

Terms of reference:

Evaluation of the Strengthening Fundraising Capacities of NGDOs in Central Europe project

1. About Project

The Strengthening Fundraising Capacities of Non-Governmental Development Organisations in Central Europe project (www.ngdofundraising.net) is implemented in the period 01/04/2010 to 30/09/2012. It is funded by the European Union (EuropeAid) and co-financed by SlovakAid, Czech Development Agency and other donors.

The project aims to develop cooperation and facilitate exchange of experience among non-governmental development organisations (NGDOs), fundraisers, and practitioners in Central Europe in the field of raising private funds for development and humanitarian causes. It contributes to their mutual networking, learning and sharing and thus strengthens their fundraising capacities.

The project is implemented in partnership led by PDCS (Slovakia) with partners People In Need (Czech Republic), Partners Poland Foundation (Poland), Foundation for Development of Democratic Rights – DemNet (Hungary), The Resource Alliance (United Kingdom) and in close cooperation with project associates Czech Fundraising Centre (Czech Republic), and Polish Fundraising Association (Poland).

Activities of the project are designed to create a forum and opportunities for Central European development/humanitarian practitioners and fundraisers to meet with their regional peers, to confront their expertise and knowledge with experts facilitated by the British partner as well as to get trained and increase professional capacities of their organizations. The activities are organized in Poland, Czech Republic, Slovakia, Hungary and the United Kingdom:

1. Know-how building and networking phase

- Topical working groups (TWGs) with main output being a book Hearts And Money Beyond Borders: Fundraising from individuals for development and relief (see www.ngdofundraising.net/book)
- Fact-finding trips (FFTs) and Study visits (SVs) (2 FFTs in Prague and London, 4 SVs in Budapest, Warsaw, Bratislava, and Prague)

2. Capacity building and dissemination phase

- Regional training set (two three-day trainings with subsequent consulting for participating NGDOs and a three-day masterclass with 3 speakers on the topics of Major Donors, Legacy fundraising, and On-line fundraising)
- The national activities (seminars/trainings of fundraising, round tables held in V4 countries)
- The international conference (23-24 May 2012 in Bratislava, Slovakia)

Expected results of the project as formulated in logical framework are following:

Expected Results	Indicators
Network of empowered development practitioners and fundraising professionals in Central Europe	Min. 30 CE development practitioners and fundraising professionals sharing common values, cooperating on common activities and deliberating on common development issues (via web forum and social networking)
Comprehensive Publication of best practices, case studies and recommendations	English and local languages compilation of 16 interesting CE case studies of fundraising campaigns and activities for development/humanitarian issues with identified best practises and recommendations for NGOs in new Member States enriched by 5 inspirational examples from the UK; Publication of app. 200 pages, 1500 paper copies and 2000 CD copies distributed through partners' network and distribution channels, during International conference and other subsequent events; Publication also published on the project web site, web sites of national NGO platforms with appr. 100 downloads by the end of the action.
Transparency guidelines for fundraising for development and humanitarian issues	Set of guidelines reflecting the transparency measures and trustworthiness building procedures in fundraising practice for development/humanitarian issues in CE - discussed during national activities and adopted
Development and humanitarian practitioners with strengthened knowledge and empowered skills in fundraising	30+ development/humanitarian practitioners and fundraisers with first-hand experience and knowledge from 2 fact finding trips and 4 study visits; 20 CE practitioners received 9 days advanced training in fundraising for humanitarian and development causes by international and regional trainers; 180+ NGO representatives and other stakeholders participating in national activities
Fundraising plans for NGOs or fundraising/campaigning plans for a development or humanitarian cause	15+ fundraising (eventually including campaigning) plans or strategies to mobilise private funds for concrete NGOs and/or development/humanitarian causes elaborated and applied by 20 participants of the regional training set.
National NGO platforms and their constituencies strengthened in their capacity to coordinate and support fundraising activities from private resources on national level	Round tables with PL, CZ, SK, HU NGO platforms or other stakeholders facilitated to make steps towards systemic improvements in development/humanitarian fundraising at national level (coordination centre, fundraising portal, Transparency Guidelines discussed and adopted, etc.)
Representatives of national and Community institutions dealing with development aid informed about fundraising success stories and the Transparency guidelines	8 representatives of Ministries of Foreign Affairs and/or national development aid agencies from PL, CZ, SK, HU participating in the international conference 2 representatives of Community institutions participating in the international conference.
Project website	English and partly Polish, Hungarian, Czech and Slovak language website comprising information on the topic, project activities, outputs, forum and other interactive elements with 500 visits, at least 40 contributions in the webforum and 100 downloads of Comprehensive Publication by the end of action.

2. The Purpose and Scope of the Evaluation

The EC contract period for the project is 01/04/2010 – 30/09/2012. According to the EC contract an end-of-term evaluation has to be conducted. It is important that the evaluation will not only serve accountability purposes, but will also identify lessons learnt and present recommendations for the follow-up programmes of partners. Moreover, the evaluation will have to provide insight in activities and results for third parties that have been involved during the reference period. Therefore, the evaluation report will be written for the EC (accountability purposes), for the partners in the consortium (for learning purposes) and other stakeholders (for transparency purposes).

Evaluation questions:

CONCERNING THE CONSORTIUM AND PARTNERSHIP

- What were the strong and weak aspects of the consortium?
- How were decision making procedures within the broader consortium organized? What were the weaknesses of the project structure? Which aspects of the structure can be improved?
- Was cooperation within the consortium efficient and effective?

EFFICIENCY

- To what extent have the resources been well used in achieving the objectives of the project?
- To what extent has the programme been efficiently implemented and managed?

EFFECTIVENESS AND IMMEDIATE IMPACT

- To what extent have the expected results been achieved/not achieved? What proportion of the target groups was reached by the project? To what extent has the project succeeded in improving the access of the target groups to the information on fundraising from private sources on development/humanitarian issues?
- To what degree have been the consortium partners successful in developing and maintaining relationship with relevant institutions and actors in order to advance its cause?
- Are there any unintended or unexpected impacts, positive or negative?

SUSTAINABILITY

- Are there any established channels of communication between the target groups and the partner organizations that will remain in force after the end of the project?
- Are the outputs produced within the project accessible to the target groups beyond the duration of the project?
- Has the project succeeded in building the capacities of the participating partners to work with the target groups in the long term?

OVERALL

- What are the key strengths and weaknesses of the programme?
- Was there a synergy between the project and other initiatives on the national or international level?

- What are the key recommendations for future steps/programmes of the partners?

3. Methodology

The consultant will use a balanced mix of techniques and means of verification to answer the above mentioned questions. The consultant can make use of all the project materials, documents and EU reports, and he/she will be assisted in organising meetings/calls with beneficiaries and other stakeholders. The consultant is expected to discuss these questions during Evaluation seminar with the consortium members and present preliminary findings in the form of presentation. Other methods can be proposed by the consultant if found relevant and effective to provide necessary inputs.

4. Work plan and schedule

The consultant will conduct the evaluation according to the following work plan and time schedule:

August 1, 2012 till September 30, 2012:	Evaluation period
August 2012:	Interviews and orientation at PDCS, interviews with partners, collecting input from key stakeholders
September 6, 2012	Draft evaluation report (in the form of presentation)
September 6-7, 2012	Evaluation seminar in Bratislava, Slovakia
September 30, 2012	Final evaluation report

5. The Report structure

The contents of the report will be at minimum:

- Executive summary
- Introduction
- Background information
- Scope and Methodology
- Findings with clear evidence
- Overall conclusions and recommendations

The expected lengths of the report is about 10-15 pages (18 000 – 27 000 characters including spaces). It will be delivered in English.

6. Consultant

According to EC rules and regulations, service contracts must be awarded by means of negotiated procedure, in which the leading agency (PDCS) consults at least three service providers of its choice and negotiates the terms of the contract with one or more of them. The contract will be awarded to the tender offering best price / quality ratio in accordance with the principles of transparency and fair competition and taking care to avoid any conflict of interest. Additionally the evaluation will be carried out by a consultant who has a wide experience in evaluating capacity building, financial sustainability, and development awareness projects, preferably in the New Member States region. The knowledge of English is required.