

1. **Background**

WaterAid Regional office in West is based in Dakar and covers six country programmes including in Burkina, Ghana, Mali, Nigeria, Niger and Transboundary (Liberia and Sierra Leone). One of two function of the regional office is to support country programme in developing and implementing high quality programme strategies. In that perspective under the overall umbrella of WaterAid Global Strategy 2015-2020 all the six country programmes developed their Country Programme Strategies for the next five years. Each country programme strategy ambitions to contribute to achieve WaterAid's vision of universal access to water, sanitation and hygiene by 2030. In addition to support CP strategies and ambitions as they seek to diversity their funding portfolios some are planning to become self-governing entities.

In order to deliver on these ambitions and ensure these strategies are fully funded, it is necessary for WaterAid in West Africa to diversify its funding base, to ensure the programme is financially sustainable. As such WaterAid West Africa is now looking to develop a holistic fundraising strategy, which will clearly outline the key actions, timescales and resources needed to meet this target. WaterAid West Africa is therefore looking to engage a consultant's support to assess the donor environment in the region. There is a massive amount of data already available at both country and regional levels. The consultant will collate these, identify new opportunities and constraints for in-country fundraising and make recommendations on how best we can position ourselves both at both Levels to maximize those opportunities. Below are the key objectives the consulting.

2. **Objectives**

To support WaterAid to identify and seize

- Collate intelligence/mapping of opportunities already available at CP and WARO levels
- Identify new and potential funding mechanisms/opportunities in West Africa and analyse their respective priorities
- Identify and isolate opportunities and challenges that might mitigate/help us at both (CP and regional levels) to harness these opportunities
- Based on the above, make recommendations on how WAWA can position itself to maximize these opportunities

The consulting will make suggestion on the channels to seize the potential of each segment of the market as well identify the related risks and mitigation plan.

3. **Output**

- a) A detailed summary of the donor environment in the region with analysis of the key donor funding trends and opportunities, Challenges and competitor performance.
- b) Detailed donor overviews for all the institutional and major donors (Foundations and Corporates) in the region, highlighting their;
 - Strategic priorities and synergies with WaterAid priorities and objectives in the region
 - Funding criteria and eligibility requirements,

- Budgets and average funding amounts,
 - Funding Cycles per agency
 - Key contact persons and any connections to them
 - Areas for Influence around aid strategies, key policies and development approach
 - Application process
 - Any risks/considerations around donor engagement
- c) Detailed on at least four innovative funding mechanisms and approaches for WASH in West Africa region that WaterAid can take forward, highlighting:
- Target groups;
 - Estimated Investment cost and return on investment
 - Development Process/
 - Risk related and mitigation actions,

The donor scoping report will mostly focus on donors who are locally/regionally based or who operate a decentralised giving structure and have the potential to make grants to WaterAid in West Africa to avoid duplication of scoping work undertaken by other WaterAid members.

- d) Key recommendations and priority actions around fundraising with a shortlist of priority opportunities to identified, where opportunities and strategic synergies are maximised.
- e) Identification of any consortia opportunities with other INGO's or local partners, which could be built or used to leverage future funding partnerships.
- f) Identify potential for connection with diaspora individuals and groups to support local initiatives
- g) Appendices (donor reports and documents shared, interview and meeting notes, etc.)

4. Methodology

Interested consulting firm will be asked to prepare and submit a proposal outlining their methodology for delivering this consultancy. The consultant will be procured on a consultancy basis for 1 month with very specific deliverables.

Following the selection of the consulting firm, its consultants will have an inception meeting with WaterAid to confirm that all perspectives are aligned. After which the consultant will have 1 month to present it first drafts of report which will be reviewed by WaterAid and sent back to the firm for integration of feedbacks and finalisation before the final presentation.

Inception Meetings

The appointed consultant firm will be given access to key WaterAid documents and resources to gain knowledge and insight into the programme priorities and plans, our strategic approach and programmatic methodologies. Meetings with key staff and partners from WaterAid Region, Country and Global teams and across the federation will also be arranged to gain current donor knowledge/insights.

5. Key Documents and Resources available The appointed consultant will work primarily with Regional Funding Manager, with the support of a Regional Leadership Team

- WaterAid CPs new Country Strategy documents
- WaterAid International's global strategy
- WaterAid CPs CPOPs drafts
- Relevant WaterAid frameworks and policies (both international and for WaterAid)
- Global and CP donor scoping reports
- Reports of relevant studies conducted at the regional level—e.g the Senegal Scoping Study report
- Overview of WaterAid West Africa funding portfolio and pipeline

6. **Timeline**

It is anticipated this exercise should take no more than 1 month to complete, once the consultant has been appointed.

7. **Person Specification and Application Process**

- Experience working in the national/international aid environment with institutional donors and civil society
- Demonstrated understanding of national aid environment and trends
- Conversant with national socio-economic and political environment
- Proven research, analytical, communication and report writing skills
- Good contacts and relationships with people working in donor agencies nationally

Prospective consultants should outline their experience to undertake this type of research, advising of fees and providing the methodology and a budget outlining the total cost of the work undertaken

8. **Ownership of material/intellectual property rights**

Any studies, reports, donor profile, interview transcripts or other material (graphic software or otherwise) prepared/or collected by the consultant under this contract are the property of WaterAid

All applications are to be sent to the following email address: Oumarndiaye@wateraid.org latest by 8 December 2016.