

Consultancy¹ Brief: Fundraising - Morocco

Aim

As part of its Country-focused Capacity Building Programme in the Arab region, the MS International Federation (MSIF) is seeking experienced Consultant(s) to facilitate workshops and provide mentoring and coaching for [Moroccan Association for People Affected by MS \(AMMASEP\)](#) in Rabat, [HANA Multiple Sclerosis Patients Association \(HANASEP\)](#) in Fes and [North of Morocco Association of Multiple Sclerosis \(NORD.MA.SEP\)](#) in Tétouan (hereinafter called 'the three Moroccan organisations') in the area of fundraising in order to build their organisational capacities.

Background

MSIF www.msif.org is a unique global network of MS organisations, people affected by MS, volunteers and staff from around the world. Our movement is made up of 49 MS organisations with links to many others.

We inspire, mobilise and bring the world together to improve the quality of life of everybody affected by MS and to end MS forever.

MSIF has been working with the Arab region since 2008 and in the current strategic period (2017-21) is committed to continuing its efforts to strengthen the capacity of MS organisations in the region, which, in turn, will be better able to meet the needs of people affected by MS.

The Country-focused Capacity Building Programme comes under MSIF's activities in the Arab region. The key objectives of working with the three Moroccan organisations are:

- 1) Improve the skills and increase the internal capacity of the three Moroccan organisations in common identified areas of need.
- 2) Increase and strengthen communication and cooperation between the three MS organisations in Morocco.

Task

A period of mentoring and coaching to build the capacity of the three Moroccan organisations in the area of **Fundraising**. The service will therefore consist of carrying out the following tasks through **workshops** and **follow up calls, Skype, email**:

Phase 1 (November – December 2019)

- Carrying out of pre and post-tests to assess the increase in knowledge gained from the mentoring and coaching service;
- understanding the fundraising channels/sources that the three Moroccan organisations are currently using;
- Facilitate a workshop to provide training in fundraising basics (including but not limited to identifying potential funders, fundraising techniques and tools, writing a successful funding proposal);

¹ Open to consultancy companies/Consultant(s) living and working in Morocco.

- supporting the three Moroccan organisations in prioritising the new channels to explore (included but not limited to corporations; trusts and foundations; aid agencies and NGOs) and in approaching potential funders;
- Write a list of tools the organisations need to have in place before embarking in fundraising activities.

Phase 2 (January – May 2020)

- Compile a list of fundraising actions/steps The three organisations need to follow in their fundraising work;
- Working with The three organisations on their grant proposal writing skills and support them in writing three grant proposals (one proposal for each organisation);
- Provide mentoring/follow up in submitting the proposals and attend meetings with funders with the three Moroccan organisations (at least one meeting with each organisation).

Services²

- Preparation, in liaison with the MSIF Secretariat and the three Moroccan organisations, of the mentoring service;
- Participation in 1-2 webinar/teleconference/Skype calls prior to the start of the mentoring service with the MSIF Secretariat and the three Moroccan organisations, call charges to be covered by MSIF;
- Preparation of all relevant materials³ required during the service;
- Delivery of the mentoring and coaching service during the period 25 November 2019 and 1 May 2020;
- Participation in teleconference/Skype calls with the MSIF Secretariat during the service, call charges to be covered by MSIF.

Outputs

- Increased the three Moroccan organisations' volunteers understanding in the area of fundraising, and their ability to use fundraising tools;
- Results of the volunteers' pre and post-tests;
- One workshop provide training in fundraising basics (including but not limited to identifying potential funders, fundraising techniques and tools, writing a successful funding proposal);
- Three individual grant proposals (in Arabic and/or French) ready to be presented to an identified funder;
- The three individual grant proposals submitted to the potential funders.

Consultant(s)' specification

MSIF is seeking consultant(s), currently living and working in **Morocco**, to carry out fundraising mentoring and coaching service. This consultancy is open to individuals or a group/team of consultant(s).

² MSIF will cover the Consultant(s)' relevant transportation and accommodation costs, if needed, during the mentoring service period. A budget for this will be set and agreed with the Consultant(s) as part of their contract.

³ Included but not limited to CDs/USBs, templates, hand outs and PowerPoint presentations

The consultant(s) will be required to give a maximum of **24 working days** in total (12 days for each phase) including include material preparation between **25 November 2019 and 1 May 2020**.

It is essential that the consultant/consultancy team has the following skills:

- fluent Arabic-speaker;
- good spoken and written English and/or French is preferred;
- has significant experience fundraising through a variety of channels;
- has a proven good track record in meeting fundraising targets;
- has proven experience in fundraising for small/emerging NGOs;
- has proven experience in training, consulting or on-the-job coaching of NGOs in the region, particularly in the area of fundraising planning and donor mapping;
- has a good understanding of the Moroccan (and wider regional) fundraising /donor landscape and related regulatory environment.

How to apply

Interested candidates are requested to submit the following (in English or Arabic language) to Abdelfatah Ibrahim, MSIF Capacity Building Manager, abdelfatah@msif.org by **17.00 GMT 17 November 2019**.

- CVs⁴ for all consultant(s) who will be involved in the work.
- Cover letter of no more than 2 pages explaining how they are meeting the Consultant(s)' Specifications
- Proposal of no more than 2 pages how you would respond to the Brief indicating the methodology/techniques you would use. This should include tasks to be included, a breakdown of the time/days required to carry these out and an outline of the budget for the service (the daily rate for preparing and carrying out the service).
- In order to avoid any conflict of interest, perceived or otherwise, consultant(s) should note that, in order to be eligible to tender for the work, they (or their company/agency/organisation) should not have been employed by (as a permanent or temporary member of staff) or have carried out services for (in an advisory or consultancy capacity) national or international healthcare companies, or their subsidiaries, within the past 6 months. Consultants who have carried out services for national or international healthcare companies, or their subsidiaries, within the past 18 months, **should declare this within their application**.

⁴ Relevant references may be requested at a later stage