



Request for Proposal: Donor Scoping & Prospect Plan

1. Summary

The World Wide Web Foundation (WF) was established in 2009 by Web inventor Sir Tim Berners-Lee to tackle the fundamental obstacles to realizing his vision of an open Web available, usable, and valuable for everyone. We promote the right to an affordable, universal and uncensored Web through research, advocacy and campaigning as well as technical innovation. Many of our programs are global in nature and our collaborative approach had enabled us to build strong relationships and lead coalitions with many influential and respected partners.

WF currently maintains an annual operating budget of approximately \$5M and our current and past funders include: Ford Foundation, Hewlett Foundation, International Press Institute, Knight Foundation, Omidyar Foundation, Open Society Institute, Rockefeller Foundation, USAID, DFID-UK, IDRC, SIDA, European Union, Google, Cisco, Intel, Microsoft, and Vodafone.

As WF moves into the next phase of growth to further establish and scale our programs, we are seeking an experienced consultant to conduct a comprehensive donor scoping and develop a plan of action for approaching priority prospects. This plan would inform WF's fundraising strategy over the next three years.

An ideal candidate would have a strong understanding of the international development funding landscape, particularly around issues of freedom of expression, open government, open data, citizen engagement, technology-enhanced democratic systems, ICTD policy/regulation/strategy, mobile for development; affordable access, and research / measuring development. The final product should provide insight on the overall landscape of high potential funders that WF has not already engaged with, and will place particular emphasis on government and multilateral aid agencies (AusAid, CIDA, DANIDA) and small international foundations and trusts.

2. WF Background & Programs

Our Mission

We defend the open and free Web as a public good, seeking to empower people everywhere to communicate, collaborate and create freely in pursuit of their basic human rights. We believe that open creation and distribution of knowledge, influence and voice through the open and free Web is vital to build meaningful democracies and inclusive economies.

In a highly unequal world where wealth, knowledge and influence are increasingly concentrated in the hands of a few, the Web's capacity to break up information monopolies and foster decentralised forms of 'people power' is a precious hope for the future. It is also an increasingly vital tool to secure other human rights, as the UN Human Rights Council recognised last year. From Kenya to Brazil to Cambodia and beyond, people are enthusiastically embracing the unprecedented power the Web puts in their hands - to get informed, organise, mobilise, raise their voices, build collaborative economies, and generate bottom up action and innovation on the issues that matter to them.

However, the future of the open Web and the free internet is increasingly threatened by powerful vested interests. These range from unaccountable security agencies secretly spying on the online communications of hundreds of millions of people; governments blocking and filtering content or harassing bloggers; increasing vertical integration in the technology and content industries and resulting threats to open standards; monopolistic practices and weak regulation denying poor people access through unduly high prices, and lack of provision for community spectrum use.

The Web Foundation is fighting these threats by acting as a coalition builder, capacity builder and thought leader, and by promoting practical and technical advances that can help to restore the power of the open Web to the people.

Our Key Programs

- **Open Data:** We work at the intersection of technology, policy and global action to promote governance that is "open by default" by fostering the demand for and supply of open data, and supporting civil society organisations, governments and companies to make more effective, actionable use of open data.

Via our open data program, we seek to achieve a world in which governments everywhere are making their institutions, decisions and data open and citizens everywhere can use data to participate in democratic processes and hold governments accountable. We believe that this will make our democracies stronger, our institutions more effective and our economies more successful.

We are able to act as a bridge between senior-level politicians and officials, technologists, and grassroots communities engaging with data. We're exploring this potential both through research (<http://www.opendataresearch.org/>) and through practical projects emerging or underway in partnership with groups such as the International Land Portal, India's Right to Education Coalition, [Open Contracting](#), the [Ghana Open Data Initiative](#) in partnership with the Government of Ghana, and Indonesian transparency advocates. We have or are considering projects in the following sectors: health, transport, education, land rights, extractives, procurement, agriculture and nutrition.

Keywords: open data, open government, transparency, accountability, social justice, data-driven companies, big data

- **The Web Index** is a multi-dimensional measure of the Web's growth, utility and impact on

people and nations. By compiling data across many different dimensions of Web health and making it freely available, the Web Index will help deepen and broaden our understanding of how countries can maximise the impact of this powerful tool. The results can be utilized by decision makers across the public and private sectors, as well as academia, NGOs, and the technology industry itself.

The first release of the Web Index in September 2012 was successful with a high profile launch event in London, with representation from major regional and international media. The second Web Index will be published in October 2013. We are excited that the next iteration of the Index will include an expanded range of countries, more indicators with refinements given learning from the previous year, and will also include more in-depth data on affordability, open data, and gender differentials. We are in final stages of discussion with SIDA for additional funding to improve the gender component of the Index, and to gather additionally primary data.

- The Web We Want is a global campaign for an open, free Web. The campaign bridges North/South divides to bring together ordinary Web users, NGOs working in the tech as well as social justice and development sectors, the arts and culture community, traditional human rights defenders, and loosely organized social media activist networks. The campaign comprises three pillars of activity: coalition building, policy development, and public engagement. Activities currently planned for 2014 and beyond include:

- A small grants program that gives quick assistance to organizations who need resources right away (without having to wait months for foundation grants to come through).
- Participatory action research on current threats to the open Web (such as surveillance laws and practices) to provide local groups with an evidence base for advocacy and campaigning.
- Public education efforts, celebrations, opinion polls and media campaigns meant to raise global awareness of the importance of the open Web.
- Joint mobilization efforts to enable organisations to help each other win big fights.

- **The Alliance for Affordable Internet** is a coalition of private sector, public sector, and not-for-profit organisations who have come together to advance the shared aim of affordable access to both mobile and fixed-line Internet in developing countries. The Web Foundation serves as the secretariat for the Alliance.

Our primary focus is to reach the UN Broadband Commission Broadband Target of entry-level broadband services priced at less than 5% of average monthly income, thereby helping billions more to come online and unlocking significant socio-economic benefits. Omidyar, Google and USAID became our founding donors in 2012, and have since been joined by over 20 other private, public, and CSO members, including Microsoft, Intel, Cisco, Yahoo, DFID, Ford Foundation, US State Department, Grameen, New America Foundation, Digicell, Inveneo, CTO and ISOC. The official launch of the Alliance will take place in October 2013. Over the next six months, we expect to finalize target countries, continue to increase and engage current membership, and begin working on in-country strategies and advocacy activities and conducting research.

3. Purpose & Deliverables

WF's programs span a broad and varied range of activities and therefore have the potential to attract interest from an expansive and diverse funding base. Funder interests may also vary by country and shifting priorities require a reevaluation of potential based on recent strategic guidance from funder documents.

The consultant will conduct a comprehensive donor scoping, gathering relevant intelligence on funding organizations with missions and that align with the Web Foundation's key programs and initiatives. The goal of this engagement is to produce actionable research on high potential prospects and provide WF with a plan to approach priority prospects for funding to cover programming over the next three years.

High potential prospects are those funders with which WF has not already engaged with and that have missions aligning with the following sectors/interest areas: freedom of expression, open government, open data, citizen engagement, democracy, ICTD policy/regulation/strategy, transparency, accountability, social justice, measuring / research / evidence building, mobile for development; affordable access. Particular emphasis should be placed on government and multilateral aid agencies (AusAid, CIDA, DANIDA) and small international foundations and trusts.

Key deliverables include:

- A scoping document comprised of the following:
- An overview of the funder landscape, including recent shifts and key trends, priority geographies & sectors
- A detailed profile of each relevant funder, including (but not limited to) the following details: key focus areas and priority sectors; geographic focus areas; granting cycles, processes and timelines; typical grant sizes and typical length of grant term;
- Contact information of key personnel and any potential links to WF board / staff / partners
- Analysis on which WF programs and activities align with funder's interests
- Each funder profile should be accompanied by a resource reference guide containing links to among others; strategy documents, application forms, and other publications, ideally, in a format that will be easily transferable to our Salesforce database profile.
- A detailed action plan outlining an appropriate approach strategy for 10-15 priority prospects (agreed upon in advance) The plan should include the following information for each prospect:

- o Timeline for approach, taking into consideration funder granting cycles, upcoming calls for proposals, funder strategy shifts, etc.
- o Assessment of which channel(s)/department(s)/program(s) through which to approach the funder
- o Analysis on which WF program(s) to pitch and how best to frame the programs/activities. WF's Open Data and Web Index programs are priority.
- o Recommendations on priority sectors, geographies

This consulting engagement may be followed by follow-on work to support WF with targeted proposal writing.

4. Available Resources

In order to facilitate the tasks associated with this engagement, WF will provide the Consultant with:

- internal strategy documentation on programs and initiatives
- limited access to our donor database, information on past funders, previous grant proposals
- weekly meetings with the Programme Development Advisor, and timely email feedback
- 1 hour meeting with each program manager and CEO

5. Details for Proposal Submission

The timeline for this project is October thru November 2013, with an expected duration of 8-10 weeks. All proposals should be submitted to the following in Microsoft Word and Adobe PDF formats, and should include rates.

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