

Kijana Kwanza (Young People First)

Consultant Brief: Trusts & Foundations Fundraising

1. Introduction to Kijana Kwanza

Kijana Kwanza (Young People First) is a UK-registered charity and Tanzanian NGO supporting vulnerable children and young people in Moshi, Kilimanjaro through education, training, housing, safeguarding and pathways to long-term self-reliance.

Our current funding model relies predominantly on individual giving, supplemented by a small number of Trusts and Foundations where there is an existing relationship with the founder. As outlined in our Strategic Plan 2026–2030, and as we approach an annual turnover of £1 million, it is essential to strengthen and diversify our income base. Developing a structured, proactive Trusts and Foundations fundraising programme is therefore a key strategic priority to support both ongoing service delivery and future organisational growth.

2. Objectives of the Assignment

Overall Aim

To establish a high-quality, strategically aligned Trusts and Foundations pipeline, lay the foundations for sustainable long-term relationships and in-house capacity, and support the submission of well-targeted, compelling funding applications.

Part A – Prospect Research

Objectives

1. Achieve a detailed understanding of Kijana Kwanza's Strategic Plan, including programme priorities, capital needs, organisational development and future growth.
2. Identify and profile a suitable prospect list of Trusts and Foundations with strong alignment to Kijana Kwanza's mission, programme areas and geographic focus.
3. Develop a prioritised engagement plan outlining who to approach, when and how, and at what funding level.

Deliverables

1. An Excel/database containing selected funders with eligibility criteria, funding priorities, deadlines, typical grant size, restrictions and contact details.
2. For each funder, recommendations on alignment with specific Kijana Kwanza projects or strategic priorities.
3. A ranking of each funder according to time commitment required, fit with the Strategic Plan, chance of success (High/Medium/Low) and overall priority as well as outline engagement plan.
4. A summary report outlining the methodology, analysis and recommended next steps.

Estimated Time

Up to 10 days.

Part B – Application Processing (Retainer)

Objectives

1. Prepare and submit funding applications in line with each funder's deadlines, prioritised according to the ranking developed in Part A.
2. Make calls and enquiries to clarify eligibility, expectations and application requirements.
3. Provide strategic guidance on external engagement that increases Kijana Kwanza's visibility, strengthens sector relationships, and supports the development of a recognised and trusted organisational profile.
4. Produce monthly summaries outlining activity, progress and recommendations, including records of engagement and funder responses.
5. Provide in-house capacity building support to selected Kijana Kwanza staff, building confidence and skills in Trust & Foundations engagement.

Estimated Time

Up to 25 days, drawn down flexibly over the year in accordance with submission deadlines.

3. Consultant Criteria

Experience & Expertise

- Demonstrated success in Trusts and Foundations fundraising, **specifically within international development**, including in education, child services and youth empowerment in Sub-Saharan/East Africa.
- Strong experience preparing successful, persuasive funding applications with proven ability to raise funds.
- Ability to translate a multi-year Strategic Plan into clear, fundable propositions with compelling cases for support.
- Strong analytical and research skills, including experience building structured, prioritised prospect pipelines.
- Excellent writing skills with the ability to reflect Kijana Kwanza's authentic voice and ethos.
- Prior experience accompanying staff capacity enhancement in relation to Trusts & Foundations fundraising.

Approach & Outcomes

- Ability to deliver bespoke, high-quality outputs tailored to Kijana Kwanza's vision, style and strategic direction.
- Professional, reliable and able to work independently with ad-hoc support from staff, where required.
- Strong communication and collaborative approach.
- Outcome-oriented mindset with a focus on relationship-building and long-term pipeline development.
- Confident to secure £70,000 - £100,000 in funding during the first 18 months.

4. Recruitment Process

- **Deadline for applications: 20 December 2025**
- Applicants should submit a CV and covering letter outlining relevant experience and approach to the brief to admin@kijana-kwanza.org.

- Interviews, expected in early to mid-January 2026, will provide an opportunity to clarify the brief, discuss methodology, correct any assumptions and align expectations.