

Terms of Reference for Fundraising and External Relations Retainer Services

Background information about REBDA

Legally incorporated (limited by guarantee) under Section 16(1) of the Companies Act on 10th November, 2015 with registration number 211444, Reign Business Development Agency (REBDA) is a non-profit Enterprise Support Organization (ESO) dedicated to the improvement of the well-being (livelihoods) of agribusiness value chain actors that operate or work for start-up, scale-up and later stage Micro, Small and Medium Scale Enterprises (MSMEs). REBDA's services are aimed at helping of beneficiaries to attain a rational capacity to provide goods and services with a high level of competitiveness and to reach a reasonable degree of productivity and profitability.

Vision

Timely and integrated Business Development Services for all.

Mission

Get people into business and help them stay in business.

Major Services

REBDA undertakes a number of interventions aimed at enhancing the capacity of agribusiness actors to start, operate, and expand/scale profitable enterprises. The interventions include:

- Training (management and technical);
- Technical Support/Advisory (business plan preparation, feasibility studies and proposals);
- Knowledge generation and dissemination (Information products);
- Business Linkage (output and input markets);
- Lobbying and advocacy ;
- Project management ;
- Business Incubation and acceleration;
- Coaching and mentoring;
- Mobilization and promotional campaigns;
- Exposure/learning tours and fairs;
- Technology development and transfer;

Sector Focus/Programs

Our suite of BDS are provided to entrepreneurs/owners/shareholders and staff of MSMEs operating in the following sectors/value chains:

- **Grains and Oil Seed crops;** cereals (maize, sorghum, millet, wheat, barley); soybean, sunflower, simsim (sesame), palm oil and legumes (beans, peas, among others);
- **Horticulture;** fruits (apples, mangoes, bananas, oranges, avocado) and vegetables (tomatoes, onions, carrots, among others);
- **Coffee and Cocoa;**
- **Poultry and Livestock;** dairy and beef;
- **Fisheries/Aquaculture;**

Rationale for the assignment

Over the last 9 years, REBDA has made strides in laying a strong foundation that will propel it to the next level. The organisation has put in place systems, structures and policies, built a multi-disciplinary pool of over **8** full time staff and **20** associates and acquired the basic infrastructure and facilities necessary to deliver BDS to its clients. Within its ranks, REBDA has **8** Master Trainers (MTs) and over **15** Trainers who are certified and licensed by internally recognised agencies to deliver a number of BDS packages including Think COOP, Start COOP and My COOP, Start and Improve Your Business (SIYB), Gender and Entrepreneurship Together (GET Ahead), Financial Literacy (FL)/Financial Education (FE) and Vegetable Production. REBDA has partnered with Government Ministries, Departments and Agencies (MDAs) and a number of development organisations including ILO, FAO, AGRA, IFDC, SNV, adelphi and Technoserve, among others.

Thanks to the foundation that has been laid, REBDA has, with financial and technical support from a number of development partners, been able to provide business development services to over **41,208** individuals, **1,248** farmer groups, **800** VSLAs, **97** producer cooperatives, **202** SACCOs, **180** companies, **19** agribusiness clusters, **28** farmers/traders' associations running businesses in a number of value chains/sectors and with operations in almost all the sub-regions of Uganda.

Thousands of beneficiaries of our services have accessed credit to finance their businesses while others have been able to sell to markets that pay more remunerative prices. As a result of these achievements, the beneficiaries have created hundreds of decent jobs, increased production and productivity, increased revenues and profitability and realized higher living standards.

REBDA has completed the implementation of its second 5-year strategic plan (2022-24). As, it prepares to begin the third strategic plan period (2025-2029), REBDA must confront the serious threats to its financial health and sustainability that emanate from the drastic changes in the operating environment, including changes in technology, climate and socio-political landscape.

As a development organisation, REBDA relies heavily on funding from donors and consultancy assignments from clients in order to generate the funds needed to deliver its services and grow its operations. The increasing competition in the grant and consultancy markets requires that REBDA develops innovative approaches to make proposals more compelling and attractive for donors and clients to read. It is against this background that REBDA wishes to hire the services of an associate fundraising and business development manager on a retainer basis for an initial period of 3 months.

Objectives of the assignment

The objective of the assignment is to enable the organisation to generate and maintain a steady flow of business that will enable it to have a funding base/portfolio big enough to ensure sustainable growth.

Terms of engagement

This is a commission-based assignment. The associate is **an independent contractor** and NOT a staff of REBDA.

Payments

The Associate shall be paid **5-10%** of the total amount of grant/consultancy contract won/secured as a result of his/her efforts. The contractor will also be paid a monthly retainer fee. For any engagements outside this scope of works, the contractor will be paid daily professional fees and per diems at rates agreed between the parties.

Commissions

The exact amount of commission to be paid will be determined as indicated in the table below:

#	Grant/contract amount	Applicable %age
1	UGX 150m and below	10%
2	UGX 150-500m	7%
3	UGX 500m and above	5%

This payment covers all expenses incurred in prospecting, soliciting, writing, follow up and review (incorporating comments/feedback from the potential donor/client) of the proposal/bid (including the concept notes or expressions of interest that precede them).

Retainer fees

The contractor will be paid a retainer every month to cover basic costs incurred in developing the proposals and marketing the organization to potential donors/clients. Among the costs covered by the retainer include airtime (data and voice), travel/transport and meals. The amount to be paid will be specified in the contract.

Professional fees

The rate for daily professional fees will be negotiated from time to time and will take into consideration the industry averages.

Tasks to be performed/Scope of works

The following tasks are to be performed:

- Identify at least 6 (six) new request/call for proposals that are relevant to REBDA's mandate during the contract period. The calls/requests for proposals can be got from online/print media and or any other sources;
- Develop/write and submit at least 3 (three) grant proposals/applications including preparation of Theory of Change (TOC), budgets and logical frameworks during the 3 months initial period. The proposals must have a high bar for quality, detail-orientation, creativity and responsiveness with strong logical flow, hard data and beneficiary-centrism and error-free perspectives. The associate must ensure that the proposals/bids are submitted to o REBDA at least 4 days before submission deadlines set by the potential donor/client;
- Guide REBDA staff on resource mobilisation including how to prepare applications and which calls to apply for;
- Submit the proposals to the donors/clients using official company email or direct delivery or courier as is deemed appropriate.

Business development and external relations:

- Market REBDA to potential donors/clients;
- Where necessary, form consortia relevant to the grant applications agreed that REBDA will choose to participate in;
- Maintain good relations/engagements with key stakeholders and donors.

Input From Client (REBDA)

REBDA will provide the following support to the consultant/contractor:

- In case the successful completion of the concept/grant/consultancy proposals/bids requires the associate/contractor to go to the field to collect primary data outside the area of residence/work, REBDA will cover the costs incurred. The allowable costs/expenses include professional fees, transport, stationery and secretarial services (printing, photocopying and binding). The rate and amount to be covered (including the exact amount for the professional fees per billable day) and the payment modalities will be in line with company policies;
- Share with the associate request/call for proposals that are relevant to the mandate of REBDA as and when deemed necessary;
- Meet the cost of production (printing, photocopying, binding) and multiplication or transportation/delivery or mailing of the concept proposals/bids to the donors/clients;
- Provide documents (such as company profile, reports etc) necessary for the development of grant/consultancy proposals;
- Provide CVs of the staff and other experts that are required for the various assignments as per the requests for grant/consultancy proposals;
- Provide insights about the project ideas and feedback to the draft proposals/concepts;
- Provide routine updates to the contractor about status of submitted proposals, in form of email, phone call, text messages, WhatsApp or any other convenient means of communication;
- Provide official email address to contractor for purposes of conducting the fundraising tasks;
- Provide a conducive office working environment including facilities and premises.

Required skills

The candidate must possess a minimum of Bachelor's degree in any business or development related field. In addition, the job holder must possess demonstrable skills in:

- Writing proposals, bid documents and reports;
- Collecting and analysing data using packages like SPSS, STATA, among others;
- Preparing and making presentations to executive-level audiences using Power Point;
- Speaking to and moving/convincing big audiences;
- Making illustrations and graphics using appropriate computer programs such as desktop publishing;

The candidate must also demonstrate a high level of English fluency

Desirable traits

- Very strong attention to detail.
- Agility; must possess a habit of following through and completing tasks in time
- A genuine passion for improving the livelihoods of rural and urban poor.

Required Experience

The ideal candidate for this assignment must:

- Demonstrate ability to write fundable grant proposals for reputable non-profit, bilateral or multilateral organizations; **MUST** have submitted atleast 3 successful project proposals
- Have at least 5 (five) years of practical experience in designing or implementing livelihood or environment programs at least 1 (one) of which must be in agribusiness sector;
- Demonstrate ability to facilitate fundraising/resource mobilization training workshops or coaching assignments.

Duration and location of the assignment:

The assignment will last 1 (one) year with an initial period of 3 calendar months.

Assignment location: Kampala

Guidelines on Submission of the proposal for the assignment

The applicant should submit the following:

- A brief price quotation highlighting the monthly retainer fees and daily professional fees. The costs should be Uganda Shillings and should be inclusive of withholding tax;
- A CV with three professional references;
- Excerpts from a minimum of 3 (three) proposals that successfully secured funding. The proposals should have been created either independently or while serving as the team leader. Ensure that the proposal sections shared do not reveal any confidential client information; there is no need to include budgetary details.

Quotation and relevant attachments (CVs and excerpts of sample proposals) should be submitted to info@rebda.co.ug and reignbusiness2017@gmail.com. Deadline for submission is 15th February 2025, by 5 PM (East Africa Standard Time)