



Terms of Reference

Invitation to Bid for consultancy services: fundraising and sponsorship activation services for the ILGA World Conference

1. Purpose

The International Lesbian, Gay, Bisexual, Trans and Intersex Association (ILGA World) is seeking a consultant to participate in the fundraising team for the 2022 ILGA World Conference. The consultant will work with the Coordinator of Donor Relations, MEL & IT at ILGA World. The individual will source corporate and US foundation funding and support government funding requests. The individual must be based in the Greater Los Angeles Area or willing and able to travel to Los Angeles within any COVID pandemic restrictions.

2. The organization

ILGA World (<https://ilga.org>) is a worldwide federation of more than 1,700 organizations from over 160 countries and territories campaigning for lesbian, gay, bisexual, trans, and intersex human rights since 1978.

We want a world where the human rights of all are respected and where everyone can live in equality and freedom: a world where global justice and equity are assured and established regardless of people's sexual orientations, gender identities, gender expressions, and sex characteristics (SOGIESC).

ILGA World has ECOSOC consultative status at the United Nations.

Our members are based in our six regions: Pan Africa ILGA, ILGA Asia, ILGA-Europe, ILGALAC (Latin America and the Caribbean), ILGA North America and the Caribbean, and ILGA Oceania.

Governed by an elected Board of 19 activists representing our global family, ILGA World is queer democracy in action.

3. Background to the consultancy

The ILGA World Conference is the largest gathering of ILGA World. It is where our global membership meets to shape its future, vote about the organization's rules and structures, and plan strategies for the global LGBTI movement. In addition, it is a space where activists, funders, governments, and other stakeholders come together to learn, share, and network.



The event is held every two years. Initially planned in 2021 and postponed due to concerns around the Covid-19 pandemic, the next edition of the ILGA World Conference will be held from 2 to 6 May 2022 in Long Beach, CA, United States.

The conference is ILGA World's signature event: the organization provides scholarships for diverse activists and LGBTI-led organizations. The average conference includes 100 to 200 scholars. The minimum budget for the conference and social program is 1.5 million USD.

[ILGA World's strategic plan](#) includes securing "resources to ensure the sustainability of ILGA World's operations through an increase in partnerships and diversity of funding sources."

4. Objective and scope of the consultancy

The main objectives of the consultancy are to:

- i) Collaborate with the Conference Fundraising team on the funding strategy for the 2022 ILGA World Conference – mapping initiatives to be implemented before, during and after the event
- ii) Author funding requests to corporation and foundations
- iii) Facilitate in-person meetings with potential funders for ILGA World
- iv) Make funding asks and secure funding partners for a total of 500,000 USD

To achieve these objectives, the consultant will

- Participate in regular meeting with ILGA World's Donor Relations Coordinator
- Attend bi-monthly (and later monthly) fundraising team meetings
- Produce a shortlist of corporate funding asks based on current and high probability relationships with donors
- Draft and finalize fundraising asks, pitches, and applications
- Coordinate sponsorship activations at the 2022 World Conference in collaboration with the fundraising team.

5. Outputs/expected deliverables

The consultant is expected to produce

- Contributions to the fundraising action plan for the conference, targeting corporations and foundations, especially with headquarters or main offices in California
- Due Diligence reviews for all potential funders and donors



- Facilitate funding asks and applications to a minimum of 25 high potential funding targets
- Produce a relationship management plan for secured funders to encourage future relationships between ILGA World and donors
- Develop and coordinate the sponsorship activation strategy for the 2022 World Conference

6. Key background documents and information

[Current information](#) about the conference

Information about [past conferences](#) (latest edition: [Wellington 2019](#))

[Explanatory video](#) about how an ILGA conference works

[2022 World Conference Sponsorship Package](#) – finalized draft

ILGA World [2019-2023 Strategic Plan](#) (The MEL Framework is available upon request)

The conference website will be a subsite of the main website, available at **worldconference.ilga.org**.

[The current page dedicated to World Conferences](#) will be turned into an archive page of all past conferences. In addition, the new conference website will include a sponsors recognition section.

7. Duration and timeline

The consultancy will begin in July 2021 and will end by 31 July 2022 for 12 months.

8. Required expertise and qualification

The person responsible for the assignment shall be a freelance consultant whose services will be provided to ILGA World. The consultant shall have the support of contact persons at ILGA World throughout their project.

The ideal consultant would have proven experience in assisting non-profits, international organizations, or companies in the private sector in planning fundraising strategies for global events. This experience should include diverse and community-led events with budgets between 1 and 5 million USD. In addition, the consultant will have a proven track record with corporate partnerships and sponsorship activation.

Strong assets:



- Current relationship maintenance and management with multi-national and national companies with headquarters or primary offices in California, and more broadly, the USA
- Current and past relationships and experience securing medium and large gifts from individuals (\$5,000 to \$100,000)

LGBTI D/deaf and disabled people; lesbian and bisexual people; intersex persons; trans, gender-diverse, and non-binary persons; and indigenous persons are especially encouraged to apply. ILGA World strives to increase the inclusion and participation of people from diverse LGBTI communities in our work. Only qualified candidates will be contacted.

We encourage bidders to mention their background and experiences in their application, and we guarantee that all information will be held confidential.

9. Payment modalities

Bidders should provide a quote for the completion of all work with their application.

The maximum budget amount available for the assignment is CHF 24,000, including any travel costs that may arise.

The compensation shall be paid monthly and upon receipt of an invoice. A 10% holdback will be included in the contracting agreement to be paid upon completing all sponsorship activations and submitting a final consultancy report by 31 July 2022.

10. Application process

Bids should be sent **by 12 July 2021, 23:59 Central European Summer Time.**

Joint bids by a group of consultants or agencies are possible, as long as the consultancy leader is indicated.

The bid should contain

- the bidder's curriculum vitae
- a portfolio including excerpts of the most relevant fundraising asks and grant applications created by the bidder, and of the bidders most recent, successful event-fundraising results
- Detailed quote of consultancy costs (all costs shall be provided in CHF, excluding VAT).



Bids are to be submitted by e-mail to J. Andrew Baker, ILGA World's Donor Relations coordinator, MEL & IT, at development@ilga.org. Please write "ILGA World conference fundraising" in the subject line of the email. Any questions can be directed by e-mail to development@ilga.org.

The successful consultant will be contacted by **23 July 2021**.

If you do not receive a reply by that deadline, your bid has not been selected. ILGA World does not offer any compensation for any of the work included in the bids that will not be selected.

11. Evaluation criteria

The bids will be evaluated according to the following criteria:

- **quality of response** (portfolio)
- **knowledge of the fundraising and relationships with potential sponsors** in the Greater Los Angeles region, California, and the USA
- **previous experience** in assisting non-profits, international organizations, or companies on their fundraising strategies, especially for events
- **value-for-money approach**: bids that provide the best overall value for money - considering quality, cost, experience, and preliminary assessment - will be preferred over unbalanced or abnormally low bids
- **ethical fundraising**: bids received must originate from fundraisers who agree to the Association of Fundraising Professional's code of ethics.
- Having already **supported LGBTI organizations or groups** in fundraising for their events – especially on a regional/global scale - is an asset.