 

**Farmer to Farmer East Africa**

**Volunteer Assignment Scope of Work**

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| **Summary Information** | |
| Assignment Code | KE 41 |
| Country | Kenya |
| Country Project | Livestock Country Project |
| Host Organization | Caritas-Kitui |
| Assignment Title | Fundraising training and business development strategy for Caritas Kitui |
| Assignment dates | March 2015 |
| Assignment objectives | 1. Train the business development team on Fundraising 2. Assist Caritas Kitui to come up with a Fundraising and business development strategy |
| Desired volunteer skills/ expertise | A Fundraising and business development expert |

1. **BACKGROUND**

The Farmer-to-Farmer (F2F) East Africa program leverages US volunteer’s expertise to assist small holder farmers and small scale processors in East Africa to improve their business practices through volunteer assignments conducted with host organizations. Through F2F CRS will improve the livelihoods and nutritional status of significant numbers of low income households by: i) broadening their participation in established commodity value chains as producers and service providers; ii) strengthening community resilience to shocks such as droughts, that adversely affect livelihoods; and iii) preserving/enhancing natural resources upon which most rural communities depend. As an important corollary result, through the program CRS will also increase the American public’s understanding of international development programs and foster increased cross-cultural understanding between host countries and US volunteers.

Caritas Kitui which is the Development arm of the Catholic Diocese of Kitui (CDOK) was first established under community education in 1974 to undertake non-pastoral activities and evolved to a full department in 1978 responsible for education, health and livelihoods development programs. Over the years the Education and Health Offices have evolved into full-fledged departments. The organization has programs in water, food security, livelihoods and disaster risk reduction, justice and peace, environmental management, promotion of renewable energy and alternative income generating projects for the needy.

Caritas Kitui (CK) was set up to mitigate against the challenges faced by the communities within the jurisdiction of Catholic Diocese of Kitui (CDOK), that include food insecurity, lack of adequate and clean water, poor hygiene and sanitation, deforestation among others. These are addressed in collaboration with various partners and friends by providing home grown solutions for communities in various efforts. Caritas Kitui has developed a five year strategic plan and has fund raising as a major pillar of the plan. F2F volunteer Kay Rockwell assisted CK in reviewing its strategic plan and participatory development of a monitoring and evaluation framework to ensure smooth implementation of the strategy. So as to address the implementation strategy and the huge need for development in Kitui, Caritas requires coming up with a fund raising and business development strategy that will help identify their strengths and weaknesses as well as strategic partners that will help expand their projects’ portfolio. It is against the above background that CK has requested a farmer to Farmer volunteer expert to assist the organization come up with a fund raising and business development strategy, and conduct training for key staff members on business development.

1. **ISSUE DESCRIPTION**

The biggest challenge facing NGOs/CBOs in Kenya is resources. Most Local NGOs/CBO single out lack of funding as their biggest problem. This is often cited as the reason for implementation delays, inability to meet development targets and at times total failure. Caritas Kitui is not so much of an exception with their main challenge being the lack of a clear fund raising strategy to guide business development activities. Key staff also lack enough knowledge on the principles of Non-Governmental organizations’ business development including donor relations, (Proper donor relations are also necessary for sustainable funding streams) and proposal development. Caritas staff need also to grasp the fundamentals of fund raising and also need to understand the current local and foreign funding environment.

Therefore CK has requested for CRS F2F volunteer assistance to develop a business development strategy as well as train the staff of CK, on the principles of fund raising so that the organization can enlarge their project portfolio and reach more small scale farmers in Kitui and the neighboring counties.

1. **OBJECTIVES OF THE ASSIGNMENT**

The main objective of this F2F volunteer assignment is first to facilitate Caritas Kitui to come up with a SMART business development and Fund raising strategy as well as conduct training for senior staff members on fundraising techniques. This training on fundraising strategy is intended to strengthen the capacity of CK in developing an efficient fundraising strategy for their organization, which will help to increase resources they need to carry out their mission, vision and goals. It is intended to provide basics definitions of fundraising concepts, comprehensible steps for fundraising, principles of fundraising, local and foreign fundraising environment and a process to be followed to be able to develop and implement an efficient fundraising plan. The assignment will involve training and coaching of 12 CK staff members (TOTs) on the various concepts of fund raising. During the assignment, the volunteer will be expected to undertake the following:

1. Review the CDK strategic plan with the departmental leaders
2. Train the core programming team on the following:

* Improving donor relations
* Funding concepts
* Comprehensible steps for successful fund raising
* Principles of fundraising
* Local and foreign funding environment
* Process to be followed to be able to develop and implement an efficient funding plan.
* Proposal development

1. Facilitate the development of a SMART Fund raising strategy.
2. Provide recommendations for future F2F volunteer assistance,

**Host contribution**– Caritas Kitui will provide transport for the volunteer during the entire assignment; they will avail a vehicle and provide fuel. The host will also mobilize trainees (departmental heads) to the trainings to be conducted by the volunteer. It will also avail key personnel to work closely with the volunteer, during the preparations and actual trainings, to ensure that key staffs are trained and a strategy developed.

**ANTICIPATED RESULTS FROM THE ASSIGNMENT**

By the end of these trainings, participants should be able to:

* Define the concept of Fundraising and Strategy
* Determine the benefit of a fundraising strategy
* Describe various steps to develop a fundraising strategy
* Recognize a good fundraising strategy
* Explain fundraising principles
* Lead a Fundraising plan process and as a team develop a competitive proposal
* Improve relationships with donors for more funding sustainability

Other anticipated results from this assignment are:

* A Business development and funding strategy developed
* 12 Departmental heads trained on the principles of fundraising.

1. **SCHEDULE OF VOLUNTEER ACTIVITIES IN KENYA**

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| Day | Activity |
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| Day 1 | Briefing meeting at CRS offices with CRS F2F staff and become fully briefed on logistics and itinerary of trip. Discuss anticipated outcomes and work plan, prepare any handouts. |
| Day 2. | Travel to Kitui,  Introduction of the volunteer by CRS staff to Caritas Kitui and review the main objectives of the assignment and adjust the agenda for the coming days |
| Day 3, 4 & 5 | 1. Review the CDK strategic plan with a core programming team and the departmental leaders  2. Train the core programming team on the following:  • Improving donor relations  • Funding concepts  • Comprehensible steps for successful fund raising |
| Day 6 & 7 | Day off |
| Day 8&9 | Train on:   * Principles of fundraising * Local and foreign funding environment * Proposal development * Processes in developing and implementing an efficient funding plan |
| Day 10,11 & 12 | Facilitate the team in developing a funding strategy |
| Day 13. | Finalize the strategy and discuss with Caritas leadership |
| Day 14 | Exit meeting between Caritas Kitui management and CRS F2F  Travel to Nairobi |
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| Day 15 | Debriefing at CRS office with USAID Mission and CRS staff.  Complete Trip Report (TR), Complete out feedback from, Travel expense report |

# DESIRABLE VOLUNTEER SKILLS

The volunteer must have the following qualifications and competencies:

* A business development and Fundraising expert with extensive knowledge of NGO Fundraising
* Experience in developing Funding strategies for NGOs
* Excellent hands-on training skills to an adult audience is necessary

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1. **ACCOMMODATION AND OTHER IN-COUNTRY LOGISTICS**

In Nairobi, the volunteer will stay at Wasini Hotel in the Westlands suburbs of Nairobi city <http://wasinihotel.com/> or any other hotel identified by CRS and communicated to the volunteer prior to arrival.

Kitui is about 170 kilometers south east of Nairobi, a distance that is normally covered in three hours of driving. The town is the County Headquarters for Kitui County and has a population of about 155,896 people according to the 2009 population census. While in Kitui, the volunteer will stay at the Kitui Corteges guesthouse, a hotel that offers modern accommodation facilities in Kitui town.

CRS will pay for hotel accommodation, and provide volunteer with per diems to cater for meals and other incidentals. The volunteer will get an advance which has to be liquidated before departing Kenya. For more information, please refer to country information that will be provided.

**G. RECOMMENDED ASSIGNMENT PREPARATIONS**

* CRS-F2F designs assignments with the assumption of some pre-departure preparation by the volunteer. Actual preparation time will vary based on the experience of the volunteer, as well as information or training resources the volunteer has readily available. CRS relies on the volunteer to assess the tasks outlined in this SOW and to make his or her own judgment about how much and what kind of preparation is needed prior to arriving in Kenya.
* The volunteer should prepare materials for hand out which can be printed at CRS office in Nairobi before commencement of the assignment. Flip charts, markers, masking tapes can be obtained at CRS offices. The volunteer may use a laptop and projector for power point presentations. CRS strongly recommends that the volunteer become familiar with CRS programs in Kenya, the livestock project description and other information in the briefing pack before arrival to Kenya

**H. Key Contacts**

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