

## **REQUEST FOR EXPRESSION OF INTEREST FOR THE CONSULTANCY TO DEVELOP A RESOURCE MOBILISATION AND SUSTAINABILITY STRATEGY**

**Institution:** Centre for Tobacco Control in Africa (CTCA)

**Project Title:** Enhancing Tobacco Control Sustainability in Africa

**Expression of interest No:** CTCA/EOI/2020/011

### **1. Introduction:**

The Centre for Tobacco Control in Africa (CTCA) has been in existence since 2011. CTCA is a premier go-to Centre for tobacco control in Africa. It doubles as a resource Centre and knowledge hub. The niche of the Centre is Capacity Development for African governments and their prime actors to develop/design and implement robust tobacco control laws, policies and interventions. The goal of the Centre is reduction in tobacco use and promotion of human health premised in reduction in production and consumption of all forms of tobacco.

The Centre has gone through two segments of 5-year strategic plan and is currently implementing a 7-year strategic plan 2019/2025. The current strategic plan envisions “A Tobacco Free Africa” with interventions anchored on 5 pillars; - 1) Capacity Development; 2) Expanding evidence; 3) Resource Mobilisation; 4) Partnerships and 5) Institutional development. Core values of CTCA are interwoven and threaded through; 1) Professionalism; 2) Integrity; 3) Innovativeness; 4) Excellence; 5) Partnership; and 6) Accountability. The current strategic plan focuses on sustainable tobacco control interventions and scope covers interventions and efforts to reduce the production (supply reduction measures) and consumption (demand reduction measures) of tobacco through implementing evidence-based tobacco control strategies in Africa.

Internally, the strategic plan fosters cohesion to the CTCA strategies in technical assistance by supported a structure approach to tobacco control through harmonized aggregated approaches to allow trucking of results, priority setting, domesticating the interventions and providing avenues for joint action and mainstreaming TC agenda, all together setting a stage for resource mobilization. The external role of CTCA is to pitch regional partners, economic

and political blocks to support countries to set the tobacco control agenda high. Since inception, CTCA has been largely funded by Bill and Melinda Gates Foundation. Beyond CTCA, TC in Africa and globally have been and are currently mostly funded by philanthropists, the main ones being Bill and Melinda Gates Foundation and Bloomberg.

## **2. Justification for Resource Mobilization and sustainability strategy**

Tobacco control is practiced in a fairly complex funding environment characterized by heightened tobacco industry interference in the era of economic downturn, narrowing economic space, shrinking of donor funding, changing donor priorities, regional security fluctuation in the face of increasing spikes of disease epidemics such as Corona virus, Ebola, HIV/AIDS, Malaria, Tuberculosis and upsurge of noncommunicable diseases with incurable cancers at the forefront as dire examples. All this happens despite the presence of global frameworks among them the Sustainable Development Goals (SDGs), Universal Health Care (UHC) and the World Health Organization Framework Convention on Tobacco Control (WHO FCTC). This therefore requires a forward-looking resource mobilization strategy to take into account the funding landscape, examine and explore new aid modalities, actors, country domestic financing options and elaborate a strategic systemic and structured front to leveraging existing and new partnerships to be able to recommend options for diversifying the resource base to support tobacco control in Africa.

With the above in view, CTCA seeks a qualified consultant to develop a resource mobilization and sustainability strategy with a corresponding action plan/roadmap to drive its vision, mission, goals and should be results-oriented. The resource mobilization and sustainability strategy should be able to blend various sources of funding among them;

- a) African countries domestic finances and budgets, how much countries are allocating to health in their annual budget, how much for prevention and how much for TC (allocated and released)
- b) External financing pitching international frameworks, bilaterals and multilaterals
- c) Source various granting mechanisms (announced and soliciting)
- d) Adhoc fundraising
- e) Establishing Tobacco Control Funds

## **3. Objective of the assignment**

The objective of the assignment is to broaden the CTCA's tobacco control finance base through diversification of income and decreased dependence on

sole financing source in order to enhance clarity on targets towards sustainable financing. With predictable and sustainable financing, CTCA, countries and other TC actors will define new scope of TC interventions, innovations in TC designs and interventions and recast the future shape of tobacco control in Africa.

#### **4. Scope of work of the assignment.**

The Specific duties and responsibilities are;

- a) Review of CTCA's strategy, operational plans, institutional manuals, current level of funding and pipeline
- b) Critical overview of the situation analysis, analysis of previous fundraising experience, workflows, sample of successful applications and grants
- c) Consult CTCA host environment in Makerere University and constituent entities to configure its relationships and space for resource mobilization.
- d) Map and characterize (comprehensive analysis) the funding entities/donors at global regional and local level, and sources to enable construct workable and feasible recommendations about feasibility of securing funding for TC
- e) Map donors (new/old) strategic areas of focus, interest, priorities and explore opportunities for partnerships to mobilize and leverage resources.
- f) Develop a high-level summary of a consolidated view of all fundraising activities from conceptualisation, funding, disbursements to implementation and reporting
- g) Explore TC financing windows, trusts; and their focus to identify the best fit for CTCA and tobacco control.
- h) Draw a strategy for accessing new donors and trigger funding for TC programs
- i) Design objectives, methods, tactics to differentiated resource mobilization by donor category
- j) Format for technical assistance to funding requests in response to calls for proposals/funding announcement opportunities
- k) Elaborate a number of fundraising materials; - print and digital
- l) Draw pathways for sustainable financing including proposing a framework for countries to draft the fundraising plans, training country level actors in grant writing and funding search, fund management at international standards and for supporting country level actors to develop a local fundraising documents

#### **5. Methods**

- a) Document review
- b) Key informant interviews
- c) Stakeholder group meetings
- d) Drafting and feedback session

#### **6. Deliverables**

- a) An inception report summarizing the current funding streams and funding outlook.

- b) A comprehensive resource mobilization and sustainability strategy; - situation analysis, analysis of previous fundraising experience, future opportunities and strategies, workflows, sample of successful applications and grants, contribution framework, mode and schedules of fundraising, action plan with assigned persons outlining timelines and actions proposed
- c) Mapping atlas of donors, interest, priorities, funding windows, and timelines for mobilizing resources
- d) Fundraising materials
- e) A synthesis of funding models and a risk assessment/analysis and mitigation framework to control for changing circumstances
- f) A capacity building plan for staff for resource mobilization and partner retention.

## **7. Qualifications and Experience**

- a) Advanced degree in; Marketing, Economics, Planning, Business Administration, any other relevant discipline.
- b) At 10 years in development sectors, with past experience in Fundraising, resource mobilization, partnership building, grant proposal and report writing.
- c) Broad knowledge in development work, programming and Tobacco control (desirable), community mobilization
- d) Proven ability to conceptualize, plan, implement, manage relationships and partnerships
- e) Problem solving skills and ability to meet deadlines
- f) Great organizational capacity to convene meetings, particularly of stakeholders with multiple diversity
- g) Should be able to work independently with minimal supervision
- h) Demonstrated knowledge in budgeting particularly of large projects or programs
- i) Mastery of English as a primary language and /or French or both orally and written.

## **8. Duration of the Consultancy Management**

Duration of the consultancy is 30 days

## **9. Selection of best candidate**

The best candidate will be selected on merit in accordance with the **Selection Based on the Individual Qualifications and experience.**

## **10. How to apply**

Interested and suitably qualified candidates may apply for the post by:  
Submitting a motivation letter of not more than 1000 words and clearly marked as **“Expression of interest for the consultancy to develop a resource mobilization and sustainability strategy”** in soft copies at the address below not later than **17:00 hours EAT on the April 14, 2020.**

- a) In addition to the requirement in (a), interested applicants should submit:
  - i) a CV with contacts of 3 professional referees, and
  - ii) a copy of all relevant academic documents.
- b) Applications may be sent to [eo@ctc-africa.org](mailto:eo@ctc-africa.org)