



# **Inception Report**

## **Process, Workplan & Tools**

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## **Introduction:**

This inception report serves as a comprehensive introduction to the upcoming resource mobilization consultancy with the targeted Iraqi Civil Society Organizations (CSOs). The purpose of this consultancy is to provide strategic assistance and support to 5-CSOs in Salah Al-Din, enabling them to enhance their resource mobilization efforts and secure sustainable funding for their vital work.

This consultancy aims to empower the 5 organizations with the necessary tools and knowledge to effectively engage donors, diversify funding sources, and strengthen their financial sustainability.

Through a collaborative and participatory approach, the consultant will work closely with the targeted CSOs to develop tailored strategies and action plans that align with their unique needs and objectives. The primary goal is to equip the organizations with the skills, insights, and networks required to navigate the resource mobilization landscape successfully.

By building their capacity in areas such as proposal development, donor relationship management, and impact communication, the CSOs will be better positioned to secure the resources they need to continue making a meaningful impact on the communities they serve.

This report outlines the proposed methodology, work plan, and deliverables for the consultancy. It provides a roadmap for the 5-CSOs, establishing clear expectations and objectives for the collaboration.

Furthermore, it highlights the importance of ethical considerations, confidentiality, and data protection throughout the consultancy process, ensuring that all interactions and activities adhere to the highest professional standards.

By embarking on this consultancy, we envision a transformative journey that will empower the 5 targeted CSOs to enhance their resource mobilization capabilities, strengthen their organizational resilience, and ultimately contribute to the sustainable development and well-being of the society they serve in their programs. This report marks the initial step in this exciting endeavor, laying the groundwork for a productive and mutually beneficial consultancy engagement.

## Objectives:

The main objectives according to contract signed with WEO for the resource mobilization consultancy are:

- Conducting a thorough analysis of the organization's existing resource mobilization efforts, including donor relations, grant applications, and fundraising campaigns.
- Identifying potential funding sources, including foundations, government agencies, corporations, and individual donors.
- Developing five comprehensive resource mobilization plans, one for each WRO, that outlines specific goals, objectives, and timelines for fundraising activities.

- Working with WRO staff to develop compelling proposals and grant applications that effectively communicate the organization's mission, goals, and impact.
- Building relationships with donors and other funding partners to cultivate long-term partnerships and secure funding.
- Providing training and support to staff on fundraising best practices and donor engagement strategies, this will be done through organizing series of workshops to the targeted CSOs on resource mobilization planning, fundraising and donor mapping in close collaboration with WEO.

### Methodology:

- The consultancy will follow a participatory approach, involving CSOs in the assessment, strategy development, and capacity building processes. The following methodologies will be used:
- Review the completed Institutional Capacity Assessment (ICA) reports that was done by Mr. Nazar Jamil for the five pre-selected Women Rights Organizations in Salah Al-Din, to understand the organizational structures, procedures, and processes, priority areas for training, technical assistance, mentoring and coaching, and capacity-strengthening plans needed to address the priority gaps and needs of each CSO.
- Review the WEO reports of the two engagement and feedback sessions, to understand key strengths and weaknesses in the implementation of the women,

peace, security agenda, and the main challenges faced by women and girls who are victims of violence, in addition to the priorities and basic needs of these groups.

- Conduct site visits/online meetings to discuss/review with the CSOs staff the existing resource mobilization practices and gather insights/perspectives to understand their real situation and plans related to resource mobilization, donor attraction, grant application and fundraising campaigns.
- Share information, research and analysis of potential funding sources, including foundations, government agencies, corporations, and individual donors with the 5 targeted CSOs.
- Collaboration with 5 targeted CSOs to develop comprehensive resource mobilization plans for each organization.
- Conduct participatory training workshops and one-on-one mentoring sessions to build the capacity of 5-CSOs staff in fundraising, best practices and donor engagement strategies.

### **Work Plan:**

The consultancy will be conducted over a period of two months, divided into the following phases:

#### ***Phase 1: Inception (7-15 June 2023)***

- Develop inception report documenting the process, workplan, and tools.
- Present the inception report to the 5-CSOs and get their notes to finalize it.

- Review of completed ICA reports and WEO reports of the two engagement and feedback sessions.
- Review of existing resource mobilization efforts and materials.

### ***Phase 2: Analysis of Existing Efforts (16-30 June 2023)***

- Conduct 1<sup>st</sup> site visits/online meetings with the 5-CSOs staff to understand the real situation of the targeted CSOs, in close collaboration with the contracting authority.
- Conduct a thorough analysis of all the collected information with focusing issues related to resource mobilization, donor relations and fund raising.
- Identification of key stakeholders to be engaged.
- Identify strengths and areas for improvement for the 5-targeted CSOs.
- Prepare progress 1st monthly report on findings, recommendations, and implementation plan for contracting.

### ***Phase 3: Funding Source Identification (1-15 July 2023)***

- Research and identify potential funding sources, including foundations, government agencies, corporations, and individual donors, in addition to assess their alignment with CSOs' goals and objectives.
- Conduct 2nd site visits/online meetings with the 5-CSOs staff to validate the analyzed information and identify the funding sources, in close collaboration with the contracting authority.

- Develop a list of recommended funding sources for each CSO and present it to them.

#### ***Phase 4: Resource Mobilization Plans (15-31 July 2023)***

- Work with CSO staff to develop five comprehensive resource mobilization plans, one for each CSO.
- Outline specific goals, objectives, and timelines for fundraising activities in both English and Arabic languages.
- Identify strategies for donor engagement, grant applications, and fundraising campaigns.
- Submit the five comprehensive resource mobilization plans, one for each WRO, that outlines specific goals, objectives, and timelines for fundraising activities. The resource mobilization plans must be in both English and Arabic languages.

#### ***Phase 5: Proposal Development and Donor Relations (1-7 Aug. 2023)***

- Support CSO staff in developing compelling proposal and grant application that effectively communicate the organization's mission, goals, and impact.
- Provide guidance on donor engagement strategies and building relationships with potential funding partners.
- Assist in cultivating long-term partnerships with donors and securing funding opportunities.

- Prepare the second monthly report that outlines the final results of the consultancy, recommendations, and all activities carried out according to the contractual requirements.

### ***Phase 6: Training Workshops (across the 3-years of the project)***

- Developing workshop methodologies and material in conjunction with the program's mission.
- Develop training materials for the resource mobilization planning workshop.
- Organizing three (2-days) workshops across the three years of the project to first train the WROs on resource mobilization planning and then to review the resource mobilization plans annually (One in each year of the project).
- Develop training materials for the fundraising and donor mapping workshop.
- Organizing two (2-days) workshops on fundraising and donor mapping in the first and second year of the project in close collaboration with WEO.
- Provide one-on-one mentoring and support to enhance their resource mobilization skills.



## **Tools to be used:**

- Document analysis tools for reviewing existing ICA reports/findings, and sessions reports.
- Stakeholder analysis tools for identifying key stakeholders and engaging them effectively.
- Research tools for identifying potential funding sources, including online databases and research reports.
- Planning and goal-setting tools for developing resource mobilization plans with clear objectives and timelines.
- Proposal templates and writing guides for supporting CSOs in developing compelling grant applications.
- Donor relationship management tools for tracking donor interactions and cultivating long-term partnerships.
- Training tools for the capacity building workshops and mentoring sessions.

## **Deliverable:**

- Inception report documenting the process, workplan, and tools (June 2023).
- Meeting minutes documenting the result of the site visits/online meetings (after site visit/meeting).
- 1<sup>st</sup> monthly report (June 2023).

- Five comprehensive resource mobilization plans, one for each CSO (Arabic/English) (Aug. 2023)
- Templates for proposal and grant application that effectively communicate the organization's mission, goals, and impact (to be developed during the training workshops)
- 2<sup>nd</sup> monthly report (Aug. 2023).
- Training materials for the two types of workshop (resource mobilization & fundraising/donor mapping); and it includes: training methodology, agenda, Pre/Post-tests, PPT, exercises, working groups, and any other materials required.
- Other deliverable as needed to complete the duties mentioned in the contract.

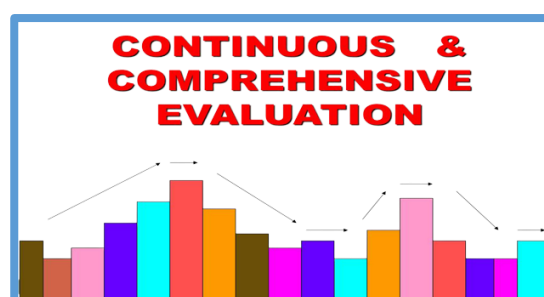
### Other important aspects to be considered:

- **Communication and Reporting:** Agreed on a clear communication plan with the 5-CSOs, outlining the frequency, channels, and methods of communication throughout the consultancy period, and determine reporting mechanisms and formats for progress updates, including regular reports, presentations, and meetings to keep the CSOs informed about the progress and achievements.
- **Knowledge Sharing and Lessons Learned:** Emphasize the importance of knowledge sharing and capturing lessons learned throughout the consultancy process and encourage continuous reflection and feedback from CSO staff to identify successes, challenges, and areas for improvement.

- ***Cultural Sensitivity and Contextual Adaptation:*** Recognize the cultural and contextual nuances of working with Iraqi CSOs, and emphasize the importance of cultural sensitivity, respect, and understanding in building relationships with stakeholders and implementing resource mobilization strategies, also tailor approaches and communication styles to align with the local context.
- ***Continuous Evaluation and Adaptation:*** Highlight the need for continuous evaluation and adaptation of resource mobilization strategies based on ongoing feedback, monitoring, and assessment, also emphasize the importance of a flexible and adaptive approach to respond to changing circumstances and optimize results.
- ***Sustainability Plan:*** Encourage the 5-CSOs to develop a sustainability plan that outlines strategies for long-term resource mobilization beyond the consultancy period. This may include capacity-building initiatives, establishing partnerships, and creating a culture of fundraising within the CSOs.
- ***Ethical Fundraising Practices:*** Emphasize the importance of ethical fundraising practices, including transparency, accountability, and compliance with legal and regulatory frameworks, and ensure that the CSOs adhere to relevant guidelines and standards in their resource mobilization activities, also emphasize the importance of maintaining confidentiality and adhering to ethical guidelines when handling sensitive information related to funding sources, donors, or

organizational strategies, in addition to respect the privacy and confidentiality of CSOs' internal information.

- **Risk Assessment:** Encourage the 5-trgted CSOs to conduct a thorough risk assessment to identify potential challenges, obstacles, and external factors that may impact resource mobilization efforts, in addition to develop risk mitigation strategies and contingency plans to address and minimize these risks.
- **Collaboration with Stakeholders:** Highlight the need for active collaboration and engagement with relevant stakeholders, including CSO staff, board members, donors, and other partners. Foster an inclusive and participatory approach to maximize the impact of resource mobilization efforts.
- **Continuous Learning and Adaptation:** Encourage a culture of continuous learning and improvement throughout the consultancy. Regularly assess the effectiveness of implemented strategies and make necessary adjustments based on feedback and evaluation results.





# Women Empowerment Organization

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