

EXPRESSION OF INTEREST

REVIEW AND DEVELOPMENT OF FUNDRAISING STRATEGY IN ALIGNMENT WITH ACTIONAID'S COUNTRY STRATEGY PAPER VII (CSP VII)

As part of the operationalization of the Country Strategy Paper VII (CSP VII), there is a need to develop a robust and sustainable Fundraising Strategy that reflects the organization's current focus areas and programmatic priorities. The Fundraising Strategy should align with CSP VII (2023–2028) and position ActionAid Ghana to effectively mobilize resources from diverse sources to meet programmatic needs, sustain long-term interventions, and achieve measurable impact.

Therefore, the main objective of this consultancy is to conduct a thorough review of ActionAid Ghana's existing fundraising strategy and develop a comprehensive, innovative approach to resource mobilization. The revised fundraising strategy should align with the organization's current Country Strategy Paper (CSP VII) and reflect its mission, values, and thematic priorities.

Deliverables

The consultant is expected to deliver the following.

- Inception Report: Detailing the methodology, work plan, and timeline for the development of the strategy.
- Situational Analysis Report: Including insights from stakeholder consultations and a review of AAG's current fundraising landscape.
- Draft Fundraising Strategy: A comprehensive document with strategic recommendations, an action plan, and a monitoring framework.
- Final Fundraising Strategy: Incorporating feedback from AAG management and stakeholders.
- Presentation of the Strategy: A presentation to AAG's senior leadership team, highlighting key elements of the strategy and recommendations for implementation.

Application Process

All interested parties should visit <https://ghana.actionaid.org/jobs> for detailed Terms of Reference. Interested parties should submit a proposal demonstrating their understanding of the assignment; a financial proposal outlining the cost elements and CV to AA Ghana via email Proposals.Ghana@actionaid.org by the close of day on **22nd November 2024**.

Please note that only shortlisted applicants will be contacted.