

REQUEST FOR EXPRESSION OF INTEREST (REOI) FOR A RESOURCE MOBILIZATION/ FUNDRAISING CONSULTANT

1. Introduction

The KASNEB Foundation is a registered Charitable Trust under the Trustees (Perpetual Succession) Act, Cap 164 of the Laws of Kenya. The Foundation was established by Kenya Accountants and Secretaries National Examinations Board (kasneb) to support needy students pursuing kasneb qualifications in order to nurture competent business professionals and advance professional education across Kenya.

The Foundation is committed to supporting deserving students through financial assistance in the form of loans and bursaries. In addition, the Foundation undertakes initiatives aimed at promoting financial literacy, mentorship, and Corporate Social Investment (CSI) programmes within institutions of learning and communities.

2. Mandate of the KASNEB Foundation

The Foundation's mandate includes:

- i. Providing loans, bursaries and scholarships to students pursuing kasneb qualifications in accredited universities, colleges and training institutions in Kenya.
- ii. Training in financial literacy programmes among the youth and MSMES.
- iii. Providing mentorship and coaching programs to students.
- iv. Implementing Corporate Social Investment (CSI) Initiatives at institutions of learning and advancing education.

The KASNEB Foundation seeks to strengthen its sustainability and long-term impact through enhanced resource mobilization and strategic partnerships. In order to effectively implement its programmes and respond to emerging educational and socio-economic needs, the Foundation requires a Financial and non-financial resources to enable it achieve its key mandate.

This consultancy aims to support the Foundation in identifying and securing sustainable funding opportunities from local and international donors, development partners, foundations, financial institutions, private sector entities, and philanthropic organizations.

The consultant will be expected to assess the evolving donor and funding landscape and position the Foundation as a credible investment partner.

3. Scope of Assignment

The consultant shall undertake, but not be limited to, the following assignments:

a) Resource Mobilization Strategy

- Develop a comprehensive Resource Mobilization Strategy for the Foundation.
- Develop a practical 12-month implementation and action plan.
- Recommend innovative and sustainable fundraising approaches.

b) Donor and Partnership Mapping

- Identify potential donors, strategic partners, sponsors, and collaborators aligned to the Foundation's mandate.

c) Proposal Development and Fundraising Tools

- Lead the development of high-quality concept notes, grant proposals, partnership proposals, and fundraising templates.
- Support the preparation of partnership agreements and donor engagement materials.
- Develop tools and systems for tracking fundraising opportunities and donor engagement.

d) Resource Mobilization Targets

- Support the Foundation to mobilize a minimum of Kenya Shillings Fifty Million (KES 50,000,000) annually through grants, sponsorships, partnerships, donations, CSR collaborations, endowment support, and other fundraising initiatives.
- Develop and implement fundraising activities, donor engagements, strategic forums, partnership meetings, and investment pitches aimed at achieving the fundraising targets.

f) Internal Capacity Strengthening

- Strengthen internal systems and processes related to donor reporting, accountability, and transparency.
- Support timely preparation and submission of donor reports.
- Build staff capacity on proposal development, fundraising, donor management, and stakeholder engagement.

g) Monitoring and Reporting

- Develop and maintain a dashboard to track fundraising progress against annual and multi-year targets.
- Provide periodic progress reports, donor engagement updates, and recommendations.

4. Expected Deliverables

The consultant will be expected to deliver the following:

- a) An assessment report on the donor landscape in Kenya and globally.
- b) A comprehensive 12-month Resource Mobilization strategy and Action Plan.
- c) A donor mapping and segmentation report identifying strategic funding opportunities.
- d) A pipeline of at least ten (10) funding prospects.
- e) Fundraising tools and templates including concept notes, proposal templates, donor engagement tools, and partnership frameworks.
- f) Evidence of active donor engagement initiatives, fundraising forums, partnership meetings, sponsorship negotiations, and strategic collaborations aimed at resource mobilization.
- g) Quarterly resource mobilization progress reports and updated funding dashboards.
- h) Fundraising at least a minimum of Ksh. 50 million annually for the Foundation's programmes and initiatives.
- i) An annual fundraising performance review report with recommendations for improvement.

5. Consultancy Duration

The consultancy assignment shall be for a period of one (1) year, renewable based on satisfactory performance, achievement of agreed targets, and availability of funding.

6. Expert Profile and Qualifications

The consultant or consulting firm should possess the following minimum qualifications and experience:

- i. At least five (5) years' demonstrated experience in resource mobilization, fundraising, partnership development and donor engagement.
- ii. Proven experience in developing and implementing resource mobilization strategies for non-profit organizations, foundations, NGOs or development institutions.
- iii. Demonstrated understanding of the donor-funding environment.
- iv. Proven record of accomplishment in securing funding from institutional donors, foundations, development agencies, financial institutions, and private sector entities.
- v. Evidence of or undertaken activities that contributed to raising at least Kenya Shillings Twenty Million (Ksh. 20,000,000) cumulatively in previous assignments or engagements.
- vi. Demonstrated experience in developing high quality and successful concept notes, grant proposals, partnership frameworks and donor engagement tools.
- vii. Strong stakeholder engagement, networking, negotiation and capacity-building skills.

7. Method of Payment

The payment structure for the consultancy shall be based on the following:

- i. A mutually agreed percentage of the total resources/funds successfully mobilized for the Foundation through grants, partnerships, sponsorships, donations and other fundraising initiatives attributable to the consultant's efforts.
- ii. Agreed professional fees and reimbursements for approved costs incurred in carrying out activities related to resource mobilization initiatives, including but not limited to:
 - Stakeholder and donor meetings
 - Partnership engagement forums
 - Facilitation and training costs
 - Proposal development workshops
 - Marketing and networking activities
 - Travel and administrative costs directly related to approved assignments

The detailed payment structure should be included in the Expression of Interest proposal and terms shall be negotiated and incorporated into the consultancy contract.

8. Selection Criteria

Selection Criteria	Description	Score (%)
General qualifications and experience	Academic and professional qualifications, overall consultancy experience	10
Specific experience relevant to the assignment	Resource mobilization, fundraising, donor engagement, partnership development	35
Adequacy and quality of response to the TOR	Technical approach, methodology, work plan, and understanding of the assignment	55
Total		100

9. Application Requirements

Interested consultants/firms are invited to submit an Expression of Interest (EOI) including the following:

- A cover letter demonstrating understanding of the assignment and availability for the consultancy period.
- A detailed technical proposal and work plan (maximum five pages).
- Updated Curriculum Vitae(s) of the lead consultant and key personnel highlighting relevant qualifications and experience.
- At least three (3) references from organizations where similar assignments have been successfully undertaken.
- Documentary evidence of previous fundraising achievements, donor engagements, partnership development initiatives, or successful resource mobilization & Fundraising assignments.
- A financial proposal indicating the consultancy fee structure, expected percentage-based remuneration and reimbursement arrangements.

10. Confidentiality

All documents, information, and data obtained during the consultancy assignment shall be treated as confidential and shall remain the property of the KASNEB Foundation. The consultant shall not disclose any information obtained during the course of the assignment without prior written authorization from the Foundation.

11. How to Apply

Interested consultants/firms/individuals should submit their Expression of Interest (EOI) and accompanying documents via email to procuretwo@kasneb.or.ke, kasnebfoundation@kasneb.or.ke

The subject line should read: **“Expression of Interest – Resource Mobilization Consultant”**

Applications should be received on or before **30 June 2026 11:00 am**.

Only shortlisted candidates shall be contacted.