



UGANDA BIODIVERSITY FUND

Request for proposals from firms to conduct national level fundraising campaigns for biodiversity conservation targeting national level private sector actors

June 07, 2018

1. Background

Uganda is one of the most biodiverse countries on the planet and the second most biodiverse country on the African continent. This rich biodiversity provides the foundation for Uganda's social and economic development. Uganda's biodiversity and ecosystem services contribute an estimated 45-50 percent of national GDP (National Development Plan II, 2015). For example, in 2014, the tourism sector alone, which is highly dependent on biodiversity conservation, contributed about nine percent of Uganda's GDP, amounting to USD 1.7 billion (National Development Plan II, 2015).

There is, however, a very high rate of biodiversity and ecosystem services loss attributed to human induced causes. The National Environment Management Authority's *"Guidelines and Action Plan for Financing Biodiversity Conservation in Uganda"* (2015) estimates the current financing gap at \$89.47 million per year. To address this gap, there is a need to mobilize resources from all possible sources to effectively and sustainably finance biodiversity conservation efforts in Uganda.

The Uganda Biodiversity Fund (UBF) was established with a mission to: *"Serve as a catalyst for mobilizing, managing and channelling financial resources for biodiversity conservation and sustainable use of natural resources in Uganda for the benefit of current and future generations"*

The UBF is a private and independently managed charitable trust that mobilizes additional resources to bridge the financing gap for biodiversity conservation in Uganda and make available funds to support the management of and conservation of biodiversity, including capacity building of beneficiaries and recipients to handle major conservation challenges and risks. The Uganda Biodiversity Trust Fund is established under the Trustees Incorporation Act and held in trust by trustees in accordance with provisions of the Trust Deed. In 2018, UBF plans to hold a series of fundraising initiatives targeting all stakeholders including government institution, the private sector, development partners and the general public to raise funding for its activities countrywide. It is against this basis that UBF is seeking the services of an independent firm to lead the process.

2. Activity summary

Project title	Mobilizing financial resources for conservation of
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	critical species and landscapes
Period	Twelve months
Key activities	Mobilising the private sector, organizing corporate events, negotiating collaborative agreements, etc
Start date	August 2018
Budget (initial budget)	

3. Purpose of the consultancy

The main purpose of this activity is to support UBF in implementing its Strategic Plan and Business Plan. The activity will support conceptualizing, organizing and implementing fundraising events targeting Uganda's Private Sector and the general public to raise a minimum of UGX 5 Billion shillings between 2018 - 2020 while leveraging efforts for establishing a long-term and independent funding mechanisms for biodiversity conservation in Uganda. The activity shall raise the impact of UBF by implementing strategies that provides various ways of fundraising locally and establishing business partnerships especially with the private sector actors. The successful firm will work with the support of UBF technical team and members of the Board of Trustees.

4. Activity scope

To achieve the above purpose, the firm will undertake the following tasks:

- a) Assessing the capacity and prospects for long-term fundraising strategic goals and actions and business partnerships in the country. This task includes an assessment of trends in corporate giving and civil society organizations (CSO) fundraising in line with UBF business plan/ strategy.
- b) Identify fundraising opportunities and at least five companies from the private sector that could support UBF work in the future
- c) Develop concepts for prioritised ideas and present them to UBF for discussion and approval
- d) Create fundraising materials to be used during the fundraising campaigns.
- e) Conduct meetings with companies and work to secure at least two medium-term partnerships formalized through an MoU;

4. Expected outputs

The fundraising firm is expected to meet the following deliverables:

- a) Partnership agreements/MoUs with at least two companies signed
- b) At least three fundraising concepts developed and approved
- c) Fundraising materials developed and used during meetings
- d) Funding commitments of about USD One Million for the next two years raised
- e) Final report with information regarding how the activities were implemented, opportunities identified, related challenges and recommendations for future courses of action.

5. Requirements/ qualifications

A reputable firm with a track record of leading fundraising initiatives is required for this role. The specific requirements include:

- a) The firm should be licensed to offer related services in Uganda
- b) The firm must have been in operation for not less than three years by the time of this advert.
- c) Experience in supporting conservation institutions will be an added advantage.
- d) experience in mobilizing business people, the private sector and corporate institutions

5. Duration of the activity and engagement

This activity shall be implemented within a period of twelve months. It may be extended in case of availability of funding and commendable performance.

6. Remuneration

The firm will be paid a lump sum amount to support initial activities.

Additional remuneration in terms of commission (to be agreed upon) shall be paid against the amount of funds raised by the firm.

7: Application procedure/ selection criteria

Qualified firms are preferred to perform this function. The experience and requirements should include the following:

- a) The firm should be licensed to offer related services in Uganda
- b) The firm must have been in operation for not less than three years by the time of this advert
- c) Experience in supporting conservation institutions will be an added advantage
- d) Documented evidence of previous assignments must be provided with the proposal
- e) A clear approach/methodology for performing the intended tasks
- f) An activity plan for achieving objectives, to include a clear budget specifying budgeted hours, timelines and sequence of work for different levels of staff to be involved.
- g) Detailed CVs of proposed staff to be involved in the team, including the authorized representative submitting the proposal. Key information for inclusion in the CV may include; the current roles of the individual, number of years worked, tertiary and professional qualifications, professional membership, experience and degree of responsibility held in various assignments during the last 5 years.
- h) List with contact details of five (5) current and or past clients that the firm has engaged with. Information shall include names of the client, contact person/s and their addresses with day-time telephone contacts, nature of work and length of the appointment.
- i) Proposal must remain valid from the date of submission for a period of at least 60 days

8. Submission of Proposal

Interested firms should prepare and submit Technical and Financial Proposal including copies of required documents listed under sub section (6) above. Applications addressed to Executive Director should be sent by email to info@ugandabiodiversityfund.org or hand delivered to UBF offices at **Plot 16-18, Nyonyi Gardens in Kololo** (opposite the airstrip). This should reach the said addresses not later than **June 6th 2018 5:00PM**. For more clarification, please call +256393216445.