

REQUEST FOR PROPOSALS

FOOD CULTURE ALLIANCE – FUNDRAISING ADVISOR

Issued by
The Global Alliance for Improved Nutrition (GAIN)

TABLE OF CONTENTS

I. PROJECT BACKGROUND AND SCOPE OF WORK	2
II. INSTRUCTIONS FOR RESPONDING	3
III. TERMS AND CONDITIONS OF THIS SOLICITATION	5
IV. OFFER OF SERVICES	7

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, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches.

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use 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.

2. Background

The [Food Culture Alliance](#) is a new initiative established by GAIN and launched in 2022. Our mission is to champion food culture and leverage the toolbox of strategies it provides to shift preferences and increase society's demand for nutritious and sustainable foods. To-date solutions to address nutrition and sustainability focus on either individual-level change or policy and regulatory change. But to shift consumer demand systemic efforts are needed. The Alliance responds to a gap and need for initiatives that address socio-cultural systemic factors leading to nutritious and sustainable consumption patterns.

The Food Culture Alliance has received a generous grant through bilateral donors to support until December 2026 global and country activities (in Kenya, India, Indonesia). However, it is expected that the Alliance will look for new funds before then. The sectors that have been prioritized for fundraising include health and wellbeing, food and nutrition, and climate.

Because this is a new topic that is not yet on donors' or foundations' radar, we see a fundraising advisor that will work collaboratively with Eva Monterrosa, Food Culture Alliance Co-Founder, and the Lead Group in devising a diversified fundraising strategy and plan to achieve our fundraising goals.

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) and will be the administrative lead organisation for this RFP.

The purpose of this RFP is to engage services of a Service Provider to develop a diversified funding strategy and fundraising plan.

3. Scope of work and Deliverables

The successful applicant shall present a proposal that captures a process that addresses the objectives below. The Service Provider is expected to work closely and collaboratively with Food Culture Alliance leadership to achieve these objectives.

3.1. Objectives

1. Understand the Food Culture Alliance fundraising needs and the overall fundraising challenge/problem.
2. Develop a diversified fundraising strategy that addresses the fundraising problem and plan that can be executed by Food Culture Alliance leadership over a period of 1 year.
3. Support the development of fundraising collateral materials.
4. Refine strategy based on trials with few prospects.

3.2. Deliverables

Please note that the timeline after April 19, 2024 is indicative and can be shortened if the Service Provider believes it is more cost efficient. The service provider is not expected to be 100% available during the entire duration of the timeline.

Deliverable	Anticipated timeline
Contract signing and Kick off meeting	April 19, 2024
Diversified funding strategy and plan	May 31, 2024
Fundraising collaterals	July 31, 2024
Final funding strategy	September 30, 2024

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.

4. Contact

Please direct all inquiries and other communications to the contact below. Responses will not be confidential except in cases where proprietary information is involved.

- Eva Monterrosa
- emonterrosa@gainhealth.org

5. 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.

6. Format for proposal

The proposal needs to be formatted as follows:

- Demonstrates an understanding of the overall funding landscape/challenges for at least one of the following sectors: health and wellbeing, climate, food and nutrition.

- Description of the proposed process to develop the final fundraising strategy, including tools and approaches, as well as how the Service Provider will work with Food Culture Alliance Leadership
- Examples of past work, specifically those addressing fundraising for new topics, disruptive ideas in health and wellbeing, food and nutrition, and/or climate sectors.
- Existing networks or fundraising relationships
- Staff assigned to the task. Please include short resume on staffs' experience relevant to the assignment
- Timeline for the proposed work
- Budget with breakdown by major categories: staff, activities/implementation, travel, management fees, **taxes**. Budget with breakdown by days for each deliverables.
- Not to exceed 10 pages, double spaced, inclusive of examples, resumes, timeline, budget

7. Submission

Originals should be submitted as follows:

One signed copy of the Proposal as an electronic copy 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:

- **rfp@gainhealth.org**

Subject line: **'Food Culture Alliance – Fundraising Advisor'**.

8. Deadline

Completed proposals should be submitted to GAIN **before 23:59 Central European Time on Friday March 22, 2024** . Proposals may be postmarked on the due date, provided that an email of the proposal is submitted by the deadline.

9. Unacceptable

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Proposals received by fax.
- Incomplete proposals.
- Proposals that are not signed.
- Proposals that exceed the page limit.
- Proposals that do not include offer of services (see IV below).

10. Revisions

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

11. 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.

12. 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.

13. 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.

14. 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.

15. 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

16. 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.

17. 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.

18. 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.

19. 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:
 - o 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:
 - o Providing detailed technical documentation of the proposed strategy.
 - o 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:
 - o Proposal shall include a feasible work plan to ensure successful completion of deliverables.
 - o The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
 - o Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
 - o Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
 - o The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
 - o 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.

20. Review process

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

21. 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.

22. 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.

23. 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.

24. 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.

25. 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.

26. 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:

(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)