

**Request for Proposals**  
**NCD Alliance Partnerships and Business Development Consultancy Opportunity**  
**Dated 9 November 2021**

## **Background**

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The NCD Alliance (NCDA) is seeking to appoint a consultant – individual or firm - to strengthen our partnerships and business development work in support of our new 2021-2026 NCDA Strategy.

The NCD Alliance (NCDA) is a unique civil society network, dedicated to shaping a world in which everyone can live a healthy and productive life, free from the preventable suffering, stigma, disability and death caused by non-communicable diseases (NCDs). As a global alliance and membership-based organisation, partnerships have always been integral to NCDA's approach and work. We unite and combine the expertise and reach of our founding federations, members and partners on issues that collectively we can achieve more than any single organisation can. NCDA's partnerships span the NCD community across disease, risk factor and demographic groups, as well as across sectors (government, UN, civil society, academia, private sector), with careful management of potential or real conflict of interest (COI).

NCDA has recently launched a new Strategy for 2021-2026, which provides a bold agenda and focuses on four ambitious impact goals for the next 6 years - prevention, care, financing, community engagement. NCDA will drive progress towards these goals via four strategic pathways for action: advocacy and accountability, capacity development, knowledge and partnerships. While partnership was viewed as an enabler to our previous strategy, we have elevated its position and importance in this new strategy to be a core function and pathway of our work. This will require NCDA to scale up its efforts to cultivate, inspire and lead purpose-driven partnerships across and within sectors to support our strategic goals.

In light of our new strategy, this consultancy aims to review our partnership model and approach to ensure it is fit for purpose for the new strategic period; develop NCDA's business development strategy to support retention of existing partners, diversification and sustainability of the organisation, as well as impact; and develop a suite of supporting business development and fundraising templates and materials.

## **Scope and objectives**

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There are four priority areas that have been identified in order to strengthen NCDA's partnership and business development activities for the next strategic period, as outlined below. The scope of work for this consultancy will focus on all four ideally:

- 1.** Review and assess **NCDA's partnership model and approach to partnerships** and provide recommendations to ensure our model and approach aligns with NCDA's new strategy and priorities, and drives impact and sustainability of the organization.
- 2.** As part of the process to develop the business development strategy, **define a menu / portfolio of investment opportunities** for NCDA's existing and prospective partners based upon the new Strategy. These would focus on NCDA's primary activities, outputs and programmes, and will be framed and communicated in a compelling way for donors.
- 3.** Based on points 1 and 2, develop a **business development strategy** aligned with NCDA's 2021-2026 strategy, which focuses on both strengthening how NCDA engages and partners with existing partners, as well as supports NCDA to diversify funding streams by positioning NCDA for new markets and sectors.

4. Develop a suite of business development and fundraising templates, materials and resources for NCDA for this new strategic period. These would include a case for support, a partnership brochure, a template slide deck for partnership/business development purposes, and proposals templates.

### Phases, key deliverables and timeframe

The consultancy will commence on execution of the contract, ideally end of November 2021. The project is expected to be for a period of 6 months. A proposed phased approach is outlined below, along with a summary of the deliverables and timeframes:

Phase	Deliverable	Timeframe
<b>Phase 1: Scoping and planning</b>	<ul style="list-style-type: none"> <li>• Conduct a review and assessment of NCDA’s historic and current partnership model and approach and opportunities for business development, via a mixture of desk-based research, informant interviews and consultations with the NCDA team.</li> <li>• Based on this assessment, develop a planning report with analysis, key insights and findings, and recommendations for NCDA going forward in terms of our partnership model, and approach, as well as headlines for our business development strategy.</li> </ul>	<p>Review and assessment – November 2021 – January 2022.</p> <p>Report – early Feb 2022.</p>
<b>Phase 2: Menu of investment opportunities</b>	<ul style="list-style-type: none"> <li>• In collaboration with the NCDA team, define a menu / portfolio of investment opportunities for partnerships and business development for the new strategic period.</li> </ul>	Feb 2022.
<b>Phase 3: Strategy development</b>	<ul style="list-style-type: none"> <li>• Based on phases 1-2, develop the business development strategy for 2021-2026.</li> </ul>	Mar – April 2022.
<b>Phase 4: BD materials and templates</b>	<ul style="list-style-type: none"> <li>• Develop new business development templates, materials and resources for NCDA, as outlined under objectives.</li> </ul>	May 2022.

### Required skills, experience and knowledge

- Extensive fundraising and business development knowledge and expertise, with a track record in targeted fundraising with foundations/philanthropy, the corporate sector, and governments, development agencies, and multilateral agencies.
- Experience in developing business development strategies and sustainable partnership models for the NGO sector.
- Experience in NCD or global health fundraising and business development an advantage.
- Ability to design, plan, organise, and implement projects and tasks within an allotted timeframe and with room for flexibility.
- Ability to work with the NCDA team in a professional manner to achieve a common goal.
- Excellent verbal and written communications skills, in English.

## **Submission of proposals**

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Interested consultant(s) should submit the following:

- Capability statement and CV of the consultant(s) assigned to the work – highlighting relevant experience.
- Proposal, outlining objectives, description of the approach, list of outputs/deliverables, project plan (including timeline and key milestones), cost proposal (including daily rate of all consultants).
- A sample of work of the consultants and web links if available.
- 2 references of similar work completed previously.

**The proposal must be submitted to [partnerships@ncdalliance.org](mailto:partnerships@ncdalliance.org) by COB on 22 November 2021.**

## **Evaluation of proposals**

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NCDCA will competitively select the successful proposal.

Shortlisted suppliers may be invited to discuss their proposals in more detail at NCDCA's discretion.

For any queries or questions, please contact NCDCA at [partnerships@ncdalliance.org](mailto:partnerships@ncdalliance.org).