

Project/Activity Name:	PROGRAM TECHNICAL AND BUSINESS DEVELOPMENT SUPPORT
Agresso Work Order:	KE0000HIKE20
Country:	KENYA

REQUEST FOR PROPOSAL - 20240810KE

PROGRAM TECHNICAL AND BUSINESS DEVELOPMENT SUPPORT CONSULTANT FOR THE KENYA COUNTRY OFFICE (SHORT TERM ASSIGNMENT)

RFP Release Date	Thursday 15 th August 2024
Proposal Submission Deadline	Wednesday 11 th September 2024
Question/ Inquiry Submission Deadline	Friday 30 th August 2024
Electronic submission to the attention of	Procurement Kenya
Electronic submission	procurement-ke@heifer.org
Contact information for inquiries about this RFP	procurement-ke@heifer.org
Performance Period	October 2024 – March 2025

1. Background

Since 1944, Heifer International has worked with more than 46 million families around the world to end hunger and poverty in a sustainable way. Working with rural communities in 19 countries in Africa, Asia, and the Americas, including the United States, Heifer International supports farmers and local food producers to strengthen local economies and build secure livelihoods that provide a living income.

Heifer International Kenya has been operating in Kenya since 1981 with a Mission to work with communities to end hunger and poverty and care for the earth and its vision is “a world of communities living together in peace and equitably sharing the resources of a healthy planet”. Using a values-based community development approach, Heifer works with communities to strengthen the local economy, diversify diets with better nutrition, and properly manage water and soil systems for future generations. Heifer implements its projects through 1) Community development and 2) enterprise development approaches. Each of the projects focuses on three priority directions, namely, strengthening, and diversifying the resource base, strengthening country program efficiency, and increasing outreach and impacts through the utilization of innovative value chain systems.

Heifer International has embarked on a long-term strategic framework for sustainable living income that focuses on scale, permanence of impact and is delivered through partnerships, referred to as the Signature Program. Heifer International Kenya as part of this transformative journey seeks to mobilize sufficient and diversified funding to enable the successful realization of its own Signature Program.

2. Objective

It's against this background that Heifer International Kenya is seeking a consultant to provide technical support on fundraising and business development for the country program.

3. Scope of Work:

Specifically, the role will entail:

A. Designing and development of strategies (30%)

- Lead the development of the country program fundraising strategy and action plan.
- Support the finalization of the country's partnership strategy.
- Develop a functional donor database and strategic partners database using existing and additional information.
- Work with the Signature Program Technical Lead to finalize and launch the Country

Signature Program design.

B. Support on fundraising and business development (30%)

- Support in the development of the Country program implementation capacity statement based on past and existing projects aligned to different Heifer International thematic areas of focus.
- Develop high-quality concept, proposals in liaison with the program team and consultation with the Country Signature Program Technical Lead.
- Identify potential new donors and strategic partners and refer potential funding opportunities.
- Work closely with the Signature Program Technical Lead to design a new Irish Aid-funded project in line with the Signature Program and the new Irish Aid Agri-Food Systems Kenya Strategy.

C. Technical support on project implementation (20%)

- Support the various project teams through the respective Project Managers to ensure the project's achievements.
- Review and support the finalization of MoUs to ensure they are clear and objective in line with the country's signature program objectives.
- Provide support to the various donor-funded project and country office reporting processes. The projects include the Catalytic Impact for Dairy Sector Growth, Kenya Livestock Marketing & Resilience Project (KLMP), Transformational Strategies for Farm Output Risk Mitigation (TRANSFORM) Project and AYuTe. Support recruitment of various project staff in line with business development objectives.

4. Expected Deliverables

- Finalized and approved short and long-term fundraising strategy and action plan developed in consultation with the Signature Program Technical Lead.
- Finalized and approved strategic partnership strategy.
- An approved updated and functional database of potential donors and partners that monitors the strategic alignment and status of agreement and implementation.
- Finalized and launched the Country Signature Program.
- Completed project proposals/concepts depending on identified opportunities.
- Finalized Country program capacity statements for various Heifer International Kenya strategic areas.
- Finalized concept/proposal to the Irish Aid.
- At least three new funding opportunities in line with the Heifer International Kenya Signature program referred.

- At least two new strategic donors identified, and relationship development initiated.
- At least three strategic partnership MoUs signed in line with the Signature program.
- Reviewed and submitted reports for KLMP, TRANSFORM and Country semi-annual reports.
- Final assignement report.

5. Reporting and Communication

- The consultant shall work closely with the Signature Program Technical Lead/Interim Country Director and with Heifer Project International Regional office staff.
- The work shall mostly be conducted in the Heifer International Kenya office with few relevant field visits to the respective projects to provide support to the team.

6. Qualifications and Experience

- Master's degree in international development, strategic planning and development, business administration, Project Management, or related disciplines.
- At least 7 years of demonstrated experience in program management, fundraising, business development or strategic development work with or for an INGO.
- Experience and track record in developing and maintaining good relationships with institutional donors and/or corporations.
- Proven track record of writing high-quality and funded concepts, proposals, and templates that meet donor requirements.
- Experience in managing projects/programs will be an added advantage

7. Skills and Competencies:

- Fundraising and resource mobilization skills, good at negotiation in a multicultural environment.
- Project management skills
- Excellent interpersonal, communication, and presentation skills including.
- Thoroughness, attention to detail and strong analytical skills.
- Excellent writing and communication skills.
- Demonstrable numerical and budgetary skills, including proficient use of Excel and spreadsheets.
- Willingness to adhere to Heifer International values of accountability, teamwork, and innovation, amongst others.

8. Resources and Access

The consultant shall have access to project-related data, reports, and documentation as required for

this consultancy assignment. However, the consultant shall not disclose, share, or use this information for any purposes beyond the scope of this project without prior written consent from Heifer International Kenya.

9. Evaluation Criteria

The selection committee will evaluate all proposals based on the following criteria. Individual consultants are encouraged to provide detailed and specific responses in alignment with these criteria.

Proposal Evaluation Focus	Percentage
Comprehension and relevance of the proposed approach and methodology for undertaking the assignment as listed in the scope of the assignment	35%
Clear workplan/schedule of activities that align to the methodology	15%
Evidence of experience in undertaking similar assignments: fundraising, strategy development, program management support and Business Development through past assignments and/or CV with references	30%
Demonstrated understanding and skills on the assignment through training	20%
Total	100%

10. Application Requirements:

Only legally registered **INDIVIDUALS** are eligible to apply and should submit the following documents upon application:

- a. Letter of expression of interest and demonstration of capability
- b. The capacity and portfolio of the consultant, including their qualifications, experience, and expertise relevant to the assignment.
- c. At least three references from other clients for which similar assignments have been undertaken with contact information for each.
- d. A clear and comprehensive work plan (draft), outlining the major activities and schedule.
- e. **Financial proposal** – Individual cost proposal for this assignment based on the workplan.
- f. The individual **MUST** attach the following documents below with their bid or proposal to Heifer International Kenya
 - KRA online PIN Certificate.

- Valid Tax Compliance Certificate.
- Updated Curriculum Vitae

11. Application Procedure

The proposal (duly signed) from the consultant should comprise the technical and financial proposals. Applications will be accepted in soft copy through email and mentioning the subject line; **“TECHNICAL AND BUSINESS DEVELOPMENT SUPPORT”** to procurement-ke@heifer.org on or before **Wednesday 11th September 2024**

12. Late Submissions and Modifications

Proposals received after the submission deadline will not be considered. Applicants are responsible for ensuring their proposals are submitted according to the instructions stated herein. Heifer retains the right to terminate this RFP or modify the requirements upon notification to the applicants.

13. Award Process and Contract Mechanism

Heifer will issue a fixed award agreement based on the submission and Heifer’s acceptance of deliverables. Once an award is issued, it will include the payment schedule with the deliverables specified above.

No.	Deliverable Task	Due Date
1.	Proposal Submission	11 th Sep 2024
2.	Selection Committee Evaluation, Review & Award	25 th Sep 2024
3.	Notification of award	27 th Sep 2024
4.	Signing of award	30 th Sep 2024

14. Validity of Proposals

Proposals submitted shall remain open for acceptance for Twenty-One (21) days from the last date specified for receipt of the proposal. This includes, but is not limited to pricing, terms and conditions, service levels, and all other information. If your organization is selected, all information in this document and the negotiation process is contractually binding.

15. Limitations

This Request for Proposal does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or to contract for services or supplies. Heifer reserves the right to fund any or none of the applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any proposal received because of the RFP.

16. Intellectual Property

Section 1. Ownership Generally. Subject to Section 2 below, any intellectual property (including but not limited to copyrights, trademarks, service marks, and patents), intellectual property rights, deliverables, manuals, works, ideas, discoveries, inventions, products, writings, photographs, videos, drawings, lists, data, strategies, materials, processes, procedures, systems, programs, devices, operations, or information developed in whole or in part by or on behalf of Contractor or its employees or agents in connection with the Services and/or Goods (collectively, the "Work Product") shall be the exclusive property of HPI. Upon request, the Contractor shall sign all documents and take all actions necessary to confirm or perfect HPI's exclusive ownership of the Work Product.

Section 2. Prior-Owned Intellectual Property. Any intellectual property owned by a Party before the Effective Date ("Prior-Owned IP") shall remain that Party's sole and exclusive property. Regarding any of Contractor's Prior-Owned IP included in the Work Product, Contractor shall retain ownership, and hereby grants HPI a permanent, non-exclusive, royalty-free, worldwide, irrevocable right and license to use, copy, reproduce, publicly display, edit, revise, perform, and distribute said intellectual property, in any format or any medium, as part of the Work Product.

Section 3. Work Made for Hire. To the extent copyright laws apply to the Work Product, the Parties agree that (a) HPI specially ordered or commissioned the Work Product, (b) the Work Product is a "work made for hire" under United States copyright laws, and (c) HPI shall be deemed the author thereof and shall own all right, title, and interest therein. To the extent such rights, in whole or in part, do not vest in HPI as a "work made for hire", Contractor hereby irrevocably grants, assigns, and transfers to HPI, exclusively and in perpetuity, all of the Contractor's rights of any kind or nature, now known or hereafter devised, in, too, and in connection with the Work Product, and HPI shall solely and exclusively own any rights therein, and in the elements thereof, including but not limited to any allied, ancillary, subsidiary, incidental, and adaptation rights. The contractor hereby waives all rights known as "moral rights", and any similar rights, which Contractor may have in connection with the Work Product. The description of Services and/or Goods provided in this Agreement shall in no way limit the way HPI may use the Work Product.

17. Diversity and Inclusion

Heifer International values diversity, equity, inclusion and belonging ("DEIB"), and believe that effectively accessing and managing diverse talent leads to improved outcomes. HPI takes a broad view of diversity, and inclusive of varied backgrounds including, but not limited to, age, experience, race, ethnicity, sexual orientation, gender, gender identity, disability status, national origin, and culture. HPI expect third-party providers to respect and reflect HPI's value of DEIB. HPI's ongoing monitoring of third-party service providers incorporates an assessment of vendors' commitment to, adherence with, and track record of accessing and retaining diverse and inclusive workforces.