

## Terms of Reference

Title	Business Model Research Partner	Department/office	UK
Code	TfaC UKBMRP	Start date	15 <sup>th</sup> September 2022
Type	Consultancy	End date	15 <sup>th</sup> November 2022
Line manager	Head of Methodology and Training	Post-related allowances	n/a
Consultancy focus	To support TfaC in adopting a not-for-profit business model which appropriately values our methodology and enables us to secure new strategic implementing partners.		
Number of staff	n/a	As line manager	n/a
Finances managed	n/a		

### Introduction

Theatre for a Change (TfaC) uses a unique combination of participatory learning and drama to build the skills and confidence of women and girls to assert their rights as individuals and members of their communities.

We enable their voices to be heard by the people who currently have control over key areas of their lives, and who have the power to make long term changes to the social norms, expectations and structures that impact their lives.

TfaC began in 2003 in Ghana and the UK. In 2009, TfaC Malawi was founded. TfaC Malawi is TfaC UK's sister organisation and independently registered in Malawi; we share the same vision, mission and values, and work closely together through a partnership agreement.

In 2015, TfaC UK launched its New Partnerships Programme (NPP) with the goal of increasing impact, innovation and income through consultancy partnerships with established organisations who are rooted within and trusted by the communities they serve. NPP prioritises working with organisations who have a strong focus on sexual and reproductive health and rights, and share our vision, mission and values.

Since 2015, NPP has worked in 15 countries, and trained and supported 42 organisations to deliver programming using TfaC's unique approach. In 2022, TfaC launched an online learning hub to support the professional development of its facilitators, partners and trainers in a more continuous and sustainable way. For more, please see [www.tfacafrica.com](http://www.tfacafrica.com)



## Consultancy Background

TfaC recently released its new five-year organisational strategy for 2022-26, which can be found [here](#). Over the next five years, TfaC plans to build and strengthen balanced and supportive partnerships with organisations in the Global South that improve the sexual and reproductive health and rights of women and girls who have been marginalised. Many of these partnerships will involve TfaC providing methodological training and technical support to partners on a consultancy basis. We see partnership consultancy work as a sustainable organisational growth strategy, as well as a vital alternative income stream to conventional donor funding. With this in mind, TfaC seeks to conduct a review of its current not-for-profit business model, with the view to value its methodology and training services in a more competitive and strategic way.

The focus of this consultancy is on conducting a thorough market analysis of existing training services and products on offer within the international development and humanitarian sectors. This analysis could include, but is not limited to, the different types of training, costing, licensing and accreditation models being used by both charitable and corporate bodies in the sectors. We seek to develop a holistic understanding of the current training market landscape within the sectors, so that we can decide, with the consultant's advice, how to competitively price and pitch our services accordingly, in order to form more partnerships and support the further scale up of our work.

## Scope of Work

TfaC is seeking to work with an individual research partner on the assignment. The research will be co-designed and led by the research partner, and will involve carrying out a comprehensive market analysis on the areas outlined above, followed by the production of a report which includes recommendations for TfaC's not-for-profit business model.

The consultancy is home-based with flexible working hours. The available budget for this assignment is up to \$5,000.

## Person Specification

- Working knowledge of the international development and humanitarian sectors
- Ability to conduct research into different training services and products being offered within the sectors, as well as different costing, licensing and accreditation models being used
- Keen interest to learn about TfaC's methodology and our partnership offer
- Open, collaborative attitude and approach to designing the research with TfaC



## **Time Frame**

The consultancy runs from mid-September to mid-November 2022.

The first month will likely focus on defining the scope of research and carrying out research.

The second month will involve formulating recommendations on TfaC's not-for-profit business model, and writing the report.

## **Application Process**

You are invited to submit an application for conducting this assignment to [ryan.borcherding@tfacafrika.com](mailto:ryan.borcherding@tfacafrika.com) with the subject line 'Business Model Research Partner'.

Please include the following in your application:

- A cover letter outlining your interest in the assignment and how your experience and skills meet the requirements
- A CV outlining relevant experience

Closing date for applications: 31<sup>st</sup> August 2022

If you have any questions about the assignment, or would like to discuss your application in advance, please reach out to [ryan.borcherding@tfacafrika.com](mailto:ryan.borcherding@tfacafrika.com)