ACFODE – HORIZONT3000 Kickoff Meeting

24.09.2019 Kampala, Uganda

Programme

09:30 AM - 16:00 PM

- Welcome and Introduction
 - Agenda and Goals
 - Situation Analysis

Lunch Break

- Needs Assessment
- Identification of Next Steps

Goals

- 1. Get to know each other
- Get an impression of ACFODE's situation and environment
- 3. Identify ACFODE's needs regarding Communication and Resource Mobilization
- 4. Identification of next steps

Introduction

- 1. Who am I?
- 2. Why am I here?
- 3. Experience in Resource Mobilization
- 4. My Expectations for the Cooperation

USE A PERMAN Conducting O Aquire skills in situation enalysis and needs assessment, environmental onolysis, target groups O Capacity building in identification of funding sources O Donor Mapping and identification · Learn about Frenchs I frenching topics in funding and proposal writing Identification of alternative resource mobilization Octivities opportunities Strenghen Skills in proposal writing How to position Actors to attract closers - how to be different from competitors - Attention - Core functing to tufu Steregic plan · Lean about des and elants from financial view tips and tricks in budget creation · Needs assessment and prioritication to proposel witing · How to with wining proposals How to attact donors that fund income persons pchicities · How other olgos are doing resource mobilization - obest practice · Lean about Crowdfunding o thou to Olganize successful donor conference to officepoint . Reduce donor dependency - sustainability !

Some basics

RESOURCE MOBILIZATION



Defining Resource Mobilization Group Brainstorming

- Process of identifying and getting support for an organization
- A way to secure resources financial or human
- Activities involved in acquiring resources for an organization to achieve its objectives and goals
- Continuous process by an organization to acquire resources
- Process to support operations of the organization both in short and long term
- Different forms of resource mobilization besides financial funding
- Systematic process
- Can be done by an individual organization or collectively in cooperation with other organizations – partnerships



WHAT is Resource Mobilization?

Resource Mobilization is a process, which will identify the resources essential for the development, implementation and continuation of works for achieving the organization's mission.

It is focused on the relationships with resource providers, the skills, knowledge and capacity for proper use of resources.

WHAT is Resource Mobilization?

Resource Mobilization does not only mean use of money but denotes the process that achieves the mission of the organization through the mobilization of human resources, use of skills, equipment, services etc.

It also means **seeking new sources** of resource mobilization and the **right amount and type** of resources.

WHY is Resource Mobilization important?

- It ensures the continuation of your organization's service provision to beneficiaries
- ... supports organizational sustainability
- allows for improvement and scale-up of programs, services and products the organization currently provides
- Organizations must be in the business of generating new business to stay in business

Types of Resources

- Money
- Technical Assistance / Cooperation
- Human Resources
- Physical Goods
- Free Service and Facilities

 Resource mobilization is not just about funds and raising funds.

Resource Providers

- International and national NGOs (e.g. Save the Children, Care, Plan International)
- Countries with bilateral agreements (e.g. ADA, GIZ, Danida, Norad, USAID, DFID)
- Religious Institutions (churches, mosques, monasteries etc.)
- Academia (universities, research organizations)
- International Volunteer Agencies (VSO, Peace Corps etc.)
- Foundations (e.g. Aga Khan, Humanitarian Innovation Fund, Albert Schweitzer Fund)
- Private Sector (banks, airlines, telecommunications providers, supermarket chains etc.)
- Government Bodies (ministries etc.)
- United Nations (UNICEF, ILO, UNAIDS, UNDP) and EU
- Individuals (high net, broad base)
- Local Bodies (municipality)
- Community and Civil Society (Women Groups, CBOs)



10 Truths about Resource Mobilization

- Organizations are not entitled to support; they must earn it.
- Successful resource mobilization requires a lot of work and takes a lot of time.
- If your organization needs additional revenue one year from now, start today!
- Be ready, willing and able to sell your organization and the programs for which you are raising money.
- Resource mobilization efforts should align with your organizational mission, objectives and strategic plan.

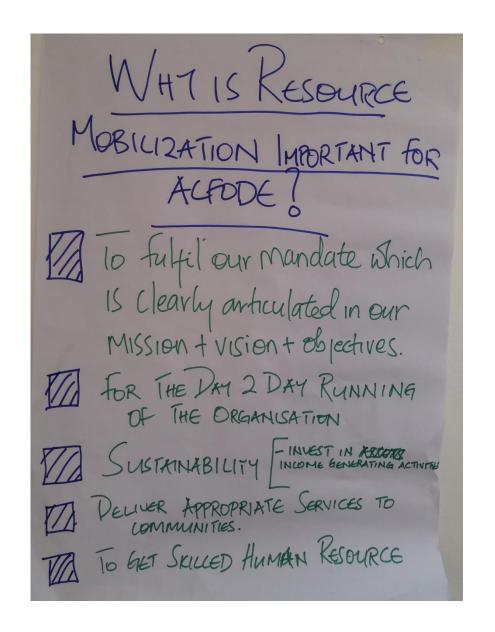
- Resource mobilization is also about the needs of the (prospective) funder.
 - Understand the needs of your clients (target population/funders).
 - Be prepared to provide evidencebased results.
- Your organizational performance today impacts your ability to generate resources tomorrow.
 - You must establish and maintain organizational credibility and reputation.

Where do we start from?

SITUATION ANALYSIS



Why is Resource Mobilization important for ACFODE?



MARVELOUS RESOURCE MOBILIZATION IMPORTANT IN ACTODE.

* toc KCFODE to be able to implement

It's Strategic Plan.

* To help us achieve our Vision, scals and objectives

* For pustainability is develop our Assets.

* To expand our resource base is human, financial, materials

* To enable ACFOBE to contribute to the desired Champe in Uganda.

* To amplify our work is documentation (Visibility and profile)

* To attract and maintain quality Staff

* Toc organisational development (Staff,
Systems, policies)
* To Create a positive Impact invento Youth and
Woman.

Who are the resource partners?

Current

- GIZ
- Konrad Adenauer Stiftung (over 30 years of support)
- Trocaire
- DGF
- UN Women
- We Effect
- BMZ / EIRENE
- Diakonia
- IRC
- HORIZONT3000

Potential

- EU
- World Bank / SVRI
- Urgent Action Fund
- AWDF
- CFI (Canadian Funding Initiative)
- AU (African Union)
- USAID
- Amplified Change Netherland Government
- UNFPA

Environment & Stakeholders

Stakeholder Definition

- **Stakeholders:** any individuals, groups of people, institutions, organisations and/or companies that may have a significant interest in the success or failure of the project/program.
- Target Group: group who will be directly positively affected by the project at the project purpose/specific objective level.
- Final Beneficiaries: Those who benefit from the project in the long-term at the level of the society or sector at large.
- **Project Partners**: Those who implement the projects (who are also stakeholders and may be a "target group")

Stakeholder Analysis

Stakeholder Analysis is the process of understanding who has a vested interest in a change effort and working with them to ensure success.



Source: https://goleansixsigma.com/stakeholder-analysis/



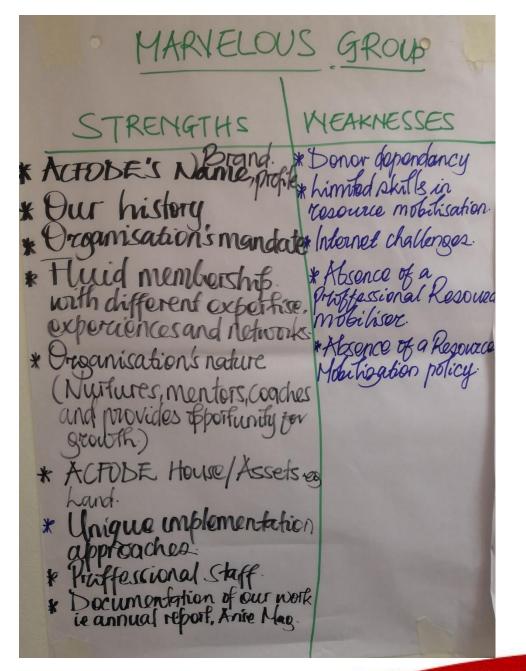
ACFODE's Stakeholders

- Central government (high impact)
- District local governments
- Development and resource partners
- Beneficiaries
- Religious institutions
- Government ministries and agencies
- Cultural institutions (Buganda Kingdom, Clans,...)
- Civil society (organizations)
- Service delivery centers (schools, hospitals, health centers)
- Private sector
- Media (radios, TV)
- Special interest groups
- Community as institution

Let's SWOT



Source: https://en.wikipedia.org/wiki/File:SWOT_en.svg#metadata





HREATS (1) BLITTAL ENVIRONMENT: THREATS AGAINST CIVIL SOCIETY, REPRESSIVE LAWS. New NGO Act, POMA MASH ROOMING OF ORGANICATIONS DOING SIMILAR WORK = COMPETITION (4) (INFING PONDR TRENDS 5) FLACTUATING EXCHANGE RATE 6 CULTURAL RIGIDITY (7) EPIDENICS | NATURAL DISASTERS & DENOGRAPHY

What do we want to achieve together?

NEEDS ASSESSMENT

What do we need to gain strength and deal with threats?

HOW TO GAIN GRENGTH & DEAL WITH THREATS ODEVELOP A COMPREHENSIVE RH STRATEGY · CONDUCT A HARKET RESEARCH OF SCHOOL 1 LOOKING AT ACTERNATIVE WAYS OF INCOME DE VELOP A DONOR DATABASE | DONOR HAPPING 9x O SUPPORT IN ORGANIZING A DOWN CONTERENCE ALL - REVIEW COMMUNICATION STRATEGY 2x OSUPPORT IN IMPROVING INTERNAL PROPOSAL DEVELOPHENT PROCESSES AND STRUCTURES 7 X PROPOSAL WRITING WORKSHOP (PRICE) 5X . INTRODUCTION TO ONLINE TUNDRAISING 1x DENTIFICATION OF UNITUE SELLING BINHS KEY KESSAGES · SUPPORT IN DEVELOPING PROGRAM! PROJECT COKH. STRATEGIES 1X O PRESENT BEST PRACTICES FROM CTHER ORGAS -> GNGOING EXCHANGE

Prioritized Activities

- Develop a comprehensive resource mobilization strategy
- Looking at alternative ways of income generation
- Develop a donor database / donor mapping (incl. current trends among donors, up to date info)
- Support in organizing a donor conference
- Support in improving internal proposal development process and team structures
- Proposal writing workshop (practical + tailor-made for ACFODE team members)

Main areas of support and overall goals of the cooperation

Support areas

- Resource Mobilization
- 2. Marketing and Public Relations

Goals

- Strengthen ACFODE's capacity in resource mobilization in order to improve funding sustainability and financial stability
- Strengthen ACFODE's capacity in traditional and digital marketing and public relations in order to increase its visibility among different target groups and stakeholders

How do we want to work together?

COMMUNICATION GUIDELINES



Communication Guidelines

- Forms of communication:
 - Regular meetings at the ACFODE office
 - Skype conferences
 - Phone calls
 - Email
 - Clear subject line
 - Use of ACFODERM to be able to filter emails
 - Recipients in the To field are expected to reply or follow up to the email - those in the CC field do not have to reply / take action

Communication Guidelines

- Early information about leaves
- Communicate problems and risks as early as possible
- Stick to deadlines communicate delays early
- Open and transparent communication
- Open door policy ideas and constructive feedback are always welcome

Next steps

- FTA transmits documentation (presentation and flipcharts) of today's meeting
- FTA creates first draft of cooperation roadmap
- Next meeting in the second half of October 2019

Any Questions?

Thank you ©