Consultant, Fundraising management

Start date: from January 2016

1. Overview

1.1. The GSMA Foundation

The GSMA Foundation, Inc. was created in 2007 to bring together the telecommunications industry, the international development community and civil society to demonstrate the positive social impact of mobile technology. The GSMA Foundation is a U.S. 501(c)(3) organisation and receives funding from various grantors to fill the gaps not addressed by standard commercial activity. Mobile for development concepts are often unproven and therefore do not attract commercial investment, leaving the underserved behind. Philanthropic capital plays an essential role to ensure that:

1. The needs of the underserved are placed prominently at the top of the industry's agenda
2. Proof of Concept projects are developed to demonstrate what is possible
3. Insights, knowledge and best practice are shared as public goods throughout the industry to ensure success spreads quickly and replication is realised.

1.2. The GSMA Mobile for Development (M4D)

Mobile for Development is a dedicated unit at the GSMA focused on harnessing the power of mobile to achieve major societal impact. Our new strategic direction, endorsed by the GSMA Foundation and the GSMA Board in July 2015, has re-focused our efforts to deliver scale through a focus on Connectivity (Connected Society), Mobile Money, Digital Identity as three core enablers, an Ecosystem Accelerator to drive scale and the continuation of four portfolio activities – M4D Utilities, Connected Women, Disaster Response & mNutrition – to maximise impact.

Mobile for Development's activities are funded by a blend of GSMA and donors' funds. To develop its activities described above, philanthropic fundraising is therefore essential.

2. Requirements

2.1. Scope

The consultant will support Mobile for Development and GSMA Foundation to secure appropriate funding for M4D activities by developing a fundraising plan, developing documentation as relevant and reaching out new donors. In more details, the consultant will be required to do the following:

- **Donor landscaping exercise:** continuously explore and progress global and regional (e.g. US, Latam, Europe etc…) fundraising opportunities and keep abreast of the fundraising landscape. Build a list of relevant fundraising opportunities for M4D.

- **Project management:** develop and drive a detailed fundraising plan, incorporating agreed targets. Monitor fundraising performance and create management reports including regularly updated donors' tracker and recommendations for way forward.

- Initiate **contact with potential funders** (that are not in the current M4D donors' pipeline), liaise with M4D teams to define objectives, setup funding meeting/presentation of M4D programmes in relation with heads of M4D programmes and GSMA Foundation.

- When donors agree to receive idea/concept note and proposals, work with M4D team leads to **develop the documentation**, work with programme and finance teams to build out the detailed donor templates, run the agreed process of internal review and approvals with legal, finance, M4D and Foundation.

2.2. Proposed deliverables

- List of relevant fundraising opportunities for M4D
- Regularly updated donors' tracker
- Detailed fundraising plan
- Any documentations as required by donors

3. Timeline and Fees

3.1. Timeline

The GSMA is looking for a consultant who would be available to start work from January.
We anticipate the project to last 6 months.

3.2. Fees

The fees will depend on the expertise and experience of the consultant. The GSMA expects a detailed budget (in £ GBP, VAT excluded) and payment schedule from the consultant, in line with their proposal in terms of timeline.

4. Criteria

The consultant must have:
- Extensive fundraising experience with philanthropic organisations
- Good knowledge of opportunity for mobile technology to improve and enhance social and economic development

5. Contact details

Please submit any request for additional information and your proposal (including proposed fees, invoicing proposal and invoicing information) to the Mobile for Development Programme Director, Philippe Bellordre (pbellordre@gsma.com)