

**Terms of Reference (TOR) for a Temporary Fundraising/Resource Mobilization Associate for TI-Kenya’s Integrity Walk 2025**

**REFERENCE NUMBER**: TIK/ IRW/001/2025

**ASSIGNMENT**: Fundraising Services for TI-Kenya’s Integrity Walk 2025

**DURATION**: 06 Months

**LOCATION**: Nairobi

**POSTING DATE**: 21 March 2025

**DEADLINE FOR SUBMISSION**: 18 April 2025

**1. Background**

Transparency International Kenya (TI-Kenya) is a non-profit organization founded in 1999 with the goal of fostering transparency and good governance to combat corruption. As part of its ongoing efforts, TI-Kenya is organizing the **Integrity Walk 2025**, themed **“Stepping Forward for Transparency and Accountability”**, aimed at mobilizing citizens to advocate for responsible leadership and governance.

To support this initiative, TI-Kenya seeks to engage a **Temporary Fundraising/Resource Mobilization Associate** to develop and execute fundraising strategies that will attract both private and public resources for the Integrity Walk 2025.

**2. Objectives**

The objective of this engagement is to:

* Design and implement fundraising strategies to secure funding for the Integrity Walk 2025.
* Identify and engage potential donors, sponsors, and development partners.
* Ensure fundraising activities align with the Integrity Walk’s communication and outreach strategies.

The Fundraising Associate will report to the **Coordinator, Business Development**, and will work closely with the **Communications Officer** at TI-Kenya headquarters.

**3. Scope of Work**

The Fundraising Associate will be responsible for:

* Researching and identifying institutional funders, including trusts, diplomatic bodies, foundations, and government agencies.
* Developing and prioritizing potential funding opportunities with private sector organizations and individuals.
* Aligning fundraising activities with TI-Kenya’s communication and advocacy efforts.
* Initiating and conducting meetings with potential donors and securing funding agreements.
* Coordinating sponsorships for corporate participation and product/service exhibitions at the Integrity Walk.
* Engaging diplomatic missions for financial or in-kind sponsorships.
* Maintaining a structured donor management system for tracking and follow-up.

**4. Deliverables**

The Fundraising Associate will be expected to **RAISE FUNDS** for the Walkathon and hence, deliver:

* A comprehensive fundraising strategy and six-month action plan.
* A database of potential donors (corporate, foundations, government agencies, high-net-worth individuals), categorized by priority.
* A database of corporate donors with details of their corporate social responsibility (CSR) activities.
* A communications engagement plan supporting the fundraising strategy.
* A structured sales pitch/talking points for donor engagement.
* Weekly reports detailing:
  + Proposals submitted to at least two donor agencies.
  + Meetings held with corporate institutions, including follow-ups.
  + Documentation of all donor interactions (emails, calls, meetings, etc.).
* A final report summarizing fundraising efforts, achievements, and recommendations for future events.

**NB:** All outputs will remain the intellectual property of Transparency International Kenya.

**5. Professional Skills and Experience**

**Minimum Qualifications:**

* A university degree in **Marketing, Communications, Business Development, or related field**.
* A minimum of **five years of professional experience** in fundraising, donor relations, or resource mobilization.
* Demonstrated understanding of **TI-Kenya’s mission and advocacy initiatives**.
* A **successful track record** in previous fundraising roles.
* Strong knowledge of **fundraising landscapes and challenges in the region**.

**Required Skills:**

* Familiarity with diverse donor groups (foundations, corporate, individuals).
* Excellent **communication, networking, and persuasive writing skills**.
* Strong **organizational and research skills**.
* Proficiency in **Microsoft 365** and donor management tools.
* Ability to work independently and meet fundraising targets.
* Experience in **pitching and negotiating sponsorship deals**.
* Team player with the ability to build long-term partnerships.

**6. Terms and Conditions**

* The assignment is for a **six-month period**, with timelines subject to adjustment based on project needs.
* This role is **commission-based**, with remuneration structured around a percentage of funds raised, as agreed upon with TI-Kenya.
* The consultant will be expected to work remotely, using their own equipment (laptop, phone, internet, etc.), but may be required to work from TI-Kenya offices when necessary.

**7. Confidentiality Clause**

All discussions, documents, and information collected during the engagement shall remain strictly confidential and may not be shared with any third party without TI-Kenya’s written consent.

**8. Logistics and Payment**

Transparency International Kenya will compensate the Fundraising Associate strictly on a **commission basis**, based on the amount of funds successfully raised.

**9. Application Procedure**

Interested candidates who meet the requirements should submit the following documents by **18 April 2025** to [**consultancyapplication@tikenya.org**](mailto:consultancyapplication@tikenya.org). indicating **TIK/IRW/001/2025 - Fundraising Services for TI-Kenya’s Integrity Walk 202**5 as the headline.

* CV
* Copies of relevant academic and professional certificates
* KRA tax compliance certificate
* References from previous fundraising engagements

**10. Complaints and Appeals Process**

This call for applications does not constitute a solicitation, and TI-Kenya reserves the right to modify or cancel the process at any stage. Complaints related to the selection process should be submitted in writing to:

**Executive Director**  
Transparency International Kenya  
Bishop Magua Center, Off Ngong Road – George Padmore Lane  
Ground Floor, Wing B UG 7  
P.O. Box 198-00200, Nairobi  
**Email:** complaints@tikenya.org

**Applications will be reviewed on a rolling basis.**