

Terms of Reference: Funding Strategy Consultant

Background

ZOE is a non-profit, non-partisan think & do tank for new economic thinking focused on EU policymaking. As a team of young economists, we founded ZOE in July 2017 in Bonn, Germany. With the conviction that today's interconnected social, economic, and environmental crises require a new approach to economic policymaking, we aim to mainstream new economic thinking in European public policy.

We have been successful so far in securing grants from philanthropic foundations in our field and small projects with governments and other stakeholders. We started first projects in partnership with KR Foundation, Partners for a New Economy, Mava Foundation, Robert Bosch Foundation, Hewlett Foundation, Laudes Foundation, and the German Federal Environmental Agency. Through our novel and impact-focused approach, ZOE has been successful and quick in establishing powerful policy networks across the EU and influencing high-level policy debates. Due to this success and the strong and intrinsic motivation and effort of our team, we were able to increase the number of staff and the scope of our work.

In order to continue to increase ZOE's impact, we hope to grow our team and our portfolio of projects over the lifetime of our new strategy 2022-2025. We also hope to diversify and stabilise our funding base, to enable us to think and work in the longer term and support our content teams with stable and mature organisational structures. One key aspect of this is to specifically increase our funding base that is not linked specifically to projects. Our fundraising team works strategically and effectively to turn leads into projects, but we would like to take a step back and take a longer term and strategic review of our fundraising strategy and plan pathways for diversifying our income-base beyond philanthropic fundraising. For this, we would like to have a consultant support us in developing a strategy for growing and diversifying our funding streams, that aligns with and supports our newly published 3-year strategy.

Scope of Work

This consultant should reflect on the strengths and weaknesses of our current fundraising approach and develop a 3-year fundraising strategy which aligns with our newly published [2022-2025 Organisational Strategy](#). This strategy should specifically seek to identify fundraising pathways, funding models and income streams that go beyond project funding from philanthropic donors but remain impact- and mission-driven and align with our current legal operating structure. This should specifically explore ideas beyond the scope of our current fundraising efforts, e.g. digital fundraising, offering services, etc. This work should result in the delivery of a funding strategy and implementation plan aligned with our Organisational Strategy. The objective is to improve and diversify the funding models for ZOE Institute.

Specific tasks

This work will involve the following deliverables:

- Initial meeting with ZOE's fundraising team, including specifically further defining the scope with the Organisational Development Lead
- A review of ZOE's current fundraising work
- A strategy for diversifying and expanding our organisational funding base in line with our 2022-2025 strategy
- A plan to implement that strategy, including process flows, stakeholder lists, etc. for new funding pathways.
- Meetings with ZOE's fundraising team to mainstream new approach/priorities/begin steps towards delivering plan.

All preparation should be made so that following the consultancy work, it should be possible for the team internally to move forward with implementing the developed plan.

The proposal should include a timeline for the work, the specific tasks taken to complete the deliverables and what specific end products will be delivered (e.g. what form does the strategy and plan take).

To submit a proposal, please send in **no more than 3 pages description** of how the tasks would be accomplished and objectives met. The proposal should include **a timeline and budget**. Please also send **the CV(s) of the individual(s) completing** the work.

Proposals for this work should be submitted to Zoe Elsner, zoe.elsner@zoe-institut.de, **by midnight CET on the 27th of July 2022**.

Available Budget

The maximum available budget for this work is 38,000 euro (inclusive of VAT).

Timeline

The work should commence in early August 2022 and be completed by 30 December 2022.