

Consultancy

Terms of Reference

Bid Writers

1. Background

Reall is a UK-based international development organisation that is building an affordable homes movement that will improve the life chances of 100 million people in urban Africa and Asia by 2030. Reall's strategy is to get affordable homes built at scale by targeting investments, generating ideas, and championing evidence. This accelerates the flow of capital and the availability of end-user finance, leading to catalytic commercial, economic, and socially sustainable change. Reall specifically targets the 40th percentile and below of the income pyramid in each location.

Reall has long-term core financing from the Swedish International Development Co-operation Agency (SIDA), but we need to expand our funding base to deliver on our ambitious corporate strategy and fulfil our impact potential. Reall operates a 'build' and 'broker' model and requires a blend of grant and debt finance.

2. Purpose of the Consultancy

The purpose of this consultancy is for Reall to create a database of bid writers that we can call on to lead and deliver on specific calls for proposals. The consultants will produce professionally written proposal and pitch content that superbly articulates Reall's value proposition, understanding the nuances of our social justice, inclusivity, ethical, and innovation considerations. The consultant will be typically engaged to help develop the value proposition and articulate the win themes and solution narrative and the consultant will be responsible for deciphering any RFPs and formulating a proposal with support from key members within Reall. Proposals will be written to support our mission articulated in our Corporate Strategy 2020-2025 found at: <https://reall.net/about-reall/corp-strat/>

3. Experience and Qualifications

The consultant will have proven skills in writing funding proposals within a complex business environment and be experienced in leading proposal writing processes, participating in key review meetings and working towards a final document that is submission ready. Excellent written English language skills are essential for this role.

Experience of writing proposals within a development context in emerging markets across Africa and Asia is essential and knowledge of the affordable housing sector and/or climate-smart technologies is desirable but not essential.

4. Methodology

For each project, the consultant will start with discussions with Reall staff in a workshop to provide the consultant with all necessary information after which the consultant will

- Understand Reall's proposition for the proposal.
- Understand Reall's alignment with the call for proposal.
- Understand the funders initiative
- Write a full proposal with all the supporting documents as stated in the deliverables of the specific brief.

5. Budget

The proposed budget for the work should consist of the daily rate of the consultant. For each project, we would ask the consultant to give an estimated number of days needed to complete the task.

6. Expressions of Interest

Applications should be sent to hannah-rebecca.eldritch@reall.net by **9am BST on Monday 28th February 2022**. Please send a CV and an expression of interest not exceeding 5 pages, including the following information:

- Brief understanding of the task.
- Summary of the approaches and methods proposed.
- A daily rate fee (excluding VAT) and details of any other expenses where applicable
- An example of a proposal you have led on (please feel free to redact removing organisation names and logos etc)
- Two professional references
- Declaration that you/ your organisation embraces non-exploitation and respect for social rights and working conditions.

7. Completed Declarations and Principles of Working with Reall which confirms:

Reall is a signatory to the UN Compact which aligns our strategies and operations with universal principles of human rights, labour, environment and anti -corruption. It is a requirement of conducting business with Reall Limited that you accept responsibility for the human rights, labour, environment and anti-corruption conditions in your supply chain or on which you supply goods and services. If there is a serious breach of any provision of the Declarations and Principles of Working with Reall, and/or you refuse to implement the required corrective action, Reall Limited will be entitled to terminate any Agreement or any Orders immediately on written notice.

Therefore, in summary in signing the declarations and principles you or your organisation are confirming that you or your organisation has:

The capacity and resources to deliver the contract as set out in the terms of reference

Embraces non-exploitation and respect for human rights and working conditions*

Shall take all appropriate measures to prevent modern slavery, sexual exploitation or abuse of anyone by it or by any of its employees or any other persons who may be engaged by the Contractor to perform any services under the Contract.

Please note that all proposals shall be rejected, and contracts terminated, where the tenderer or candidate has been found to engage in corrupt, fraudulent, collusive or coercive practices.

Reall is committed to equality and diversity and is proud to be an equal opportunities organisation. We particularly encourage procurement of goods and services from sole traders and companies led by black, Asian and minority ethnic people; LGBTQ+ people; people with disabilities; and people from across the gender spectrum, because we believe diversity and inclusivity is the right thing to do for our organisation, will lead to greater results and enhance our way of working.

Declarations and Principles of Working with Reall

These principles set out the minimum standards that Reall requires of any company, consultant, or other organisation that seeks to contract with Reall, or work with Reall in any formal way. We declare that.

- We will always behave in a professional and courteous manner, that is respectful of all, and committed to non-discrimination.
- Our contract will represent good value for money.
- Our company has all the necessary and appropriate equipment / hardware / software needed to undertake the contract.
- We have a legal right to work and trade in the country for which these services or goods are to be provided to.
- We will abide by all relevant legislation, including health & safety, data protection, anti-fraud, anti-corruption, employment law. Any concerns must be communicated to concern@reall.net
- We accept responsibility for the security of our computer systems, and confirm that we adhere to the principles of cyber security.
- We take all appropriate measures to prevent sexual exploitation, or abuse of anyone by this company or by any of its employees, or any other persons who may be engaged by the company to perform any services under the contract. Any concerns must be communicated to safeguarding@reall.net
- We take all appropriate measures to prevent modern slavery by this company or by any of its employees, or any other persons who may be engaged by the company to perform any services under the contract. Any concerns must be communicated to safeguarding@reall.net
- We have not communicated to any other party the amount or approximate amount of the tender price other than in confidence and for the express purpose of obtaining insurances or a bond in connection with this tender.
- The tender price has not been fixed nor adjusted in collusion with any third party.
- The tender will remain valid until _____ and that we are not entitled to claim from Reall any costs or expenses incurred in preparing the tender or subsequent negotiations whether or not the tender is successful.

We have given Reall a full and frank written, and signed, disclosure of any of the following:

- any state of bankruptcy, insolvency, compulsory winding up, administration, receivership composition with creditors, or any analogous state of relevant proceedings.
- any convictions for a criminal offence committed by the tenderer (or being a company, by its officers or any representative of the company).
- any acts of grave misconduct committed by the tenderer (or being a company, by its officers or any representative of the company) in the course of their business or profession/the company's business.
- any failure by the tenderer (or being a company, by its officers or any representative of the company) to fulfil their obligations relating to payment of Social Security contributions.
- any failure by the tenderer (or being a company, by its officers or any representative of the company) to fulfil their obligations relating to payment of taxes.

Signed by the Tenderer: _____ Date: _____

Name & Company (printed): _____