**Terms of Reference for Review of Fundraising Strategy and Activities Self Help Africa Ireland**

1. Background:

Self Help Africa is an international non-governmental organisation. We aim to alleviate hunger, poverty, social inequality and the impact of climate change through community-based, market-led and enterprise focused approaches so that people have access to nutritious food, clean water, decent employment and income, while sustaining natural resources.

Established in Ireland, the organisation has a fundraising department that plays a crucial role in supporting the organisation's programmes and initiatives. Main fundraising channels include direct marketing campaigns, regular giving, events, corporates and major gifts, and legacy.

In 2021 Self Help Africa merged with UK-based United Purpose. In 2023, under a new CEO, the organisation was restructured into four directorates one of which being the Public Engagement Directorate. This change brought together for the first time all our public facing work in Ireland and the UK (fundraising, communications, retail and global citizenship education) under the leadership of one director.

2. Objectives:

In alignment with organisational goals and [strategy](https://selfhelpafrica.org/ie/strategy2023-2027/)

* Provide a thorough review of fundraising activities, donors database, campaigns and revenue streams (excluding retail).
* Make recommendations for increasing fundraising income in Ireland
* Assess opportunities to maximise the effectiveness and efficiency of the fundraising department in Ireland.
* Identify strengths and areas for potential improvement within the fundraising department.

3. Scope of Work:

The review will include, but not be limited to:

- Analysis of current fundraising strategies and activities (excluding retail)

- Evaluation of fundraising performance against targets and benchmarks for the last 5 years.

- Analysis of return on investment by channel

- Assessment of donor relationships and stewardship practices.

- Examination of fundraising communication and marketing efforts.

- Comparison with best practices in fundraising within the INGO sector.

4. Methodology:

The review will involve a combination of methods, including:

- Interviews with key stakeholders within the fundraising department.

- Analysis of relevant data and reports.

- Benchmarking against peer organisations (iNGOs).

5. Deliverables:

- A comprehensive report, with an executive summary, outlining findings and recommendations. The report will cover the following:

* A thorough review of fundraising activities, donors database, campaigns and revenue streams (excluding retail).
* Recommendations for increasing fundraising income in Ireland
* Assessment of opportunities to maximise the effectiveness and efficiency of the fundraising department in Ireland.
* Identification of strengths and areas for improvement within the fundraising department.

- Presentation of the report to senior management and key stakeholders.

- Action plan detailing steps for implementation of recommendations.

- Follow-up support to ensure effective implementation.

6. Timeline:

The review is expected to be completed within six working weeks.

7. Reporting:

The review will be conducted by an external consultant or review team, reporting directly to The Director of Public Engagement. Regular progress updates will be provided to the designated contact person.

8. Budget:

A budget will be allocated to cover the costs associated with the review, including consultant fees, travel expenses, and any other related costs.

9. Confidentiality:

All information obtained during the review process will be treated as confidential and handled with the utmost discretion.

10. Approval:

These terms of reference are subject to approval by the appropriate authorities within Self Help Africa before proceeding with the review.