



Terms of Reference

Consultancy Fundraising support for the Mesoamerican Reef Fund

1. Introduction

The Mesoamerican Reef Fund (MAR Fund) is a regional environmental fund whose primary goal is to protect the Mesoamerican Reef Ecoregion shared by Belize, Guatemala, Honduras, and Mexico. Its mission is to drive regional funding and partnerships for the conservation, restoration, and sustainable use of the Mesoamerican Reef.

It is a private fund that raises and grants financial resources and was established by four pre-existing environmental funds, one from each country in the region:

- Protected Areas Conservation Trust (Belize),
- Fundación para la Conservación de los Recursos Naturales y Ambiente en Guatemala,
- Fundación Biosfera (Honduras), and
- Fondo Mexicano para la Conservación de la Naturaleza.

The founding members have provided their technical, administrative and financial capabilities to make the MAR Fund operational. This regional fund builds on the existing structures, experiences and knowhow, looking for the most efficient and effective arrangement to attain its objectives. The founding funds comprise the MAR Fund's Board of Directors, in addition to a representative of the regional Central American Commission on Environment and Development (CCAD), notable conservation experts from each participating country, and international collaborators and donors.

It is registered in the United States as a tax-exempt charitable organization. Although it is legally established outside the MAR, its purpose is to provide sustainable funding for conservation in the ecoregion. A MAR Fund chapter was registered in Guatemala City, where the coordinating office is established, in August of 2014.

The MAR Fund (www.marfund.org) supports a functional network of priority coastal and marine protected areas, the establishment and management of fish replenishment sites, an innovative reef restoration initiative, and a program to monitor and protect fish spawning aggregations, among other strategic programmatic activities that, jointly, promote adaptation to climate change, conservation of natural resources and ecological processes, permanence of connectivity functions and ecosystem services.

Now in its 15th year of operations, the Fund has established strategic alliances with key conservation stakeholders and is considered an important coordinator of conservation

efforts in the MAR region. As of December, 2019 MAR Fund had successfully mobilized financial resources for the region, including \$25.4 million of project funding and the establishment of a \$27.8 million endowment. The organization secured a \$10 million endowment challenge grant from Oak Foundation to provide long-term financial sustainability for marine resource management and conservation initiatives in Belize. It has committed to raise \$15 million in endowment matching funds.

Fundraising is an on-going activity for the MAR Fund. In addition to the Oak challenge grant, funds are also required to provide continuity for its current programmatic activities and the new programs established in the recently updated strategic plan. To carry out fundraising in an effective manner, MAR Fund is looking for a consultant with experience in fundraising for non-profit organizations that can provide support for preparing grant proposals.

2. Main objective of the Activity

Assist the MAR Fund in developing letters of intent, expressions of interest, project concept documents and proposals for different funding opportunities and donor, as they may arise.

3. Main tasks and responsibilities of the consultant

1. Prepare letters of intent, expressions of interest, concept notes, and full project proposals to apply to different funding opportunities identified, and approved by MAR Fund.
2. Collaborate in the elaboration of the necessary preliminary documents needed in support of the application processes.
3. Collaborate in the preparation of information and documentation needed for potential collaborative agreements for funding.
4. Collaborate in identifying fundraising opportunities in support of the Strategies and activities of the Initiative.
5. Provide follow up (through calls, meetings, conferences) to the funding opportunities identified, as well as to additional funding sources that may be available, and that MAR Fund may be eligible to apply for.
6. Maintain constant communication with the MAR Fund staff that will oversee different specific requests for funding.
7. Other activities of importance to achieve the objectives of this consultancy.

4. Expected products of the consultancy

1. Drafts of documents and revision of drafts submitted on time and discussed with the specific MAR Fund staff.
2. Documents that are required by different funding opportunities and necessary for the funding application processes and negotiations finalized and submitted in a timely manner.
3. Fluid communication with the MAR Fund staff overseeing specific fundraising processes.
4. Documents must be submitted in English.

5. Workplace

The consultant's office in her/his country of residence. No travel will be necessary for this consultancy.

6. Oversight

The monitoring and follow up of this activity will be carried out by different MAR Fund staff, depending on each specific fundraising opportunity.

7. Payments and deliverables

Payments will be provided monthly or upon completion of specific products, upon approval by the MAR Fund staff providing oversight for different products.

8. Key qualifications of the consultant

- a. Professional with experience in developing fundraising products for nonprofit organizations;
- b. Excellent writing skills;
- c. Knowledge on topics related to MAR Fund's scope of work, such as the Mesoamerican Reef, marine resources conservation, climate change, protected areas, reef conservation, restoration and environmental services, is desirable;
- d. Experience working in the MAR region is an asset;
- e. Experience and knowledge of funding agencies is an asset;
- f. Excellent organizational skills.

9. Documentation required for the application

- a. Resume (short version of Curriculum Vitae)
- b. Letter of Interest indicating why the consultant is the suitable professional for the consultancy, underscoring the experience in the topics relating to these Terms of Reference; please include your fees for the development of the consultancy.

10. Deadline and contact

Send the documentation required for application to Claudia Ruiz cruiz@marfund.org with copy to mlares@marfund.org no later than **May 30th, 2020**.