

## REQUEST FOR PROPOSALS

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# FUNDRAISING CONSULTANT - NORDICS

Issued by  
The Global Alliance for Improved Nutrition (GAIN)

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## **I. PROJECT BACKGROUND AND SCOPE OF WORK**

### **1. ABOUT GAIN**

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, GAIN aims to transform food systems so that they deliver more nutritious food for all people - especially the most vulnerable. GAIN builds alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale and create sustainable solutions to malnutrition. Through these alliances, GAIN provides technical, financial and policy support to key participants in the food system, using specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others. Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, and Tanzania. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

In Denmark, GAIN's Copenhagen office (GAIN Nordic) is set up with, among others, the purpose of leveraging resources and expertise from Nordic organisations under the GAIN Nordic Partnership; a multi-sector platform with the ambition to facilitate scalable and inclusive business models, enhancing the nutritional value of food in developing countries. The platform brings together companies, civil society, academia and the public sector to bridge knowledge and goals. GAIN Nordic is a forum for collaboration, action and knowledge sharing. In addition to the GAIN Nordic Platform, the Copenhagen office is also leading a global project on innovation under a larger programme called Making Markets Work.

### **2. BACKGROUND**

In order to continue its work on improving access to nutritious foods in developing countries, GAIN must mobilize resources through different donors. GAIN has a successful track record of mobilizing donor support from governments and foundations in Europe and the US. We are looking to build a network with institutional and public donors in the Nordic region with propensity and capacity to contribute to GAIN's work. For this purpose, GAIN's Danish office is seeking to engage the services of a fundraising consultant, who will provide an in-depth overview of the available funding opportunities and advise on the development of a resource mobilization strategy.

### **3. SCOPE OF WORK AND DELIVERABLES**

The successful applicant shall under the guidance of and in consultation with GAIN, meet and provide the objectives and deliverables specified below. Full briefing GAIN's strategy, priorities and current fundraising will be provided to the selected consultant.

#### **3.1. OBJECTIVES**

- Provide a mapping and an assessment of potential Nordic donors from different categories of formal donors including government development aid agencies, philanthropic foundations and corporate/private donors. Consider for each donor
  - Appropriate entry points (the contact details of specific people and the most appropriate programs to target) within the donor organization

- The alignments between GAIN vision/mission and programmes, with donor priorities and suggestions for messaging/language that would be most suitable for approaching the donor in terms of
  - being in line with their strategies and approach
  - ways to pitch GAIN and its mission
  - any additional issues for consideration
- Timing and process of their funding cycles and the mechanisms for approaching and engaging with the donor, including any decentralization (e.g. through country missions)
- Information to be included:
  - Overall size of funding per year
  - Ticket size per funding channel/mechanism
  - Requirements of matched funding
  - Requirements of involvement of organizations in the Nordics? E.g. a private sector partner or other “Nordic” link
  - Indication of “maturity of the solution of the funding”; research stage, pilot, prototyping, implementation
  - Mechanism: “challenge fund” – or decided by a committee or other mechanism?
  - Funding type and conditions: grant, loans?
  - Legal/eligibility requirements
  - Brief profile of existing funding recipients
- Overlap with countries in which GAIN is active– focus of where GAIN has country offices:
  - Africa: Ethiopia, Kenya, Tanzania, Rwanda, Mozambique, Nigeria
  - Asia: Pakistan, India, Bangladesh, Indonesia
- The assessment should also include what trends are driving successful fundraising that are relevant to GAIN and provide relevant resources, data and information
- Based on the assessment, develop guidelines for a strategy tailored to GAIN’s Danish office, outlining which donors are most suitable to approach based on alignment and likelihood of funding success

### 3.2. DELIVERABLES

A report outlining the assessment of funding opportunities related to GAIN’s work on improving nutritional outcomes, specifically the facilitation of scalable solutions and inclusive business models that enhances the access to – and nutritional value of food in developing countries as well as guidelines for a resource mobilization strategy as described above.

### 3.3. TIMEFRAME

August – September 2020 (desk based)

## II. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

### 1. CONTACT

Sanne Jensen and Fanny Dyrberg are part of the selection team of the organisation and will review the proposals. They will be available via email to respond to clarifications on this solicitation. Please direct all inquiries and other communications to the contacts below and make sure to put the other part in CC in all correspondences. Responses will not be confidential except in cases where proprietary information is involved.

- Sanne Møller Jensen, Senior Associate

sjensen@gainhealth.org  
Svanemøllevej 41, 2900 Hellerup

- Fanny Dyrberg, Junior Associate  
fdyrberg@gainhealth.org  
Svanemøllevej 41, 2900 Hellerup

## 2. BUDGET

Applicants are required to provide GAIN with a detailed fee percentage proposal. The final budget amount will have to be approved by the organisation prior to starting the project.

## 3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as follows:

- Max 10 pages. Should cover outline of how the work will be done and examples of previous similar undertakings and the capacity of the team. Timing of work and budget detail should also be included.

## 4. SUBMISSION

Originals should be submitted as follows:

An electronic copy of the Proposal containing the documents preferably in MS Word along with all the required information including the fee proposal should reach GAIN at the address mentioned below:

Email copy:

- sjensen@gainhealth.org
- fdyrberg@gainhealth.org

## 5. DEADLINE

Completed proposals should be submitted to GAIN **before 16:00 Central European Time on August 20<sup>th</sup> 2020**. Proposals may be postmarked on the due date, provided that an email of the proposal is submitted by the deadline.

## 6. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline at the specified receiving office.
- Proposals received by fax.
- Incomplete proposals.
- Proposals that are not signed.

## **7. REVISIONS**

Proposals may be revised by electronic mail and confirmed by hard copy provided such revision(s) are received before the deadline.

## **8. ACCEPTANCE**

GAIN will not necessarily accept the lowest cost or any of the Proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

## **9. COMPLETION**

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed by a principal or authorising signatory of the lead firm or organisation.
- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

## **10. RIGHTS OF REJECTION**

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

## **11. REFERENCES**

GAIN reserves the right, before awarding the Proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

## **12. RELEASE OF INFORMATION**

After awarding the Proposal and upon written request to GAIN, only the following information will be released:

- Name of the successful applicant.
- The applicant's own individual ranking.

### **III. TERMS AND CONDITIONS OF THIS SOLICITATION**

#### **1. NOTICE OF NON-BINDING SOLICITATION**

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

#### **2. CONFIDENTIALITY**

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

#### **3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL**

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

#### **4. EVALUATION CRITERIA**

Proposals will be reviewed by the Selection Team. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work:
  - Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.
- Demonstrate a clear understanding of the technical requirements of this RFP:
  - Providing detailed technical documentation of the proposed strategy.
  - Evidence of experience delivering solutions using the proposed information technology platform.
- The creative and methodological approaches required to implement each of the parts of the scope of work.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
  - Proposal shall include a feasible work plan to ensure successful completion of deliverables.
  - The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
  - Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
  - Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
  - The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.

- Roles and responsibilities of each team member shall be clearly defined. GAIN shall have one main contact person clearly identified in the proposal.
- A duly completed offer of services.

**GAIN reserves the right to contact the individuals and contractor(s) in order to verify the information provided as part of the Proposal.**

## **5. REVIEW PROCESS**

The review process will involve a Review Panel with participants selected by GAIN.

## **6. LIMITATIONS WITH REGARD TO THIRD PARTIES**

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorise any third party to bind or commit GAIN in any way without GAIN's express written consent.

## **7. COMMUNICATION**

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

## **8. FINAL ACCEPTANCE**

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

## **9. VALIDITY PERIOD**

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

## **10. INTELLECTUAL PROPERTY**

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

## **11. SCOPE OF CHANGE**

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.

## **IV. OFFER OF SERVICES**

1. Offer submitted by:
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(Print or type business, corporate name and address)

2. I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorised representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:
  - a. Click or tap here to enter text.
  - b. Click or tap here to enter text.
  - c. Click or tap here to enter text.
  - d. Click or tap here to enter text.
3. I (We) agree that the Offer of Services will remain valid for a period of sixty days (60) calendar days after the date of its receipt by GAIN.
4. I (We) herewith submit the following:
  - (a) A Proposal to undertake the work, in accordance with GAIN's requirements specified.
  - (b) A duly completed offer of services, subject to the terms herein.

**OFFERS WHICH DO NOT CONTAIN THE ABOVE-MENTIONED DOCUMENTATION OR DEVIATE FROM THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.**

Date this day of Click or tap here to enter text. in Click or tap here to enter text..

\_\_\_\_\_ Click or tap here to enter text.

Signature (applicant)

\_\_\_\_\_ Click or tap here to enter text.

Signature (applicant)