparation, workshop execution and post workshop report and follow up where required</li> <li>6) Break-down of proposed budget for the assignment (breakdown of proposed fee structure and any other expected costs).</li> <li>6) Please submit your proposal by email to <a href="mailto:management@cfye.nl">management@cfye.nl</a> (submissions sent to any other emails will not be accepted, only submissions sent to <a href="mailto:management@cfye.nl">management@cfye.nl</a> will be considered)</li> </ul> <p><b>Tender submissions close: Wednesday the 1<sup>st</sup> of April 2026, at 17:00 CET.</b></p>
<p><b>Budget &amp; Payment Terms</b></p>	<ul style="list-style-type: none"> <li>• Budget: Maximum 6,000 EUR (VAT exclusive)</li> <li>• Upon submission of final workshop content plan (to be sent before May 1<sup>st</sup> 2026): 10%</li> <li>• Upon completion of assignment: 90%</li> </ul>
<p>Overview of IPs for Reference</p>	<p>Implementing Partner Details:</p> <ul style="list-style-type: none"> <li>• 249 Startups (operating between Egypt, Sudan and others)</li> <li>• ATL International (operating across Sudan, Egypt, KSA, and others)</li> </ul>

- Alsalam Factory (currently operating from Egypt and Sudan)

Link to Sudan portfolio from CFYE website:

[Sudan Portfolio - Challenge Fund for Youth Employment](#)