



**Farmer to Farmer
Volunteer Assignment Scope of Work**

This assignment is Virtual and should be done by an American volunteer.

Please contact maria.figueroa@crs.org to express interest

| Summary Information | |
|------------------------------------|---|
| Assignment code | ET248 |
| Country | Ethiopia |
| Country Project | Crop |
| Host Organization | Association for Sustainable Development Alternatives (ASDA) |
| Assignment Title | Resource Mobilization and Donor Fund Solicitation |
| Assignment Preferred Dates | Virtual assignment, flexible |
| Assignment Objectives | <ul style="list-style-type: none"> • Provide training on resource mobilization and grant management • Introduce new thinking for business development in relation to donor needs specially in the time of COVID-19 lock down • Enhance the host staff ability to diversify the source of income Train on the project cycle management activities |
| Desired Volunteer' Skill/Expertise | <ul style="list-style-type: none"> • Preferably graduate in agricultural/rural economics, economics, business administration, project management and related subjects • Experience with business development/project proposal development and resource mobilization • Experience in project cycle management |
| Type of Volunteer Assistance | Technology Transfer = T |
| Type of Value Chain Activity | Information and Input Support Services (S) |
| PERSUAP Classification | Type 3 |

A. BACKGROUND

CRS Farmer -to-Farmer program (F2F) is a USAID funded program that will be implemented for five years (2019- 2023) with a primary goal of reducing hunger, malnutrition, and poverty across six countries: Benin, East Timor, Ethiopia, Nepal, Rwanda and Uganda. The program aims at achieving this goal through advancing inclusive and sustainable agriculture led growth aimed at generating sustainable, broad-based economic growth in the agricultural sector. The program's secondary goal is to increase US public understanding of international development issues and programs and share the knowledge back in the US. To achieve its goals, F2F program provides volunteer technical assistance to farmers and farmer groups (associations and cooperatives), private agribusinesses, agriculture education institutions in developing countries like Ethiopia to address host identified technical needs in selected agricultural value chains. F2F volunteers are pooled from abroad range of US agricultural expertise, from private farmers



with varied experience, University professors, bankers/certified accountants, animal health and nutrition specialists, soil scientists, agronomists who support local host organizations. F2F program introduces innovation and develops local organizations capacity for more productive, profitable, sustainable and equitable agricultural systems while providing an opportunity for people- to-people interactions within the agricultural sector. In Ethiopia, F2F program focuses technical interventions in the livestock and grain value chains.

Many organizational leaders in Ethiopia are striving to understand and explore ways to build organizations that make a positive impact on the society and the environment in which they operate . Resource for funding development initiatives have become thinner and thinner in the country specially for local NGOs. Resource mobilization is about an organization getting the resources that are needed to be able to do the work it has planned. Resource mobilization is more than just fundraising it is about getting a range of resources, from a wide range of resource providers (or donors), through many different mechanisms.

The environment in which resources are mobilized is increasingly becoming very competitive given the rise of numerous development actors coupled with a scarcity of donor resources. Resource mobilizations has therefore become a more challenging exercise, demanding a mix of knowledge and skill.

B. ISSUE DESCRIPTION

Association for Sustainable Development Alternatives (ASDA) is a national NGO which is currently working at Oromia region (Dodota and Hetossa woredas, Zeway Dugda (Arsi Zone) and Dugda (Meki Woreda) to implement community based participatory natural resource management, biodiversity conservation, food security and social accountability projects respectively. Major components of the program include heightening public awareness and local capacity building through community dialogue initiative. The area of dialogue and consultation among others include agriculture, food security, NRM, climate change adaptation, disaster risk reduction, Gender and women economic empowerment so that local communities can own control and manage their own development on sustainable basis.

Resource mobilization is a valuable component for strengthening an NGO. Unfortunately, there is a lot of competition for donor resources and in many cases for an organization to secure resources it depends on how well it can compete with other organizations and on how good it is at exploring other ways to find for resources. Resource mobilization needs identifying the resources essential for the development, implementation and continuation of works for achieving the organization's mission. It means expansion of relations with the resource providers, the skills, knowledge and capacity for proper use of resources. Furthermore, it means seeking new resources or resource mobilization and maximum use of available resources.

The COVID-19 pandemic has made funding even became scarcer because donors now prioritized direct injection of money into government's budget to cover budget deficient caused by the crisis. And this will reduce the funding share to countries through local NGOs like ASDA. So, it's important that ASDA staff to have good resource mobilization skills, concept note and proposal writing skills in order to remain competitive and continue getting donor funds.

The main source of fund for ASDA is the donations received from different international organizations. And looking for a fund requires a good skill in developing a competitive business proposal. However, due



to the lack of well qualified project development team in preparing competitive proposals for potential funding and resource mobilization the host was unable to find grants. In addition, because of limited resources they are unable to hire well qualified staffs who are experts on business development and project proposal writing as well as resource mobilization. Therefore, the organization would like to improve the staffs’ skill in project proposal development and resource mobilization to inspire new ways to connect/be informed with donor organizations.

Having this fact, the host requested CRS, F2F program for a volunteer technical support to build the capacity of their staffs.

C. OBJECTIVES OF THE ASSIGNMENT

The objective of this assignment is to transfer knowledge and skills on resource mobilization and grant management. And the specific objectives of this volunteer assignment, therefore, include providing training and advice the following areas:

- To improve staff understanding of resource mobilization for organizational sustainability.
- To help the host staff develop strategies for mobilizing resources to meet their mission
- To enhance the skills of the host staff to prepare effective and/or winning proposals as a tool for resource mobilization.
- To show the ways about the variety of foreign and domestic resources that are potentially available to the sector, but have not been adequately researched, attempted, or mainstreamed by them.

D. ANTICIPATED RESULTS FROM THE ASSIGNMENT

It is anticipated that through F2F volunteer technical support, the staffs of the host will be equipped with knowledge and skills to:

- Staffs with improved knowledge and skills for resource mobilization
- Improved project proposal writing skill
- New potential donors will be created
- Training materials for future reference

E. HOST CONTRIBUTION

- The host is committed to create a schedule with the volunteer for the virtual assignment
- The host will be available for virtual meetings and remote communications

F. ASSIGNMENT DELIVERABLES

The major anticipated outputs of this assignment include, but not limited to:

- Training materials in appropriate formats in collaboration with the host and training participants
- Volunteer end of assignment report with recommendations to the host organization
- Conduct a final virtual debriefing (PowerPoint presentation) with the host organization (plus key stakeholders) and CRS/USAID

G. SCHEDULE OF VOLUNTEER ACTIVITIES IN ETHIOPIA

| Day | Activity |
|-------|--|
| Day 1 | <ul style="list-style-type: none"> • Introduction with CRS F2F staffs and briefing with virtual platform (to be confirmed before the meeting) |



| Day | Activity |
|----------|---|
| | <ul style="list-style-type: none"> • General orientation and briefing about the program |
| Day 2 | <ul style="list-style-type: none"> • Introduction to the host by means of virtual platforms (to be confirmed before the meeting) • General orientation with the host, first-hand briefing on the main objectives and modality of the assignment and adjustment of the agenda for the coming days (work planning session). • Discuss anticipated outcomes and work plan |
| Day 3-15 | <ul style="list-style-type: none"> • Conduct the virtual assignment |
| Day 16 | <ul style="list-style-type: none"> • Conduct virtual debriefing session |

H. DESIRABLE VOLUNTEER SKILLS

The volunteer will have the following skills, qualifications and competencies:

- Extensive experience in the business development, proposal writing, resource mobilization
- Experience and skill in adult teaching
- Good communicator and interpersonal skills
- Willingness and flexibility to train and technically assist staff whenever required
- Respect for the cultural and religious norms of the rural people.

I. KEY CONTACTS

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