



The Ramsar Regional Center for Training and Research on Wetlands in the Western Hemisphere (CREHO), located at the City of Knowledge, Panama City, was created by an Agreement between the Panamanian Government and the Ramsar Convention Secretariat on the 28th of February, 2003, during the 29th Meeting of the Convention's Permanent Committee. CREHO's general goal is "to foster research in the management and wise use of wetlands in the Americas through training, the development of impact assessment tools, methodologies and economic valuation, as well as the establishment of communication mechanisms".

CONSULTANCY ANNOUNCEMENT FUNDRAISING CONSULTANT

TERMS OF REFERENCE

Background Information

The Ramsar Regional Center for Training and Research on Wetlands in the Western Hemisphere is an international organization working within the framework of the Ramsar Convention and its regional initiatives. CREHO operates in the Western Hemisphere, which includes the 29 Contracting Parties of the Ramsar Convention in the Americas. CREHO pursues the following goals:

1. To generate knowledge by developing research and studies concerning the management and wise use of wetlands, taking into consideration issues such as biodiversity and the benefits to human populations in the hemisphere;
2. To prepare human resources through training and formation programs in order to widen the theoretic-practical knowledge about wetlands;
3. To apply the objectives of the Ramsar Convention Strategic Plan, promoting the scientific and technical cooperation and the exchange of experiences concerning the use and conservation of wetlands in the Western Hemisphere and other regions of the world.

To achieve these goals, CREHO fulfills the following functions:

1. To promote and coordinate research and scientific studies in the region to increase knowledge about wetlands in terms of its functions and values, its biodiversity and indicators of ecological characteristics, and also regarding the economic valuation and management of these ecosystems, in order to promote their conservation and sustainability;
2. To coordinate and implement courses, seminars, workshops, conferences and meetings, as well as similar events, at the regional, sub-regional and international levels, in order to increase the knowledge about wetlands and about the Convention;
3. To establish a wetlands monitoring network in the region, in order to process, analyze and exchange relevant information needed for decision making;
4. To coordinate the establishment of a network to disseminate information, technologies and research developed by the Center;
5. To establish technical and research cooperation agreements with universities, research centers, governmental, inter-governmental and non-governmental organizations at the local, regional and world level;
6. To produce information, bibliographies and documentaries in order to contribute to a better knowledge of wetlands;
7. To provide assistance and carry out consultancies regarding the study and management of wetlands.

Qualifications and Experience

- Professional background – preferably in fundraising, administration, social sciences or environmental sciences
- A minimum of five (5) years of experience in fundraising strategic development (including identification, handling and relationships with donors, writing of proposals)
- Proven record of fundraising success
- Knowledge about the project cycle
- Proven success in proposal-writing and in bidding processes having been approved to be financed
- Good knowledge of current financing situation and business conditions for the environmental sector in the Americas
- Knowledge of donors that are currently financing projects in the Americas
- Familiarity with financing sources for projects related to the environmental community and to wetlands
- Knowledge of fundraising cycles, proposal formats and procedures to be applied with key donors
- The ideal candidate must be energetic, flexible and have an adaptable approach; he/she must be willing to work both individually or as part of a group and must have excellent communication skills
- Advanced professional proficiency of English (required) and Spanish (preferably).

Main Activities

- To identify the knowledge, the skills and the inputs required by the organization to implement the fundraising strategy and plan.
- To work with the Fundraising Committee of the Board of Directors and with the Executive Director in order to identify diversified financing sources to cover CREHO's technical activities and the administrative costs, striving towards the programmatic and operational sustainability of the organization.
- To identify potential donors, develop a data base and/or identify already existing data bases that are regularly updated, summing up donors ranked by their real potential and their interest in financing the activities carried out by CREHO.
- To identify financing opportunities (corporations, trusts, financing agencies and individuals) at the local and international level.
- To identify organizations, governmental agencies, entities in the private sector or others who might be interested in hiring the services provided by CREHO or in investing in CREHO's programs.
- To coordinate with the Fundraising Committee of the Board of Directors and the Executive Direction the review, update and implementation of the fundraising strategy, which will guide the Center's fundraising efforts during the 2010-2012 period.
- To prioritize potential financing opportunities in accordance with the best practices possible that will match CREHO's work environ and projects with the donor interests.
- To recommend steps to be followed to approach the financing sources identified.
- To establish contact, jointly with the Fundraising Committee of the Board of Directors and the Executive Director, with potential and viable financing sources with a high possibility of coming to fruition in the short and mid-term.

Deliverables / Products

- Work plan with work schedule.
- Institutional diagnostic of institutional capabilities for fundraising and strengthening. plan to consolidate fundraising in an effective and efficient way at the international level
- Donors data base geographically structured (for example: North America, Europe, Asia, Latin America, etc.) and by type of sector of the source (for example: individuals, bilateral cooperation, multilateral cooperation, foundations, corporations, environmental funds, others).
- List of financing opportunities, prioritized according to those that best match CREHO's work environ with donor interests, identifying those that show the best opportunity to positively materialize, and making recommendations about how to contact them and do a follow-up.
- List of organizations, governmental agencies and entities in the private sector that might be interested in financing CREHO's projects or hiring the services provided by CREHO (the list must be based on concrete identified opportunities).
- 2010-2012 fundraising strategy for CREHO (updated).
- Action plan with budget to implement the fundraising strategy through specific projects based on the programs and with a view towards the financial sustainability of the organization.
- Framework for project proposals and applications to subventions for specific financing sources based upon the findings of the research phase of potential sources.
- Preliminary actions to be taken to materialize donations for the year 2011 and 2012.
- Design of a financial sustainability strategy for the organization, with a mid- and long-term implementation plan.
- Study to create an endowment fund for CREHO and development of initial tasks for its creation; including the identification of additional alternative sources for fundraising.
- Proposals written and presented to potential donors with high degree of success.
- Funds available or in the negotiation phase with a high degree of success for 2011.

Location

It is expected that the consultant will be located at a geographic location that will allow him/her direct access to potential financing sources for CREHO. Hence, it is not required that the consultant be physically present in the country where the organization is located (Panama).

As part of the work plan, the mechanisms and periodicity of communications and continuous coordination actions with the Fundraising Committee and the Executive Direction will be established. Electronic means (Skype, e-mails) are expected to be used, as well as teleconferences and live meetings (when necessary).

Consultancy Period and amount

The consultancy will last twelve (12) months, from October 15th, 2010 to September 15th, 2011. The total amount of the consultancy: US\$33,800.00. The payment will be agreed upon delivery of products.

Applications

To apply, the following documents must be submitted:

1. Presentation letter and expression of interest in English and Spanish.
2. *Currículum vitae* (en español e inglés), with information supporting experiences about fundraising.
3. Three letters of work references.
4. Application form.

All the documents must be sent to the following e-mails:

rmontanez@creho.org

With copy to: creho@creho.org / creho2010@gmail.com

Subject: Application to fundraising consultant – (your name)

Dateline to submit applications: **September 21th, 2010.**