

TERMS OF REFERENCE A FUNDRAISING CONSULTANT FOR IANPHI

Background and current situation

International Association for National Public Health Institutes (IANPHI) is an international umbrella organisation for National Public Health Institutes, currently with 79 member institutes in 74 countries all over the world.

IANPHI aims to support and develop the activities and functions of its member institutes by contributing to the communication and networking between the institutes, by creating collaboration opportunities and by advancing public health development of the developing countries by providing scientific, technical and practical support.

IANPHI has over twenty European members, and the regional collaboration within IANPHI is seen very valuable, as IANPHI provides a platform for information sharing, networking and policy discussion for NPHI directors. IANPHI also provides European members possibilities for North-South collaboration with member institutes from developing countries. The association has its office at National Institute for Health and Welfare (THL), Finland.

In 2006, the Bill and Melinda Gates Foundation granted IANPHI close to \$20 million to improve health outcomes, particularly in low-resource countries, by strengthening or creating National Public Health Institutes (NPHIs).

Since 2006 IANPHI has reached its key objectives including:

- Substantive, measurable improvements to national capacities at nearly 50 project sites, including ten NPHI development projects (more than twice the number originally proposed).
- Leveraging of the Foundation's initial investment to bring in almost \$50 million from other donors.
- Pro-bono, South-to-South technical assistance leading to important new partnerships including Mexico assisting Central America, Morocco assisting Togo, Nigeria assisting Uganda and Brazil assisting Mozambique.
- Creation of the IANPHI - a 79 NPHI network that covers over 79% of the world's population and is a key advocate for national investment in public health systems strengthening.

IANPHI is at a crossroads with several major transitions ahead as the current Gates grant will end in October 2012. IANPHI is seeking the assistance of an experienced professional to achieve its aim of diversifying funding sources and building sustainability of the organisation. The analysis on the funding possibilities within the United States was conducted by IANPHI Emory Secretariat in 2008. **Here the focus will be on Europe and especially on the funding provided by the European Union and the European Commission.**

The IANPHI Foundation was established on 31 March, 2011 as one of the means to secure the sustainable future of IANPHI. The Foundation serves as a technical body supporting and executing IANPHI Executive Board decisions and facilitating activities of IANPHI. As the Foundation has been registered in Finland on 31 March, 2011, it might have the eligibility to apply funding within the European Union.

Goals

The overarching goal is to expand the base of donors and partners working with IANPHI, and secure financial resources for elements of IANPHI's work that benefit the entire network or a range of countries. Toward this goal, key actions are to:

1. Clarify funding resource opportunities for IANPHI;
2. Identify and prioritize prospects (donors and partners) to match the above opportunities;
3. Define a fundraising plan, including a mapping of major multilateral and bilateral donors who might be interested in supporting global public health development, and an identification of specific programmes. This plan should include long-term (5 years) goals, but with a focus on actions to be taken in the next 6 to 12 months. Fundraising plan should focus on following aspects of funds diversification:
 - fundraising from the European Union and the Commission
 - fundraising from international donor organisations based in Europe
 - public sources of funding, local and national government
 - non-governmental funding sources (Foundations, NGOs, networks)
 - public-private partnership

The fundraising plan should be designed to cover three main areas of fundraising: mapping, lobbying and actual applying for funds. The first step should be mapping the possibilities for each of the aspects of the fundraising. Second phase on creating fundraising plan should start immediately after the mapping has been done. This will involve creation of the operational plan with clear responsibilities and timeline. The fundraising operational plan will involve all steps necessary to successfully raise funds from each of the above explained and previously mapped aspects. The finalised plan should involve establishing contacts with potential donors; building of the credibility; lobbying and actual applying for funds.

Skill requirements

Minimal requirements

- Degree – preferably in management, marketing or social sciences/public health
- Sufficient experience in strategic development and fundraising (including donor management, identification and liaison; proposal writing)
- Proven track of successful fundraising
- Sound knowledge of the current funding and business environment in Europe and the donors that are presently funding projects here
- Knowledge of fundraising cycles, proposal formats and application procedures for key donors, especially for the EU and EC
- Professional knowledge of English

Additional requirements

- Demonstrated success in preparing proposals and grant applications that have been approved for funding
- Additional languages, e.g. French, German

Action Steps and timeline

- ▶ By mid-February 2012: Meeting/Video conference with Secretary General and IANPHI secretariat in Helsinki.
- ▶ February–March 2012: Mapping e.g. to clarify funding resource opportunities for IANPHI, identify and prioritize donors and partners and define a fundraising plan. Bi-weekly phone meetings and weekly reporting to Secretary General
- ▶ March 2012 possible participating and reporting at IANPHI EB meeting, Berlin
- ▶ March 2012–August 2012 further research to identify/qualify priority prospects for IANPHI, seeking relevant appointment for IANPHI to conduct advocacy; Communication with Finnish secretariat as above.
- ▶ Possible writing of the proposals will be agreed separately