

Terms of Reference (ToR)

Expression of Interest (EOI): Bid Development and Proposal Writing Support

CARE International UK

1. Background

CARE International is a global humanitarian organisation leading the fight to end poverty in the world's most challenging situations. Women and girls are at the centre of our work, because we cannot overcome poverty and inequality until all people have equal rights and opportunities. We know that when a crisis erupts, women are often the first to pick up the pieces, so we work alongside women, so they have the power to make change where it's needed most. Founded in 1945, CARE currently works in **over 100 countries** and last year alone **reached 53.4 million people** through nearly **1,500 projects**.

In the UK, CARE is supported by thousands of people across the country. A community who stands in solidarity with women and their communities - helping to transform lives across the world. **CARE International UK (CIUK)** is one of 19 members of a global confederation. We employ nearly 100 people and generate around £50 million a year.

To support the growth and diversification of its institutional funding portfolio, CIUK seeks to establish a pool of experienced consultants or firms to provide **bid development and proposal writing support** on an as-needed basis.

2. Purpose of the Expression of Interest

The purpose of this EOI is to identify qualified and experienced consultants or service providers who can support CIUK with:

- High-quality bid and proposal writing;
- Editing, structuring and quality assurance of funding applications.

Successful applicants may be invited to undertake specific assignments over a defined period, subject to funding opportunity needs and internal approval processes. **This EOI does not constitute any guarantee of work.**

3. Scope of Work

The scope of work may include, but is not limited to, the following activities:

3.1 Bid and Proposal Development

- Support or lead bid/proposal design meeting
- Writing concept notes and full proposals in line with donor guidelines.

- Supporting proposal structuring, narrative flow and compliance.
- Drafting key sections (e.g. technical approach, theory of change, M&E, value for money, sustainability, risk management, safeguarding).

3.2 Editing and Quality Assurance

- Editing and strengthening draft proposals produced by CIUK or partner organisations.
- Ensuring coherence, clarity, consistency and alignment with donor criteria.
- Ensure writing support is aligned to donor guidance and application requirements.

3.3 Coordination and Collaboration

- Working closely with CIUK Programme Funding, Programme Finance and technical teams.
- Work with CIUK bid/proposal coordinator and programme finance lead, ensuring alignment between narrative and financial proposal, for example advising on team structure and Level of Effort considerations based on the programme design proposed
- Engaging constructively with CARE Member Partners and external partners.

4. Expected Outputs

Depending on the assignment, expected outputs may include:

- High-quality, donor-compliant proposals or concept notes submitted by agreed deadlines;
- Revised and edited proposal drafts incorporating internal and external feedback, aligned with financial proposals;
- Clear, concise and persuasive technical narratives aligned with CARE's programme approaches.

5. Indicative Donors and Funding Streams

Assignments may relate to a range of institutional and corporate donors, including but not limited to:

- UK Foreign, Commonwealth & Development Office (FCDO)
- Foundations and corporate donors

6. Required Experience and Competencies

Applicants should demonstrate:

- Proven experience in bid and proposal writing for international development and/or humanitarian programmes;
- A strong track record of successful institutional grants and commercial contracts funding applications
- Excellent oral and written English and the ability to convey complex technical content clearly;
- Familiarity with donor compliance, logframes, theories of change and results frameworks
- Understanding of gender equality, safeguarding and locally led development principles;
- Ability to work to tight deadlines and manage multiple inputs from stakeholders.
- Experience working with CARE, INGO consortia or similar organisations is an advantage.

7. Contractual Arrangements

- Consultants whose EOIs are successful may be added to a CARE International UK consultant roster. Consultants on the roster will be notified in writing, and their inclusion will be reviewed and renewed every two years.
- Individual assignments will be commissioned on a case-by-case basis, with defined deliverables, timelines and budgets.
- Work may be remote, with occasional meetings during UK working hours.
- Contracts will be subject to CIUK's standard terms and conditions, policies and safeguarding requirements.

8. EOI Submission Requirements

Interested consultants or firms should submit:

1. A brief cover letter outlining relevant experience and motivation (1 page maximum)
2. A CV (or organisational profile for firms), including examples of similar work;
3. 2-3 samples of successful bids or summaries of comparable assignments (no confidential materials). These examples should demonstrate the quality of writing;
4. Fully loaded daily rate

The deadline for submissions is 5pm on Friday 19 June 2026. Applications and queries should be sent to Alexandra Pearce (pearce@careinternational.org), Senior Programme Development Specialist.

9. Evaluation Criteria

EOIs will be assessed based on:

- Relevant experience and technical expertise;
- Quality and clarity of writing samples;
- Value for money, assessed alongside experience and track record, including price

10. Confidentiality and Safeguarding

All applicants must agree to comply with CIUK's safeguarding, data protection and confidentiality policies. Any engagement resulting from this EOI will require adherence to CARE's Code of Conduct.