

Saving Marion Island's Seabirds

The Mouse-Free Marion Project



Terms of Reference for the development of a Fund-raising Strategy

1. Introduction

Introduced house mice are severely impacting the seabirds and ecology of Marion Island, a globally important oceanic island in the southern Indian Ocean. A collaborative project is underway to prepare for an operation to eradicate these rodents from the island in the austral winter of 2023. To date, funding for the project has been obtained from various sources, including from local and international organisations, through crowd funding and from the South African government. Significantly more funds need to be raised. In order for the eradication operation to proceed in 2023, the remaining funds need to be secured by about October 2022.

We are seeking the services of a highly experienced fund-raising consultant/consultancy to help develop an effective fund-raising strategy for the project. We anticipate that this will involve a number of steps and components, which are included in the Scope of Work section below.

2. Background

- 2.1 Marion Island is the larger of the two Prince Edward Islands in the south-west Indian Ocean. These South Africa-owned islands are globally important breeding sites for seabirds and other wildlife and were afforded Special Nature Reserve status by South Africa in 1995.
- 2.2 The islands are home to almost half of the world's Wandering Albatrosses, millions of other seabirds and other species of wildlife (some of which are found nowhere else in the world).
- 2.3 Marion Island is facing a grave threat. House mice, inadvertently introduced by sealers in the early 19th century, are having a devastating impact on the ecology of the island.
- 2.4 A warmer and drier climate over the last 30 years has contributed to an increase in the densities of mice on the island each summer, causing a shortage of invertebrates, upon which the mice have been surviving in the winter months. This shortage of food has driven mice to find alternative food sources, including various species of seabirds.
- 2.5 The scale and frequency of attacks has been increasing since they were first observed in the early 2000s, and have escalated dramatically in the last 5 years. On Gough Island, mice are estimated to eat some two-thirds of eggs and chicks – some 2 million each year – and (increasingly) adult birds! Left unchecked on Marion Island, the mice are likely to cause the local extinction of 18 of the 27 seabird species that breed on the island.
- 2.6 Fortunately, there is a solution. Advances in the technology and techniques used to eradicate rodents from large islands have led to increasingly ambitious and successful restoration campaigns. A study conducted by an international expert concluded that it is feasible to eradicate mice from Marion Island.

- 2.7 Informed by the outcomes of the feasibility study and internationally agreed best practices, the South African Department of Forestry, Fisheries and the Environment (DFFE) and BirdLife South Africa (BLSA) are collaborating to implement an eradication operation to restore Marion Island and rescue its seabird and other populations.
- 2.8 A special entity, the Mouse-Free Marion Non-Profit Company (MFM NPC), has been established to implement this important project.
- 2.9 At 29,000 hectares, Marion Island will be, by a substantial margin, the largest island on which an eradication of mice will have been attempted at one time.
- 2.10 Removing mice from Marion Island will help secure the future of the Wandering Albatross, the many other seabirds that call the island home, and indeed the ecological integrity of this important sub-Antarctic island.
- 2.11 The project will leave a significant and lasting conservation legacy.

3. Terms of Reference

3.1 Purpose

The purpose of this work is to develop an effective fund-raising strategy that will guide and capacitate the MFM NPC to secure the balance of the funding required to implement the project.

3.2 Scope of the work

- a. Assist with the recruitment of a Fund-raising Manager who will be responsible for leading the implementation of the fund-raising strategy. This will include the drafting of a job description, an advertisement, and the selection of a suitable candidate.
- b. Outline the case for supporting the project, in a simple, externally focussed way that is impactful and engaging.
- c. Conduct analyses and planning to determine what sources of funds to focus on, and how best to solicit funds from these sources. This should include an analysis of fund-raising approaches that have been used successfully in similar initiatives, and the types of donors that have supported other eradication operations or are likely to do so.
- d. Based on the sources of funding identified, structure the fund-raising strategy to optimally target the range of potential sources of funds identified.
- e. Provide advice on profiling donors, and identify any specific donors that should be targeted, and how best to reach and engage them.
- f. Create a prospectus that shapes the needs of the project and matches them to donor interests.
- g. Trial the prospectus on potential donors.
- h. Based on the outcomes of the trial, produce a final prospectus that can be used, and adapted, for a range of potential donors.
- i. Advise on how best to use crowd funding (see campaign at <https://mousefreemarion.org/>) to help raise funds for the project.
- j. Assess and review the Communications Strategy (or a draft version thereof) in terms of alignment with funding needs and identify important links and synergies that should be streamlined across strategies.

3.3 Time frames

Activity	Date
Submission of proposal and quotation	07 May 2021
Engagement with M-FM Project team	17 May 2021
ToR for fund-raiser submitted to M-FM Project team	07 June 2021
Submission of final M-FM fund-raising strategy	30 July 2021
Submission of fund-raising materials	30 July 2021

3.4 Logistics

The consultants will make their own use of equipment and will not work from a Mouse-Free Marion, BirdLife South Africa or DFFE premises.

3.5 Intellectual property rights

The final outputs of this work will be the intellectual property of the Mouse-Free Marion Project.

3.6 Application

To apply for this consultancy, please send the following documents to Dr Isabel Human, at isabel.human@birdlife.org.za, with the subject title **MOUSE-FREE MARION FUND-RAISING**, by close of business on the 07 May 2021:

- a. CV or Company details clearly addressing the requirements in the ToR.
- b. Letter of intent with proposed methodology and availability.
- c. A quotation to undertake the work.
- d. Three reference contacts from similar assignments.