

BACKGROUND INFORMATION

Global Witness is recruiting a short-term consultancy, to support with the design and implementation of a Fundraising Training Project. The consultant will design a fundraising training curriculum in line with the details outlined below, and then lead cohorts through the curriculum. This training project will specifically look at training non-fundraisers within the organisation to better equip everyone, across every team, with the ability to integrate fundraising holistically within their own work. The training will look at addressing key gaps – identified through an internal analysis – including themes of structural, process, thematic and transparency concerns.

Upon design, this project will be rolled out to the entire organisation before then being integrated into our onboarding process for all new starters that join Global Witness. This project will contribute to a larger mindset shift at Global Witness, whereby everyone – fundraisers and non-fundraisers alike – will prioritise and actively support fundraising efforts to promote a collective commitment to success. Ultimately, we are seeking to promote and establish a “culture of fundraising”, and see the implementation of this Fundraising Training Project to be a vital first step in the process.

ABOUT GLOBAL WITNESS

Global Witness is an international NGO established in 1993 that campaigns to hold companies and governments to account for their destruction of the environment, their disregard for the planet and their failure to protect human rights. The organisation has 30 years of experience investigating and exposing environmental and human rights abuses in the oil, gas, mining and timber sectors, and tracking ill-gotten money and influence through the global financial and political system.

Today, we continue to focus on abusive actors, misuse of power and illicit financial flows, but have now aligned our investigative and campaigning prowess to take on the most urgent issue facing humanity: **the climate emergency**. We work to shift the balance of power from those profiting most from climate breakdown (e.g., major polluters such as big oil and gas, and major enablers such as banks) to those most adversely affected (e.g., land and environmental defenders, and communities impacted by predatory resource grabs).

SCOPE OF WORK

Global Witness is a non-governmental, not-for-profit organisation headquartered in London, with offices in Brussels and Washington, D.C. It also has associated charitable entities in both the UK (Global Witness Trust), and the US (Global Witness Foundation). Across these three entities, Global Witness receives funding from Governments, Trusts and Foundations, Individual donors and other NGOs and Multilaterals. Upon appointment, the successful consultant will be provided with detailed information on our campaigns and organisational work, as well as access to our current pipelines, to help provide context of the funding space that we operate within.

Due to the ever-changing funding landscape, particularly within the climate sphere, Global Witness has identified the need for fundraising to become a collective responsibility, that transcends fundraising teams. There is a need to strengthen all teams’ understanding of how they can integrate fundraising into their own work, in a holistic way, that does not burden them. This project will seek to create processes and training materials to equip non-fundraisers with additional skills, as well as give space for non-fundraisers to raise confidence levels, to effectively champion Global Witness in all spaces.

Your Role

We envision that the Fundraising Training Project will be implemented in two phases.

- (1) Phase one of the project will be the design and implementation of the pilot training session(s) that will take place before the end of 2024, with a select number of colleagues from different teams. We anticipate the training to be one or two half-day sessions – with flexibility on the length based on consultant input.
- (2) Phase two of the project will be implemented during Q1 of 2025, with the remainder of the teams going through the training session(s), as well as integrating the training into our onboarding processes for all new starters to Global Witness.

Between phase one and phase two, the consultant will undertake – alongside Global Witness stakeholders – an analysis and review of the pilot training (via trainer observation, trainee feedback, and other methods), to understand the usefulness of the training programme and make any required adjustments to the curriculum.

Key objectives / outputs / deliverables:

- ❖ Gap analysis: building on our internal analysis, conduct a broader gap analysis to establish key focus areas for the Fundraising Training Project.
- ❖ Develop a fundraising training curriculum based on the gap analysis, and conduct training session(s) with Global Witness staff. The training should identify and provide clarity on processes throughout the entirety of the fundraising cycle, with clear indicators to when others in the organisations are to be involved.
- ❖ Create materials (checklists, toolkits, diagrams) that can be shared internally, and during onboarding processes, to provide clarity and support on:
 - The structural make-up of the fundraising team at Global Witness, and what each function does. In turn, outline how the rest of the organisation can interact with these different functions, when, and in what capacity.
 - A clear overview of the financial makeup at Global Witness, specifically outlining the differences in funding sources, to provide a better picture of Global Witness’ funding makeup.
 - Standardised general principles on how to create talking points for Global Witness and our campaign areas – including transparency on financial gaps – that will support in strengthening individuals’ ability to create their own “elevator pitches”, and in turn improving colleagues’ confidence in talking about Global Witness externally.
- ❖ Recommendations on how to best integrate the Fundraising Training Project into Global Witness’ onboarding processes, to better equip new starters to the organisation.

REPORTING LINES

The successful consultant will work closely with Global Witness’ Head of New Business and Head of Individual Giving. Additionally, the consultant will also have contact with the Head of Grants, Digital Fundraising Lead, the Director of External Engagement, and the whole of the External Engagement team, as appropriate.

BUDGET

Indicative budget of up to £15,000 (GBP) / \$20,000 (USD) for the first phase of this project.

The successful consultant will be responsible for their own income tax and National Insurance contributions.

HOW TO APPLY

To express interest in this consultancy please send your CV and cover note (max 1. page) to the External Engagement team at development@globalwitness.org. The cover note should include:

- ❖ Proposed methodology and design of the training project
- ❖ Experience undertaking similar projects / pieces of work
- ❖ Budget / day rate
- ❖ Referees (to be contacted, if applicable, after phone call)

Shortlisted applicants will be contacted to schedule a phone call. We would be looking for the successful candidate to start as soon as possible.

CONTACT DETAILS

For any questions prior to application, please contact development@globalwitness.org (FAO Penne Wallis, Head of New Business and Hope Pycroft, Senior Fundraising Officer).