



# TERMS OF REFERENCE

## Market Assessment: Fundraising Landscape in Fiji

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### 1. About FRCS

The Fiji Red Cross Society (also abbreviated as FRCS) is a leading humanitarian organization and auxiliary to the Fijian Government and part of the world's largest humanitarian non-governmental organization, The International Red Cross and Red Crescent Movement. It originated as a Branch of the British Red Cross in the early 1950s. Official recognition as the sole Red Cross entity within this territory was granted in 1972, making it the 118<sup>th</sup> member country of the Red Cross Red Crescent Movement. Comprising over 800 volunteers across 16 Branches in Fiji, the Fiji Red Cross Society operates with a dedicated support team of paid staff at the National Office and Divisional Offices, led by the Director General.

The Fiji Red Cross Society's aims to bolster Branch capacities and systems, ensuring they function as strong, independent, trusted and accountable local actors, effectively addressing growing humanitarian challenges.

### 2. Background

Although Fundraising is a high priority for FRCS, there remains enough scope to strengthen its engagement in these areas. Currently, it is still heavily dependent on international movement partners and bi-lateral donor partners for funds. Considering the need for increased mobilization of additional (domestic) resources, FRCS has taken 'Financial Sustainability' as a crucial transformative agenda in its Strategic Plan 2022-2026.

From the country context, Fiji is a tropical island nation of 929,895<sup>1</sup> in the South Pacific Ocean. It is the second largest economy in the Pacific, with tourism as its main driver of growth and a key source of foreign exchange earnings. Fiji is an upper middle-income country (UMIC) and its size, remoteness and increasing exposure to climate change restrain economic development.

The Fijian economy recovered strongly from the pandemic induced downturn in 2020 and 2021, with GDP surpassing pre-pandemic levels in 2023, much earlier than anticipated. Fiji's economic recovery and the resurgence has been largely driven by a robust recovery in the tourism sector with visitor arrivals exceeding expectations in 2023. Headline inflation recorded its second-highest peak of 2024 in July at 6.8 per cent, influenced mainly by increases in food and non-alcoholic beverages, transport and housing and utilities while other goods such as alcoholic beverages, tobacco and narcotics also impacted the outcome. Considering the impact of excise duty changes, the rise in minimum wages and salaries of civil servants and high fuel prices

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<sup>1</sup> Worldometer's elaboration of the latest United Nations data

<https://www.worldometers.info/world-population/fijipopulation/#:~:text=The%20current%20population%20of%20Fiji,of%20the%20total%20world%20population.>



anticipated for this year will keep inflation elevated at around 4.0 per cent to 5.0 per cent by year-end.

With this, fundraisers must be innovative, need a point of difference and the need to drive a tangible result that is visible. FRCS would like to position itself to tap individual funding sources in the long run. FRCS would therefore aspire to have a mixed portfolio of local funds (corporate and individual) rather than only depending on movement partners and international sources. At the same time, FRCS is fully cognizant that to attain financial sustainability it is imperative to have a diversified resource base. Hence, a key purpose of this market assessment is to support FRCS in gaining an insight into the potential diverse sources of fundraising – who they are and how FRCS can tap into their resources.

### **3. Overall Objective**

1. Conduct a thorough domestic (humanitarian and development) fund market assessment.
2. Elaborate mapping of the local fundraising avenues (Private Foundations, CSR, Individual Funds, etc.).
3. Identify potential challenges and risks associated with the identified fundraising opportunities.

### **4. Scope of Work**

Under the ToR the consultant should conduct an assessment in the following areas:

#### *Fundraising Status quo in Fiji*

- Define the country's environment through the lens of Resource Mobilization (RM), which includes defining the political, economic, demographic, socio-cultural, and technological environment of Fiji as well as identifying barriers and opportunities to fundraising in Bangladesh
- Analyze the future trends of corporate and individual donations.
- The setup and activities of the fundraising department of other similar organizations considering their organizational structure (especially staffing) and fundraising processes or mechanism

#### *Corporate sector and Private Foundations*

- Overview of donation trends by the private sector such as key thematic areas they are supporting, causes, average size, and range of grants/in-kinds.
- Identify the leading companies donating. Map resources from corporations and private/local foundations, and private companies and determine their CSR spending trend, size, etc.
- Analyze challenges /and restrictions to access corporate/foundation funds and identify ways to overcome the challenges.
- Provide prescriptive guidelines on how FRCS should proceed with the identified leads.

#### *Individual Donors*



- Identify the trend of individual philanthropy (including religious giving), market size, and funding potential of individual and Non-Fijian Residents giving practices. Provide a donor portfolio- the characteristics and behavior of the donors, average size and range of giving, preferred sectors and causes, and types of institutions (Local/Intl. NGOs, Faith-based organizations, street campaigns, etc.)
- Identify the present leading recipients in the individual funding, their strength, and the types of channels used to raise funds, i.e., directly/face to face, mobile banking, Facebook/websites,

television, email and SMS, sponsorship, etc. Also, analyze the most used and popular channels for donating among the individual donors.

- Identify and analyze the types and successes of the products used by the recipient organizations, i.e., sponsorship/regular giving, one-off, project-based campaigns, etc.
- Analyze challenges to access individual funds and identify ways to overcome the challenges.
- Identify and recommend spots where FRCS can place its individual fund collection tools, such as donation boxes, Mobile Financial Services, in cinema advertising, billboards, national appeals, etc.
- Provide prescriptive guidelines on how FRCS should proceed with the identified leads.

## 5. Methodology

- Desk Research (FRCS) existing Fundraising policy papers, Strategic Plan 2022-2026, relevant strategy papers, etc.)
- Discussion with IFRC Asia Pacific Fund-Raising Network to understand the fund-raising perspectives of other NSs.
- Consultation with Senior Management, Fundraising counterparts, professional volunteers and relevant parties of IFRC,
- Qualitative and quantitative surveys, interviews, donor partners, NGO, corporate and individual donors.
- Consultations with successful fundraising organizers and assessments of successful fundraisers.

## 6. Timeline

2 months from the time of contract signing.

## 7. Deliverables

1. Data Collection Tools (Survey questionnaire, etc) by **4<sup>th</sup> April, 2025**.
2. A brief inception report including the background, scope, list of potential government, back donor, NGO, corporate and individual donors, geographical scoping, objectives, and methodology to conduct the market assessment by **18<sup>th</sup> April 2025**.
3. A comprehensive report highlighting the market potential and areas of inspiration; covering individual, corporate and foundational donors by **9<sup>th</sup> May, 2025**.
4. A prescriptive guideline on how FRCS should access the funding sources by **9<sup>th</sup> May, 2025**



5. A PowerPoint presentation on the key finding of the market assessment on **9th May , 2025.**

\*Please note all the reports and tools will be subjected to the FRCS feedback and approval. The consultant should reach out to FRCS Resource Mobilization Focal, Mr Lasarusa Saqusaqu at [lasarusa.saqusaqu@redcross.com.fj](mailto:lasarusa.saqusaqu@redcross.com.fj) for consolidated feedback and pre-bid clarification. The last date for submitting pre-bid clarification questions (if any) is on/before 14<sup>th</sup> March, 2025). The consultant must be willing to accommodate FRCS requirements throughout the duration of the assignment. All the documents should be provided in either hard or soft copies.

## **8. Required Competencies**

The consultant, should preferably meet the following competencies:

- Proven experience in conducting market research
- Academic degree in Social Sciences, Statistics, Economics, Research, Business Administration, or other relevant technical areas.
- Excellence in data analysis, analytical report writing, and presentation skills
- Fluency in written and spoken English
- Willingness and capacity to meet deadlines, flexible and accommodating to FRCS requirements

## **9. Terms of Payments**

- First Payment (20%): On the submission of the Data Collection Tools and Inception report 20% of the contract value will be disbursed.
- Second Payment (40%): On the acceptance of the final version of the reports on individual giving behavior, CSR activities, competitor analysis, and prescriptive guidelines, 40% of the contract value will be disbursed.
- Final Payment (40%): On the presentation of the key findings and recommendations from the assessment, 40% of the contract value will be disbursed.

## **10. Confidentiality**

All the data and outputs produced under the assignment will be considered FRCS property and the outputs, reports, or any part of it cannot be shared, sold, reproduced, or reused in any manner without prior consent from FRCS.

## **11. Submission of the EOI/Proposal**

The interested candidates are asked to confirm their interest by submitting a Technical and Financial proposal in printed and soft copies.

- The **Technical proposal** should include an understanding of the assignment, methodology, work plan, team composition, project timeline (a detailed schedule with clarifications and number of working days required), CVs, and organization experience in line with the ToR.



- The **Financial proposal** should include VAT/TAX, which will be deducted at the source. All costs should be quoted in Fijian dollar (FJD) and will remain valid up to ninety (90) days from the date of proposal submission.
- The consultant needs to attach a VAT registration certificate, certificate of Incorporation, and TIN Certificate in the Annex.

The deadline for submitting the proposals is on/before **14<sup>th</sup> March 2025, 5 PM**. The soft copies should be submitted via email to [info@redcross.com.fj](mailto:info@redcross.com.fj) and the hard copies should be delivered to Fiji Red Cross Society National Office, 22 Gorrie Street, Suva.

## 12. Evaluation Criteria

Criteria	Weightage
Technical proposal (Overall understanding of the ToR, proposed work plan and methodology, etc.)	40%
Relevant Experience (Experience in conducting similar assignments and team composition)	40%
Financial Proposal	20%

The shortlisted candidate will be invited for a presentation and interview and the contract will be offered upon satisfactory delivery.