



# African Philanthropy ToR

## RECRUITMENT OF DETAIL

### 1. Background

Splash is an international nonprofit working to ensure that children in urban public schools have reliable access to safe water, sanitation, hygiene (WASH), and menstrual health services.

Splash partners with national and city governments to design and implement sustainable school WASH systems that can be maintained and scaled within public education systems. Our approach focuses not only on infrastructure, but on the full-service systems required to ensure facilities work every day. This includes safe water supply, sanitation facilities, handwashing infrastructure, soap provision, operations and maintenance systems, behavior change programming, monitoring, and accountability.

Menstrual health is a core component of this work. Splash helps ensure girls have access to safe, private sanitation facilities and the support they need to manage menstruation with dignity, reducing barriers to school attendance and participation.

By working alongside governments and strengthening the systems required to deliver WASH services at scale, Splash's programs are designed to reach millions of children and embed lasting improvements in health, education, and gender equity within public education systems.

### 2. Objective of the Assignment

Splash already operates programs in Africa through strong partnerships with national and city governments, supported by dedicated country program teams. As the organization continues to grow its impact across the continent, Splash is exploring whether establishing a philanthropic fundraising presence within Africa could complement this work and strengthen its global fundraising strategy.

Philanthropy across Africa is evolving rapidly, with increasing engagement from foundations, corporate donors, and high-net-worth individuals. However, the structure, accessibility, and alignment of this philanthropic landscape with Splash's program model have not yet been systematically assessed.

Splash therefore seeks to commission a short-term desk research study to better understand the scale and relevance of African-based philanthropy for its work and to inform whether establishing an Africa-based fundraising role could meaningfully support the organization's programs on the continent.

The purpose of this consultancy is to assess the African philanthropic landscape and provide evidence-based recommendations on whether establishing a fundraising presence in Africa would be strategically viable for Splash.

### Key Research Questions



- Is there significant philanthropic capital within Africa that aligns with Splash's mission areas (WASH, public health, education, and menstrual health)?
- Which foundations, corporate philanthropies, high-net-worth individuals, or family offices are potential funders for work like Splash's?
- Are there particular countries or cities that serve as hubs for philanthropic giving that could support a regional fundraising presence?
- How accessible are African philanthropic actors to international NGOs and what fundraising models have proven effective for similar organizations?
- Based on the evidence, would establishing a dedicated fundraising role within Africa be strategically justified?

### 3. Scope of Work

#### The Role

The consultant will conduct a structured analysis of the African philanthropic landscape, drawing on a combination of desk research, sector knowledge, and professional networks. This may include reviewing philanthropic databases, foundation reports, donor disclosures, and relevant sector analyses, alongside insights from the consultant's own experience and knowledge of the African philanthropy ecosystem.

The analysis should consider:

- Major African philanthropic foundations and grantmaking institutions
- Corporate philanthropy across key African economies
- High-net-worth individual and family philanthropy
- Regional philanthropic trends across East, West, and Southern Africa
- Donor interest in WASH, education, public health, and menstrual health
- Examples of international NGOs successfully fundraising within Africa

### 4. Duration and Contractual Arrangement

It is envisaged that the consultancy will last 3 weeks and be broken down thus:

#### Week 1 – Landscape Review

- Review literature and philanthropic databases
- Map major African philanthropic actors and funding flows
- Identify key donor segments

#### Week 2 – Donor Analysis

- Conduct a deeper analysis of priority foundations, corporations, and high-net-worth philanthropy
- Identify prospects aligned with Splash's mission areas

#### Week 3 – Synthesis and Recommendations

- Finalize landscape analysis
- Develop donor mapping
- Deliver final report and strategic recommendations



## 5. Deliverables

Landscape Analysis Report (10–15 pages)

- Overview of the African philanthropic ecosystem
- Key donor institutions and giving priorities
- Geographic concentrations of philanthropic capital

Donor Mapping

- List of at least 25 potential philanthropic prospects aligned with Splash's mission areas

Strategic Recommendation Brief

- Clear recommendation on whether establishing an Africa-based fundraising role is advisable
- Suggested priority countries or cities (if relevant)
- Potential engagement strategies and entry points

Leadership Presentation

- Short presentation summarizing key findings and recommendations

## 6. Payment Terms

The total consultancy fee is expected to be in the range of **USD \$10,000–\$15,000**, depending on the consultant's experience and proposed approach.

Payments will be made within **14 days of receipt of a valid invoice**, in line with the following schedule:

- 30% upon contract signature and commencement of the assignment
- 30% upon submission of the draft report
- 40% upon submission and acceptance of the final deliverable

Payment is contingent upon the satisfactory completion of deliverables. Splash reserves the right to withhold payment for incomplete or substandard work.

## 7. Application Process

Interested candidates should submit:

- A cover letter outlining relevant experience.
- Proposed methodology for meeting the deliverables detailed above
- A proposed consultancy fee, including a brief justification and confirmation that it falls within the indicated budget range
- Names and contact details of two referees.

Applications should be sent to [info@splash](mailto:info@splash) no later than March 31<sup>st</sup>, 2026