



FUNDRAISING VOICE



ICA/IIQA Newsletter of Fundraising for NGOs in Nepal

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Fundraising for NGOs is a membership-based web portal designed exclusively for NGOs, not-for-profits, community service providers, social enterprises, volunteers, and fundraisers seeking funds, grants, and skills in fundraising. It aims to build and strengthen the fundraising capacity of the local NGOs in Nepal. It is jointly initiated by the Institute of Cultural Affairs (ICA) Nepal and the Institute of Innovation and Quality Assurance (IIQA). One can get access to unlimited global and national donors database, grants, sample proposals, useful resources, and tools for sustainable fundraising. Get yourself updated detailly from our different social media sites. The newsletter provides a glimpse of what we offer to our members, resources, and knowledge of fundraising practices.

“The best way to find yourself, is to lose yourself in the service of others”

- Mahatma Gandhi



CORPORATE SOCIAL RESPONSIBILITY

The term Corporate Social Responsibility (CSR) refers to the practices and policies adopted by companies that seek to have a positive impact on the world. The key concept behind Corporate Social Responsibility is to enable companies to pursue other prosocial goals while pursuing profit maximization. It is a self-regulatory business model that helps companies assume social responsibility towards themselves, stakeholders, and the public. By practicing corporate social responsibility, also known as corporate citizenship, companies can be aware of their impact on all aspects of society (including economic, social, and environmental).



CSR is a process by which non-profit organizations (NGOs) can obtain financial and other support from the business sector. The funds provided by CSR are used for social development issues and have a positive impact on the living standards of the economically poor and disadvantaged groups in society, enabling them to lead productive and dignified life. CSR is related to the company's efforts to protect the environment and promote positive changes in society and the environment.

TYPES OF CORPORATE SOCIAL RESPONSIBILITY

1. Environmental Responsibility- Environmental Responsibility refers to the belief that an organization should be as environmentally friendly as possible. It is one of the most common forms of corporate social responsibility. Companies seeking to take environmental responsibility can do so in several ways such as reducing pollution, greenhouse gas emissions, and water consumption and increasing commitment to renewable energies. This involves re-evaluating the company's production processes to identify wasteful practices and remove them from the company's business plan.

2. Ethical Responsibility- Ethical Responsibility is about ensuring that the organization operates fairly and ethically. Organizations with ethical responsibility aim to treat all stakeholders fairly, including leaders, investors, employees, suppliers, and customers. Ethical CSR considers all levels of the supply chain, including employees who may not work directly in the business. It is not only good for your company's image but also helps to build a positive company culture with high morale and high productivity.

3. Philanthropic Responsibility- Philanthropic Responsibility refers to a company's goal of actively improving the world and society. This type of corporate social responsibility is usually related to donations to charities, and many companies support specific charities related to their business in some way. Supporting these causes also turn out to be good marketing, because the community is invited to join the business, has a good experience, and views the company in a positive light. It also demonstrates the company's commitment to society, demonstrating that the company values community beyond merely providing labor or a source of income.

4. Economic Responsibility- Economic Responsibility is a corporate practice that supports all financial decisions in the endeavor to do well in the above areas. The ultimate goal is not simply to maximize profits but to have a positive impact on the environment, people, and society. A company can demonstrate its economic and social responsibility by disclosing its business and financial situation to all interested parties. It is socially responsible for the development of the company and the achievement of its revenue objectives.

BENEFITS OF CORPORATE SOCIAL RESPONSIBILITY

- **Builds public trust-** By helping the company, whether by donating money or volunteering, it wins the trust of consumers and builds a good reputation for the company.
- **Sustainability-** CSR helps companies become more sustainable, which is one of the most important long-term benefits of a company.
- **Identify areas for improvement-** CSR efforts often lead companies to review and evaluate their current processes, and many of them lead to finding ways to improve business operations.
- **Costs savings-** By reducing resource use, waste and emissions help to protect the environment and save money.
- **Enhance positive relations-** While the company builds public trust, it also creates a sense of community among its consumers, creating a healthier company, and consumer relationship.
- **Attracts talent and investors-** Companies that are committed to improving their communities through CSR programs are far more likely to attract worthy, dedicated employees.
- **Encourage professional and personal growth-** When a company has a CSR culture, it can easily promote employee volunteerism and encourage them to donate to nonprofits dedicated to improving local and global communities.

KEY STEPS TO BUILD A SUSTAINABLE CORPORATE SOCIAL RESPONSIBILITY PROGRAM

- **Build your strategy around your company's core competencies-** If a business develops strengths, research, and knowledge in a particular area, supporting a cause that matches that expertise is beneficial to community partners and businesses with new revenue streams and customer visibility.
- **Recognize issues that matter to your customers-** According to Cone Communications CSR research, 87% of consumers will purchase products based on companies that support social or environmental issues that consumers care about.
- **Develop CSR initiatives that make your employees proud-** 76% of millennials will consider the company's social and environmental commitments when deciding where to work. If potential employers do not have strong corporate social responsibility practices, 64% will not accept a job.
- **Measure the ROI of your CSR efforts for the C-suite and your investors-** Evaluating a CSR plan can be overwhelming, especially when the plan spans many different departments, such as human resources, marketing, sustainability, and compliance.
- **Be prepared for rapid response to current events and social movements-** To be sustainable, your CSR work must be flexible. This can include modifying budgets, reallocating time investment, and quickly identifying trusted nonprofit partners to start new projects or adjust existing projects.

PROMOTION OF INNOVATION AND STEM EDUCATION IN SCHOOLS

Fundraising for NGOs in Nepal conducted the program on Promotion of Innovation and STEM Education at 4 different schools of Bishnupur, a rural municipality in Siraha District in Province No. 2 of South-Eastern Nepal. The very program was first requested by the NCDC team and developed by the team of Fundraising for NGOs.

The overall objective was to orient school teachers and students on innovation through Science Technology Engineering and Mathematics (STEM) approach in teaching and learning. Along with STEM education promotion, Fundraising for NGOs in Nepal also handed over the COVID-19 response materials such as soaps, masks, and awareness-raising materials. In addition, sanitary napkins made by local women of Sindhupalchowk were also distributed to schools.



We took the program forward with insightful slides and presentations along with various instances of pertinent practices that we adopt in our daily life at home, village, and school. All of the participants were overjoyed to be assigned to such an important and sub-regional program as STEM education. At each school, we distributed science activities kits, health materials such as soap, masks, sanitary napkins, and books. The students and teachers were excited to get more enlightenment about Innovation and STEM education as well as discuss the various programs and scopes based on their further studies. After receiving their science kits, the children were eager to put them to use on a daily basis

The school was extremely appreciative of all of the assistance and requested further support as compound microscopes, computers, and modern equipment. Following our demonstration, the students and teachers at the school created a science material (solar cap) and used it.

Overall, the session remained very fascinating and knowledgeable. The enthusiastic participation from both students and teachers made the session successful.



During the visit, we realized that all the four schools of the Bishnupur Municipality are equally in critical need of project initiation that helps to uplift these students intending at holistic development of the school. The availability of technologies, electricity, latrines, and more exposure to education learning and implementation process was considered as a must for the further development of schools and students.

EVERY FRIDAY LEARNING FRIDAY- CLASSIFIED TALKS

Fundraising for NGOs has been organizing different Classified Talks shows from experts on Fundraising and Development-related topics from experts on its Every Friday, Learning Friday program. During the month of February, we hosted classified shows on four different topics, which are as follows:

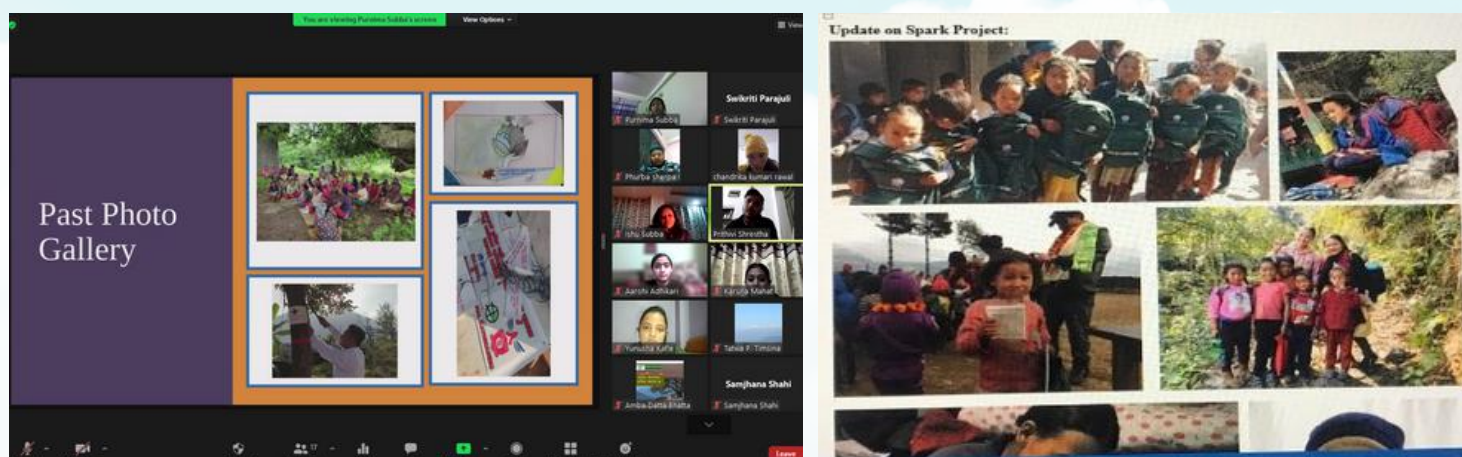


- COVID-19: Understanding the Omicron Wave, Evidence-Based Decision Making in Public Health Settings- Mr. Adarsha Man Sherchan.
- Strengthening NGOs for Fundraising Efforts: Mr. Rishi Raj Ojha.
- Positive Thoughts for Fundraising: Mr. Raj Bahadur Giri.
- Power of Positive Thinking for I/NGO Workers: Prof. Dr. Hom B. Basnet.

Attendees have warmly appreciated the learning program and the number of participants is growing each week. More and more audiences are attending this free webinar and improving their fundraising skills each Friday with FFN from all around Nepal. The experts and facilitators provide excellent insights to the participants. Participants were also very grateful to have a platform where they can solve their queries and learn new things. Additionally, we also express our gratitude to the experts through our Certificate of Appreciation.

We collectively aspire to conduct more of these informative sessions in the near future and despite the pandemic, we aim to foster and spread knowledge breaking the stereotypes.

TEACHING AND LEARNING COMMUNITY



After the successful completion of Social Artistry Leadership Training, we have been conducting a Teaching Learning Community (TLC) once every month. The session lasts for 1hour and the Social Artists brings new insights every month. The main motto of the session is to learn together and share experiences to enhance our learnings. This month the participants discussed the updates on Spark Projects that they previously conducted.

OTHER ACTIVITIES

Fundraising for NGOs has been conducting back-to-back series of zoom meeting sessions for fundraising beyond the borders for countries such as Bangladesh, India, etc.

The Founding Chairperson of Fundasig fo NGOs in Nepal, Prof. Dr. Tatwa P. Timsina conducted a 3day intensive training session on Project Proposal writing for MinErgy.

Fundraising for NGOs in Nepal joined hands with the Rotary Club of Rudramati to conduct a 3-day Sewing and Cutting Training at Parbat. FFN facilitated all the required raw materials such as clothes and machinery.



FUNDING INFORMATION OF THE MONTH

We Fundraising for NGOs in Nepal has been collecting providing funding information for NPOs based on Nepal, and here are some of the best and selective funding information for February 2022, you wished to know sooner:

1. AGCO Agriculture Foundation

Deadline: 30-Mar-2022

Grant Size: \$20,000 to \$300,000

Thematic Area: Agriculture Food & Nutrition



The AGCO Agriculture Foundation (AAF) is accepting grant applications for the 2022 granting cycle through the Community Investment software partner, Benevity to provide resources to initiate and implement projects that promote sustainable climate solutions for farmers and the agricultural sector which benefits economies while also strengthening community development.

For more Details: <https://www.agcofoundation.org/grants.html>

2. BBVA Foundation

Deadline: 31-Mar-2022

Grant Size: 250,000 euros

Thematic Area: Environment

BBVA Foundation is seeking applications for the 17th edition of Biodiversity Conservation Awards to recognize and support the work done by conservationist organizations, institutions, and agencies in carrying forward environmental conservation policies and projects, and the efforts of communication professionals who have placed their abilities at the service of protecting the natural heritage.

For more Details: <https://www.biophilia-fbbva.es>

3. Einstein Foundation Berlin

Deadline: 30-Apr-2022

Grant Size: €200,000

Thematic Area: Social Sciences

The nominations are now open for the Einstein Foundation Award for Promoting Quality in Research with an aim to provide recognition and publicity for outstanding efforts that enhance the rigor, reliability, robustness, and transparency of research in the natural sciences, the social sciences, and the humanities, and stimulate awareness and activities fostering research quality among scientists, institutions, funders, and politicians, and acknowledge the outstanding role early career researchers (ECRs) have in promoting research quality, ECRs will be invited to propose projects that foster research quality and value.

For more Details: <https://www.einsteinfoundation.de/en/award/>

4. Charity Entrepreneurship

Deadline: 31-Mar-2022

Grant Size: \$500,000

Thematic Area: Civil Society Development

The Charity Entrepreneurship's (CE) Incubation Program is now open to help you start a high-impact NGO. Prepare to start an effective charity with the two-month online program. It's a full-time, cost-covered, intensive training designed by founders for founders. Explore the critical components of evidence-based charities. Learn prioritization, impact analysis, cost-effectiveness, gathering support, management, and fundraising in real-world partner projects. Gain clarity, build your confidence, and network. CE accepts candidates of all ages from a wide range of backgrounds. Experience is helpful but not necessary. They train people with over a decade of expertise alongside those with little to no work experience or formal education.

For more Details: <https://www.charityentrepreneurship.com/incubation-program>

5. Wellcome Trust

Deadline: 31-Mar-2022

Grant Size: £500,000

Thematic Area: Health, Technology

Wellcome Trust is now inviting nominations for the Digital Technology Development Awards (Climate-Sensitive Infectious Disease Modelling) to provide funding for software developers from any career stage and discipline to develop digital tools that will improve climate-sensitive infectious disease modeling. By the end of the award, successful applicants will have delivered a piece of open-source digital technology that will increase the impact of research in addressing this threat to health.

For more Details: <https://wellcome.org/grant-funding/schemes/digital-technology-development-awards-climate-sensitive-infectious-disease>

SOME OF THE TREND OF GLOBAL FUNDRAISING PRIORITIES

Fundraising is the process of seeking and gathering financial contributions by engaging individuals, businesses, charitable foundations, or governmental agencies. Fundraising does more than just raise funds, it benefits nonprofits working together towards a common goal, motivates nonprofits towards organizations. Over time, due to the changing situation and modernization, the global trends for fundraising have opted for different measures. Some of them are stated below:



- Due to the pandemic, virtual participation in fundraising events has mandated a full transition for the first time in history which is widely used.
- Changing the way of asking to engage the next generation of donors, you need to change how you ask for funds which could be more effective.
- The donor-advised funds are growing more and more which allows tax benefits as soon as they contribute to the account.
- As the COVID-19 pandemic continues to accelerate the move to online giving, organizations are quickly realizing the benefits of growing an online recurring giving program.
- Social media is becoming increasingly important to draw attention to social movements and community causes.
- Diversity, equity, and inclusion are becoming more central in philanthropy.
- Fundraising has experienced greater commitment and participation.
- Finding a new source of revenue has been a top priority in fundraising planning.
- Artificial Intelligence has been widely used such as automating data cleansing and generating summaries about supporters.
- Another trend in the nonprofit world is the growth in corporate giving which includes volunteer grants matching gifts programs, corporate sponsorship.

SOME INTERESTING FUNDRAISING FACTS

- 72% of all charitable contributions are made by individuals, followed by foundations at 15%, bequests at 8%, and corporations at 5%.
- 75% of Americans think they donate more than average but in the reality, 72% contribute at a rate below the national average.
- Matures and Baby Boomers donate most often to places of worship while Gen X and Millennials donate most often to children and youth development.
- Gen X donates more frequently than other generations.
- 17% of crowdfunding donations are made on mobile devices.
- Nearly 1/3 of all online donations are now a result of peer-to-peer fundraising.
- Text donors are most likely to be 49 to 59 years old, female, married, and a college graduate.
- Total giving to charitable organizations increased to \$390.05 billion in 2016.
- 12% of all giving happens in the last three days of the year, and 35% of all giving happens in the last three months of the year.
- Historically, charitable giving rises about one-third as fast as the stock market.
- December remains the largest giving month of the year followed by June.
- 64% of all donations are made by women.
- Givers are happy and healthy than non-givers.

HELP US BUILD HOUSES FOR DWARFS (LITTLE PEOPLE) OF NEPAL

My name is (Ms) Sundari Mishra. My height is just 47 inches. I represent the Dwarf community of Nepal. You may have never given a thought that the life of people with Dwarfism is exhausting both physically and mentally. I face mockery and discrimination all day long. Because of my short stature, I face challenges in traveling, using public toilets, or even using my kitchen. On the other hand, when I use infrastructure designed for regular stature, my health status deteriorates as the premature bones accelerate.

Due to limited opportunities in income generation, often, I have to struggle to meet my ends. I am just an example of thousands of Nepali dwarf brothers and sisters. There are many things that we, dwarf people, can work together and fulfill our needs independently. I am raising funds collectively for these good deeds along with different organizations to establish a Learning Centre that will accommodate and provide training to people like me which would eventually help us to generate income for better living.

This center will typically be designed to meet the physical requirements of Dwarf people and will be friendly to us such as bathroom stall locks, kitchen slabs, stairs, etc. This Centre will be operated by a team of Dwarf people to train and accommodate the hundreds of Nepali Dwarfs.

We, Creative Dwarf Women Association, are seeking generous hands to be part of this noble cause. I am very overwhelmed that the **ICA Nepal** has encouraged me to share this good cause with you all.

Your small help can help the dwarf people get access to unlimited equipment and basic human needs which now they can only wish for.



To donate, please follow the link

<https://www.gofundme.com/f/help-sundari-to-build-dwarf-learning-centre>

Your little support would make a huge difference in the lives of the Dwarf people of Nepal.

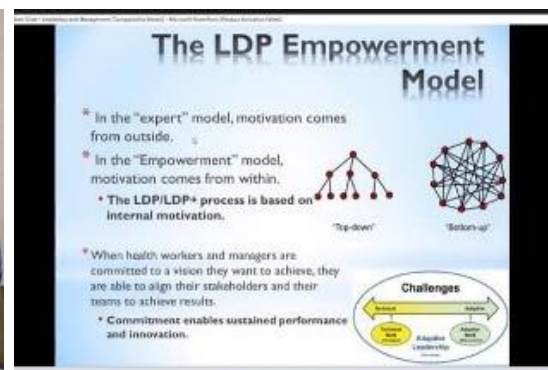
You may write to our President directly.

Email him: sharada.dhital@gmail.com

Fundraising is a gentle art of teaching the joy of giving.

-Hank Rosso, The Fund Raising School

Fundraising for NGOs Activities in Brief



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