

Terms of Reference (TOR)

Conducting Research on 'Corporate' – Donor Segment in Bangladesh and Preparation of Donor Journey for BWA to Raise Funds from Corporate

Background:

WASH Alliance Bangladesh (BWA) is an alliance of NGOs/INGOs working on improving access to and use of WASH (water, sanitation and hygiene) services in Bangladesh. The programme of BWA is funded by the WASH Alliance International who receives its funding from the Dutch Government. BWA programme is implemented through partners who are working together with both the central and local government - ministry, government departments and LGIs using a multi-stakeholder approach.

BWA, as an alliance, intends to raise funds from donors for its future programmes to be implemented through the partners. 'Corporate' is a well-known source for fundraising both for its investment in the society, sponsorship for events and Corporate Social Responsibility (CSR) funding for small scale development projects. It has been observed that private sector organisations, corporates and companies are now very much committed to their social responsibility and are spending a good amount of money as CSR fund for the improvement of wellbeing of people.

With this backdrop, BWA is commissioning this research to know more facts and figures of this donor segment and to have a donor journey prepared to raise funds from the corporate as an alliance.

Objective:

- i. Understanding the 'Corporate' donor segment and its potentials to be targeted as a donor by an alliance like BWA
- ii. Understanding the process of securing corporate funding including CSR funding from the corporate sector interested in WASH
- iii. Understanding how Bangladesh WASH Alliance works, provide recommendations on how to best approach companies to obtain CSR funding for both Bangladesh WASH Alliance programme and WASH Alliance coordination Unit.

Scope of work and Key tasks:

1. Review BWA Future Strategy, Fundraising Strategy, Theory of Change, Annual Report etc. and develop understanding on how BWA coordination unit and programme work
2. Preparatory meeting with secretariat of BWA and Country Lead of Bangladesh.
3. Collect, collate and compile secondary data on CSR spending (including but not limited to – FMCG - Fast Moving Consumer Good companies, conglomerate, bank, non-bank financial institutions etc.).

4. Cross validate data on some key corporate through corporate visit. Organise, conduct and attend meeting with corporate/key informant from private sector as required for the research
5. Prepare the overall landscape (CSR funding trend, major sectors of CSR funding, corporate interest to work on WASH, size of the market of CSR fund, which type of organisations normally receives CSR funds from the corporate etc.)
6. Prepare list and profile of corporate/organisations (which companies are investing their CSR funding in WASH, detailed information about their profile and also about the kind of projects they are interested in funding, examples of projects they have funded in WASH in the past, what are they looking for and how to best engage with them) and the contacts of the responsible (CSR) person in the organisation that is interested in WASH
7. Prepare a comprehensive/informative report meeting the objectives with the information collected, including suggestions of how to engage with the corporate / companies based on an articulated added value of WASH Alliance in Bangladesh
8. Present the finding of the assignment to BWA coordination unit and CL and incorporate comments in the final report.

Deliverables:

- a) Draft report (electronic copy in MS Word) including reflection on all stated objectives and scope of work noted in this ToR to be shared with BWA Country Coordinator, Country Lead of WASH Alliance International for Bangladesh and WASH Alliance International Project/Fundraising Officer for their comments.
- b) Final report (electronic copy in MS Word, and in PDF, and two printed hardcopies) incorporating the comments.

Confidentiality and copyright:

Any information comes to the possession of the consultant for the purpose of this assignment must be treated as 'confidential' and must not be disclosed to any third party without prior explicit written consent from WASH Alliance. WASH Alliance reserves the copyright and the intellectual property rights (IPR) of the Reports and deliverables produced under this assignment.

Timeline:

The assignment is expected to start around late November. The first draft of the complete report must be submitted by 29 December 2016 and Final Report by 10 January 2017.

Reporting:

The consultant will report to the Country Coordinator of WASH Alliance Bangladesh who will coordinate with colleagues in WASH Alliance International.

Budget:

Maximum available gross budget for this study is BDT 162,000 inclusive of applicable tax and VAT.

Proposal evaluation criteria:

Category	Assigned Marks	Scale		
		Very Relevant	Relevant	Not relevant
		100%	50%	0%
Understanding of the assignment	20			
Approach and methodology	20			
Experience / track record of the organisation / applicant	20			
Qualification of the lead researcher / consultant	20			
Financial proposal (FP) / budget	20	Lowest FP will get 100%		
TOTAL	100			

NB: Should there be no proposal securing minimum of 60 marks in total, BWA reserves the right to cancel this process / bid.

Process for application:

Interested organisations / individuals are encouraged to submit their proposal including the inclusive total budget in no more than 5 pages (excluding the CV in the annex). The proposal should cover the understanding of the assignment, prior relevant experiences of the applicant, total budget and any comments on the TOR. The proposal should also include a no more than 2 pages CV of the lead researcher/consultant as an annexure to the main proposal.

The proposal must be submitted as a single PDF file to alok.majumder@wash-alliance.org by **5 pm, 28 November 2016**. Proposal submitted after the deadline may not be considered.

NB: The TOR is subject to modification / change should it be necessary for further clarity or need of BWA.