



Until we are all equal

**Plan International Kenya**  
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## **Terms of Reference (TOR)**

### **External Consultancy: Assessment of Funding Opportunities from Philanthropy, Corporate Social Investment, and Foundations in Kenya**

#### **Tender No: KCO/17/03/FY26**

#### **1. Background**

Founded in 1982, Plan International Kenya is a development and humanitarian organisation that works together with children, young people, supporters and partners to strive for a just world, where we are all equal. Our mission is to advance children's rights and equality for girls.

Plan International Kenya is a registered Non-Governmental Organization (NGO) operating with a local Board of Directors and Youth Advisory Panel. It is part of the global Plan International federation. Plan International Kenya is entering the final year of its 2021 – 2026 Country Strategy (CS) which raised approximately 60 million EUR to deliver impactful and rights-based programming across more than 12 counties in Kenya. The organization is now in the process of developing its new CS for the period 2027–2032. As part of this process, it is critical to define a realistic and robust funding ambition that aligns with strategic priorities and donor landscapes. While Plan International Kenya has strong experience with institutional donors, the organization aims to expand its funding base by exploring opportunities within philanthropy, corporate social investment, and foundations in Kenya.

To support this ambition, Plan International Kenya is seeking an external consultant to conduct a market assessment of these donor segments and provide strategic recommendations on engagement, investment requirements, and expected return.

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#### **2. Objectives of the Assignment**

- Assess the scope and size of the philanthropic, corporate social investment, and foundation giving market in Kenya relevant to Plan International Kenya.
- Identify high-potential donors and funding mechanisms aligned with Plan International Kenya's strategic priorities and operational presence.
- Determine the investment (financial, human, operational) required to engage these donor segments and the expected timeline for return on investment.
- Recommend realistic funding targets for the CS 2027–2033 for these donor segments.

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#### **3. Scope of Work**

The consultant will:

1. **Review Plan International Kenya (PIK)'s historical and current funding trends** in philanthropy, corporate social investment, and foundations.
2. **Conduct market research** to:
  - Map the landscape of philanthropic giving in Kenya specifically relevant to PIK.
  - Identify key corporate donors, foundations, and social enterprises with strategic alignment to PIK.
  - Understand giving behaviours, motivations, and barriers for philanthropic giving in Kenya (specifically relevant to PIK)



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3. **Benchmark peer organizations** to understand:
  - Who is accessing these funds?
  - How much funding is being secured?
  - What investments were required to achieve success.
4. **Analyse investment requirements:**
  - Financial resources, staffing, systems, partnerships, and leadership support.
  - Timeline and risk factors for return on investment.
5. **Recommend funding targets** for the CS 2027–2033 for these donor segments.

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#### 4. Deliverables

- **Inception Report:** Detailing methodology, work plan, and stakeholder engagement strategy.
- **Market Assessment Report:** Comprehensive analysis of donor segments, investment requirements, and strategic recommendations.
- **Funding Target Recommendations:** Scenario-based projections for CS 2027–2032.
- **Presentation to PIK Management:** Summary of findings and recommendations.

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#### 5. Duration and Timeline

- **Estimated Duration:** 15 working days
- **Timeline:** March – April 2026
- **Budget:** Proposals will be reviewed for cost-competitiveness.

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#### 6. Consultant Profile

- Proven experience in resource mobilization, donor landscape analysis, and strategic planning in Kenya and East Africa.
- Very strong understanding of Kenya’s philanthropic and corporate giving environment.
- Experience working with INGOs or development organizations in Kenya.
- Excellent analytical, communication, presentation and stakeholder engagement skills.

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#### 7. Management and Reporting

The consultant will report to the Business Development Manager at PIK with key milestones shared with the Country Management Team (CMT) and Board of Directors.

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#### 8. Submission Requirements

All interested applicants are invited to submit their complete technical and financial proposal electrically through the email: [Kenya.Bids@plan-international.org](mailto:Kenya.Bids@plan-international.org) on or before **Friday 17th April 2026 by 1700hrs EAT**. Late submissions will not be considered. Shortlisted candidates may be invited for an interview or presentation to further discuss their proposed approach. The successful applicant will be selected based on technical expertise, relevant experience, value for money, and demonstrated capacity to comply with Plan International’s ethical and safeguarding standards. Submission instructions:

##### 1. Technical Proposal

- Overview of the proposed approach and methodology.
- Description of tools and techniques for data collection and analysis.



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- Outline of key activities and timeline.
Summary of relevant experience in similar assignments.
2. Consultant/Firm Profile
Summary of qualifications and expertise, including experience working with INGOs and the philanthropic/corporate sector in Kenya.
Key personnel and roles (include brief bios or CV highlights).
3. Financial Proposal
Detailed budget breakdown including daily rates, number of days, and any anticipated reimbursable expenses.
Budget must be inclusive of all taxes.
4. References
At least two references from previous clients for similar assignments.
Contact details and brief description of the work undertaken.

9. Payment Schedule

All payments will be tied to the successful completion and approval of deliverables, ensuring accountability for outputs and quality.

Key Milestones and Deliverables

Table with 3 columns: Milestone, Deliverable(s), Payment %. Rows include: Upon approval of Inception Report (30%), Upon approval of Draft Market Assessment (30%), Upon approval of Final Deliverables (40%).

- The consultant is responsible for managing all expenses within the agreed total budget.
Payment tranches are fixed percentages of the total contract value and will not be adjusted based on actual spending differences.
The consultant must arrange their own insurance coverage (including health and travel insurance) and ensure compliance with national tax laws (e.g., VAT or income tax obligations).

Deadline: Friday 17th April 2026 by 1700hrs EAT

Submit to: Kenya.Bids@plan-international.org

Reference: Tender No. KCO/17/03/FY26 External Consultancy: Assessment of Funding Opportunities from Philanthropy, Corporate Social Investment, and Foundations in Kenya

Queries related to the tender should be addressed to KenyaProcurement.Nairobi@planinternational.org

Please note: This is an extension of the initial advertisement. Applicants who have already submitted their proposals are not required to reapply.

NB: The Technical and Financial proposals must be submitted separately.

Plan International reserves the right to accept or reject any bid and is not bound to give reasons for its decision.

All the best,
Plan Procurement.