TERMS OF REFERENCE (ToR)
For the Development of a Resource Mobilisation Strategy (2026–2030)
Mentally Aware Nigeria Initiative (MANI)

REQUIRED SERVICES
Develop MANI's Resource Mobilisation Strategy (2026-2030)
Language: English
Application Deadline: 10th March 2026
Location: The Consultant will primarily work remotely but may be required to attend virtual or in-person stakeholder meetings in Lagos, Nigeria.

CONSULTANCY CALL SUMMARY
The Mentally Aware Nigeria Initiative is inviting technical and financial proposals for the development of its Resource Mobilisation Strategy (2026-2030). This consultancy seeks to address existing funding gaps, diversify MANI's funding base, and establish a sustainable financing framework to support the implementation of its upcoming Strategic Plan (2026-2030).

ABOUT MENTALLY AWARE NIGERIA INITIATIVE
The Mentally Aware Nigeria Initiative is a youth-led, youth-run nonprofit organisation established in 2015 and registered under the Corporate Affairs Commission as an Incorporated Trustee. MANI works to increase mental health awareness, reduce stigma, promote help-seeking behaviours, and improve access to mental health support services for young people and communities across Nigeria.

Over the years, MANI has grown into one of Africa's leading youth mental health organisations, implementing advocacy campaigns, free therapy initiatives, campus programs, community-based interventions, and policy engagement efforts.

As Nigeria implements its National Mental Health Act and decentralises mental health services, MANI seeks to strengthen its institutional sustainability and scale its impact nationwide.

BACKGROUND
Sustainability and financial resilience are strategic priorities for MANI as it transitions into its next five-year strategic cycle (2026-2030).

Currently, MANI relies significantly on project-based funding and a limited number of institutional donors. While this has enabled program growth, it exposes the organisation to financial vulnerability and limits long-term planning.
To ensure sustainability, MANI aims to:

- Diversify funding sources beyond traditional grant donors
- Strengthen relationships with corporate and private sector partners
- Explore philanthropy, digital giving, and individual donor programs
- Improve internal fundraising systems and donor stewardship

The Resource Mobilisation Strategy (2026-2030) will provide a structured and actionable roadmap to achieve these objectives.

OVERALL OBJECTIVE

The consultant will lead the development of a comprehensive Resource Mobilisation Strategy (2026-2030) to:

- Diversify MANI's funding portfolio
- Reduce overdependence on limited funding sources
- Strengthen financial sustainability
- Align fundraising efforts with MANI's Strategic Plan priorities

SCOPE OF THE ASSIGNMENT

The consultant will undertake the following:

1. Map MANI's programmatic priorities under the upcoming Strategic Plan (2026-2030) to identify funding gaps and projected financial needs
2. Conduct an analysis of MANI's current resource mobilisation efforts using appropriate tools (SWOT, PESTLE, donor matrix, funding pipeline analysis, etc.)
3. Map donor interests, funding windows, corporate CSR priorities, philanthropic opportunities, foundations, bilateral and multilateral funding prospects relevant to mental health and youth development in Nigeria and globally
4. Identify opportunities for non-traditional funding, including:
    - Corporate partnerships
    - Individual giving campaigns
    - Digital fundraising
    - Fee for service offerings
    - Social enterprise models
5. Develop a clear donor engagement and stewardship strategy
6. Conduct risk analysis and propose mitigation measures related to funding sustainability
7. Consult with MANI's Board, management, finance team, and relevant program leads
8. Develop realistic financial projections and income targets for 2026-2030

DURATION OF THE ASSIGNMENT

The consultancy is expected to last 6 to 8 weeks from the date of contract signing.

EXPECTED DELIVERABLES

1. A comprehensive Resource Mobilisation Strategy (2026-2030) including:
    - Situational analysis
    - Funding gap analysis
    - Strategic funding priorities
    - Diversification strategy
    - Income projections
    - Implementation roadmap

2. An annex mapping:

- Key donors and funding institutions
- Donor priorities and funding windows
- Typical grant sizes
- Engagement approaches
- Corporate CSR alignment opportunities

3. A fundraising toolkit outline including:
   - Case for support narrative
   - Pitch deck structure
   - Donor brief template
   - Digital fundraising messaging framework

4. A high-level fundraising dashboard framework to track:
   - Prospects
   - Proposal pipeline
   - Funds secured
   - Disbursement status
   - Reporting timelines

5. A capacity strengthening plan for MANI staff and Board on fundraising, partnership management, and donor engagement

COMPETENCIES / SKILLS

The consultant will be selected based on relevant experience, ability to deliver, analytical capacity, and understanding of Nigeria's development landscape. The consultant should have:

1. An advanced university degree in Development Studies, Business Administration, Economics, Public Health, or a related field.
2. Proven experience in developing resource mobilisation strategies for NGOs
3. Strong knowledge of Africa and the global donor ecosystem, corporate philanthropy and foundations, as well as ESG Funding Opportunities.
4. Experience in fundraising for health, youth development, or social impact organisations
5. Excellent analytical and documentation skills.
6. Strong facilitation and stakeholder engagement skills.
7. Proficiency in English.

REPORTING AND SUPERVISION

The consultant will report to the Executive Director and work closely with a designated committee comprising members of the Board and Management.

CRITERIA FOR SELECTING THE BEST OFFER

Selection will be based on quality-cost considerations:

1. Technical Proposal: 70%
2. Financial Proposal: 30%

Evaluation Criteria	Score
Demonstrated experience in fundraising and resource mobilization strategy development for NGOs	50%
Understanding of Nigeria's funding landscape and mental health ecosystem	30%
Academic qualifications and relevant training	20%
Total	**100%**

APPLICATION PROCEDURE

Interested individuals or firms should send the following documents to info@mentallyaware.org on or before 10th March 2026:

1. Updated CV (individual) or capability statement (firm)
2. Technical proposal outlining approach and methodology
3. Financial proposal indicating all-inclusive fixed cost in NGN or USD (excluding travel, if applicable)