



Request for Quotes
Consultant for Research and Funding Strategy Development
for European Institutional Donors

RFP Release Date:	July 3, 2025
Performance Period:	Within 183 days after the Award. (6 months)
Proposal Submission Deadline:	August 8, 2025
Question/ Inquiry Submission Deadline:	July 18, 2025
Electronic submission to the attention of:	Goossen Hoenders
Electronic submission:	Goossen.hoenders@heifer.nl
Contact information for inquiries about this RFP:	Goossen.hoenders@heifer.nl

BACKGROUND

Heifer International works to end hunger and poverty in a sustainable way by investing alongside smallholder farmers to attain a sustainable living income. Our programs support entrepreneurs in nineteen countries around the world, creating lasting change from the ground up. It begins with a seed investment of livestock or agriculture, followed by mentorship to help project participants build a business, and ultimately to gain access to supply chains and markets. These families are able to earn a living income and continuously lift up their communities as they train the next generation of leaders.

Heifer International (“HPI”) and Heifer Netherlands (“HNL”) seek a business development consultant to assist with identifying and positioning for funding from institutional donors based in Europe, focusing on lesser known and unusual donors (hereafter called “Unusual Donors”). The consultant should be able to quickly become familiar with Heifer’s approach to agricultural development and assist in developing a strategy to access funding from Unusual Donors through directly applying for awards or partnering with existing organizations that receive funding from Unusual Donors. Under the first phase or work area (“Work Area 1”), the consultant will collect and compile intelligence on Unusual Donors from states and/or countries including but not limited to Monaco, Malta, Luxembourg, Latvia, Estland, and Turkey. Based on this, a selection is made of maximum five donors for which the consultant will develop an action plan including engagement strategies for HNL and relevant HPI country offices.

After Work Area 1 is completed, there may be a possibility of a potential second phase or work area (“Work Area 2”) that would help HNL track upcoming opportunities within the project and funding pipeline of selected Unusual Donors, and provide support to position HPI for opportunities with Unusual Donors and potential partner organizations.

Work Area 1: Develop a strategy to access funding from Unusual Donors for HPI projects globally

1. Objectives

- a. The consultant shall accomplish the following:
 - i. Work under the direction of HNL staff in the Netherlands;
 - ii. Participate in an orientation provided by HNL staff and review relevant documents provided by HNL about HPI's work;
 - iii. Use their own network and experience to gather the required information; iv. Conduct *general research* to generate an initial report on Unusual Donors to share with HNL, considering key components such as i) the extent of overlap with HPI's thematic and geographic focus, ii) available budget of the Unusual Donor in the coming years for awards to NGOs and the potential for HPI to become an implementing partner, iii) profiles of organizations that are currently funded by the Unusual Donors. These Unusual Donors may be based in states and/or countries including but not limited to Monaco, Malta, Luxembourg, Latvia, Estland, and Turkey, with an expected maximum of 15-20 donors).
 - v. Consult with HNL to select a maximum of five (5) donors from the *general research* (the "Selected Unusual Donor(s)") for which *detailed research* will be conducted, including a pipeline overview for 2026 – 2030 where known.
 - vi. For each Selected Unusual Donor, develop an action plan detailing an engagement strategy with concrete steps on how HPI can access funding. The action plan should include names of contacts that HPI should meet with from the Selected Unusual Donor, and names of contacts at recommended potential partner organizations. It should provide steps that both HNL and HPI country offices can take to engage the Selected Unusual Donor. This will result in a comprehensive report, a PowerPoint presentation, and a one-pager summary with hyperlinks.

2. Deliverables

- a. The consultant shall present:
 - i. For *general research*, a report showing initial desk research on a large pool of around 15-20 Unusual Donors.
 - ii. For *detailed research*,
 - a. A report showing comprehensive desk research on the Selected Unusual Donors, with significantly more detail than the *general research* report and an explanation of why these Unusual Donors were selected;
 - b. An overview of the pipeline for 2026-2030 for the Selected Unusual Donors where known;
 - c. A detailed written strategy on how to access funding for the Selected Unusual Donors. This will include an action plan highlighting specific engagement strategies (answering practical who, what, when and how questions);

- d. A PowerPoint presentation to be shared with HPI's senior management that summarizes the conducted research and the strategy for each Selected Unusual Donor;
 - e. For ease of sharing with HPI's country teams, a one-pager summary per Selected Unusual Donor with hyperlinks to explore additional donor information.
- 3. The expected level of effort for Work Area 1 shall be up to **fifteen (15) days** with the following allocation: **two (2) days** for orientation with HNL staff; **eight (8) days** for *general research*; and **five (5) days** for *detailed research*, where one (1) day is allocated to each of the five (5) Selected Unusual Donors. The level of effort may be non-consecutive and spread over a period of weeks or months.
- 4. The expected start date for Work Area 1 will be on or around September 1, 2025, with all deliverables completed by November 1, 2025, unless otherwise agreed in writing with HPI (email shall suffice).
- 5. Expected input from Heifer: HNL shall provide the consultant with all relevant HPI and HNL materials and data/information that are necessary to fulfill the purpose of this Work Area 1.

Potential Work Area 2 (To be confirmed after completion of Work Area 1): Ongoing Opportunity Identification and Partnering Support

1. Objectives

- a. As part of the delivery of the Services and/or Goods, the consultant shall accomplish the following:
 - i. Work under the direction of HNL staff in the Netherlands;
 - ii. Conduct an analysis of identified funding opportunities with the selected Unusual Donors that align with HPI's mission and program model;
 - iii. Identify potential prime or sub organizations for HPI to partner with on specific funding opportunities;
 - iv. Assist with developing collateral to position HPI for funding opportunities and partnering conversations;
 - v. Participate in positioning meetings with HNL and relevant HPI country team staff as indicated by HNL;
 - vi. Introduce HNL and HPI country team staff to key stakeholders within selected Unusual Donors and potential prime organizations, and where possible, facilitating meetings with key stakeholders; and
 - vii. Mentor HNL and HPI country team staff on funding opportunities and Unusual Donor engagement.

2. Deliverables

- a. As part of Contractor's delivery of the Services and/or Goods, Contractor shall present:
 - i. Monthly list of potential opportunities along with list of contacts for the donor and potential partners (names, titles and contact information);

- ii. Detailed description of opportunities, how they align with HPI's program model and competitive strengths or value add;
 - iii. Brief list of key next steps to engage with selected Unusual Donors and partners for the identified opportunities; and iv. Contribute content and/or review positioning materials.
3. The expected level of effort for Work Area 2 shall be up to **eleven (11) days** with the following allocation: up to **three (3) days** to prepare for Phase II, followed by up to **two (2) days** per month over a period of **four (4) months**.
4. The expected start date for Work Area 2 will be during November 2025, with exact start date to be agreed upon in writing with HPI (email shall suffice) should HPI decide to continue with the consultant and exercise Work Area 2.
5. Expected input from Heifer: HNL shall provide the consultant with all relevant Heifer materials and data/information that are necessary to fulfill the purpose of this Work Area 2.

REPORTING

The consultant will report to the Executive Director of Heifer Netherlands.

MINIMUM REQUIREMENTS TO BE CONSIDERED FOR THIS CONSULTANCY

- Required: previous and significant work experience on conducting research on topics related to business development and fundraising for European institutions,
- Required: experience in successfully obtaining funding from European institutions (preferably with Unusual Donors).
- Required: Experience in designing engagement strategies for institutional donors.
- Required: strong background in development aid sector.
- Solid network with implementing partners and preferably Unusual Donors is highly desirable
- Familiarity with HPI's work, and ability to quickly absorb details of Heifer International's program model, agricultural development approach, and strengths as an implementing organization.
- Business English proficiency.
- Ability to provide references to previous clients if requested by Heifer International.

HOW TO APPLY

Interested Consultants should submit:

- A detailed CV highlighting relevant skills and experience.
- A cover letter explaining their suitability for the role.
- Samples or links to previous work
- Financial proposal

Applications consisting of a CV and proposal will be accepted in soft copy through email and mentioning the subject line "**Research and Funding Strategy Development for European Institutional Donors**" to goossen.hoenders@heifer.nl on or before Friday August 8, 2025.



PAYMENT TERMS

Payment to the Contractor will be made on a **monthly** basis, contingent upon the satisfactory fulfillment of assigned tasks and responsibilities as outlined in the mutually agreed-upon and signed work plan.

- The Contractor shall submit a **detailed invoice** at the end of each month, clearly itemizing:
 - The total number of hours or days worked
 - A description of tasks completed and deliverables submitted
 - Any other reimbursable expenses (if applicable and pre-approved)
- Each invoice must be accompanied by:
 - A **brief monthly progress report** outlining key activities, accomplishments, and any deliverables submitted during the reporting period
 - Reference to the relevant section(s) of the work plan for verification of progress

Payments will be made within 15 **calendar days** of receipt and acceptance of the invoice and associated documentation by Heifer International, subject to satisfactory performance and deliverable quality. Heifer International reserves the right to withhold or adjust payment if deliverables are delayed, incomplete, or do not meet agreed-upon standards.

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.

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