INCOME GENERATION AND FUNDRAISING STRATEGIST | CONSULTANCY

THET

TERMS OF REFERENCE

ABOUT THET

Today, one billion people will never see a qualified health worker in their lives. We are working to change this. THET has a vision of a world where everyone, everywhere has access to quality healthcare. We achieve this by training and educating health workers in low-and middle-income countries (LMICs) in Africa and Asia, working in partnership with organisations and volunteers from across the UK health community. We are best-known for our Health Partnership approach; a model for improving health services by linking hospitals, clinics, health centres and academic institutions in the UK with their counterparts overseas.

PROJECT BACKGROUND

THET has a strong track-record in institutional funding, managing funds from various UK Government departments. However, we are underperforming in other areas, notably in Trusts and Foundations, Private Sector and High Net Worth Individual fundraising. In 2022, just 5% of our unrestricted income is generated from these sources.

This lack of diversity leaves us vulnerable, as the cancellation of £48m of UK Aid funding to THET in 2021 demonstrated. Meanwhile, the lack of unrestricted income robs us of our ability to invest freely to improve the quality of our work, innovate, to bridge gaps in funding, or to prioritise aspects of our charitable mission which donors are reluctant to support.

Whilst we do not envisage conducting mass-market individual giving, we would like to further explore and secure our potential in the following income generation areas:

- High Net Worth Individuals
- Trusts and Foundations
- Corporate partnerships

To do this, we need a clear strategy in place, which will recognise the strengths of THET, identify the capacity we need to put in place, and deliver on new income targets that bring us up to speed with other charities in our sector.

AIM

The postholder(s) of this consultancy position will work closely with the CEO, Director of Programmes and Head of External Engagement. The individual will ensure a comprehensive strategy is developed for strengthening and growing THET’s income base and will be responsible in part for ensuring our income goals are met. Specifically, the consultant will assess our current approaches and develop and deliver a strategy to strengthen THET’s income generation processes and outputs including:

- Audit and review of THET’s current approaches Income Targets for 2022/23,
- Assess our current capacity and expertise and make proposals where fitting for roles and experience needed within the team (reviewing Job Descriptions etc),
- Produce a strategy document with clear KPIs and ROI statements,
- Provide on-going support and mentorship to the THET team and directly to the Head of External Engagement,
- Develop and complete quarterly Key Performance Indicators and Trustee Reports,
- Provide ‘in house’ training and support for key staff as needed,
- Be available to see through a full year cycle of performance against the adopted strategy.
RESULTS FRAMEWORK

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<tr>
<th>Outcome</th>
<th>Outcome Description</th>
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<tr>
<td>1</td>
<td>Internal Audit: providing clear outputs, priorities and recommendations to make improvements</td>
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<tr>
<td>2</td>
<td>Report and Recommended Approach: detailed strategy, internal personnel and expertise recommendations, key performance indicators and donor analysis.</td>
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<td>3</td>
<td>Long-term implementation: Providing coaching and mentoring to staff, Acting as a sounding board to the team, Overseeing the delivery of the agreed plan, Assisting with interviews, recruitment and on-boarding, etc.</td>
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REQUIREMENTS OF CONSULTANT

- Demonstrated experience in developing and actioning successful income generation strategies for NGOs working globally.
- Creative thinker and storyteller experienced in helping organisations improve their external positioning and stakeholder engagement.
- 5+ years’ experience working in income generation/business development or fundraising.
- Experience advising organisations on income generation strategies and implementation.
- Proactive self-starter with the ability to work independently, set priorities, solve problems, and be resourceful under pressure.
- Understanding of the NGO, healthcare sector and knowledge of the NHS and its structure is desirable.
- Excellent relationship building skills.

REMUNERATION AND TIMESCALE

The Consultant must have the right to live and work in the UK.

We envisage the consultant being available for at least 1 day a month and for more time, to complete specific tasks.

Ideally the consultant would be available to start by April 25th.

APPLICATION DETAILS

Interested candidates should apply by submitting an Expression of Interest (EOI), outlining their proposed approach to the project, confirmation of timelines and a breakdown of fees. Applications will be assessed on a rolling basis.