

TERMS OF REFERENCE

FOR LOCAL MARKET ASSESSMENT ACTIVITY BY EXTERNAL PARTNER

AIM OF MARKET ASSESSMENT

The **purpose of the activity is to map the market and get insight on the potential of SOS Children's Villages** in Azerbaijan for **establishing Leadership Giving (major donor) income sources** (corporates, corporate and family foundations, high net worth individuals / HNWI), get an impression of

- the external market context,
- the overall fundraising performance, and approach to fundraising activities and channels,
- the existing fundraising best practices in the market

SCOPE OF ASSESSEMENT

1. INVESTIGATE THE MARKET CONTEXT FOR FUNDRAISING

The assessment should **discover and get insight on the specific market context, key drivers and barriers to different segments** of Leadership Giving (corporates, corporate or family foundations, HNWI) including:

- The **overall market characteristics** in terms of:
 - High value giving trends and the overall market maturity
 - Key NGOs actively pursuing leadership giving in the market (both relevant international and domestic organisations)
 - Any legal challenges or limitations for implementing a Leadership Giving / major donor programme in the market
 - Attitudes of stakeholders to major giving and key causes of interest.
- The **infrastructure available (or not) to support** the implementation of leadership giving fundraising in the market including the availability of corporate / major donor fundraising talent and the presence of specialist suppliers, such as prospect researchers, philanthropy advisors, etc.

2. LEADERSHIP GIVING / MAJOR DONOR FUNDRAISING PERFORMANCE

The assessment should **discover and evaluate the top line fundraising performance data** for the market related to major donors:

- corporates,
- corporate or family
- foundations,
- high net worth

- individuals (HNWI)

3. LEADERSHIP GIVING / MAJOR DONOR FUNDRAISING BEST PRACTICE

The research should specifically look for **best practice approaches** that are **relevant for SOS Children's Villages** to consider applying for the **set-up of a major donor fundraising programme in the market**.

(Detailed prospect research, investment modelling, internal readiness for major donor fundraising are not in the scope of assessment.)

4. PROCESS OF WORK

1. Project initiation

2. Research & data collection

- **Desk review** of publicly available relevant information
- Desk review of NGOs actively raising money from major donors
 - Total income
 - Private fundraising mix (individual giving vs. HNWI vs. corporate fundraising, etc.)
 - Indicative giving levels from corporate fundraising, corporate and family foundations and HNWIs
- Desk review of available projects funded by major donor segments
 - Funded „trendy” causes, topics
 - Indicative giving levels from corporate fundraising, corporate and family foundations and HNWIs
- **In depth interviews** with
 - **20 most potential major donor segment stakeholders:** multinational and big local companies, corporate and family foundations and HNWIs about their approaches to major giving, their most preferred causes to support and their indicative giving levels – the list of stakeholders to be agreed upfront with SOS
 - **Fundraising directors or major giving specialists** of international and domestic NGOs actively fundraising with major donors, to understand the scope of their programmes, indicative giving levels, as well as their donor stewardship techniques.
 - **With any international NGOs** that are managing their major donor programmes regionally via a 'hub approach', to gain insights on regional synergies and best practice.
 - **Prioritised 'sector experts' active in the market** or in the region, such as philanthropy 'brokers' and consultants, for their insight on philanthropic trends, typical giving levels, giving preferences and stewardship best practice.

3. Development of market summaries and recommendations

4. Client review & presentation

5. THE DELIVERABLES

- A **suggested list of major donor segment stakeholders** (multinational and big local companies, corporate and family foundations and HNWIs / organisations / individuals) **to interview during the research**, for discussion with SOS Children's Villages.
- A **short market report** (cc. 5 pages) delivered in Azeri and in English with the most important findings and recommendations.

- **PowerPoint presentation** in local language and in English **summarising the key findings and recommendations** of the research.

6. CRITERIA FOR EXTERNAL PARTNER SELECTION

Aspects that will be considered when selecting an agency:

✓ **Experience and Consultative Skills**

The consultant team working on the assignment should be experienced in conducting this type of research, ideally has worked with clients from non-profit sector, and should be open to listen to the client's needs and then deliver on them.

✓ **Access to Market**

This is particularly relevant when the research is focused on a particular country, region or geographical area. This aspect also concerns the agency's ability to obtain information from competitors or fundraising suppliers already working in the market.

✓ **Data Collection Techniques**

Proficiency with both quantitative (e.g. surveys) and qualitative (e.g. focus groups, interviews) methods is a basic requirement.

✓ **Timely Delivery**

Quality insights should be delivered within a relatively short amount of time

✓ **Price**

7. TIMELINE

Recommended timeframe: maximum 30 working days

- Formal sign-off of agreement: working day 0
- Project initiation
Skype / teleconference kick-off call: working day 1
- Research & data collection
Interviews and desk research: working day 2 –16
- Mid-way check-in call: cc. working day 17
- Delivery of final country report
and overview recommendations: cc. working day 28
- Discussion and feedback,
final presentation: cc. working day 30

8. APPLICATIONS

Interested Agencies must submit the following documents/information to info@sos-az.org for application:

- A proposal including the price:
- CV-s of key staff to be involved in the activity:

9. The deadline

July 8, 2019

Thank You!