



# FUNDRAISING VOICE



ICA/IIQA Newsletter of Fundraising for NGOs in Nepal

FEBRUARY, 2024 | ISSUE 25

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.

“Let us remember: One book, one pen, one child, and one teacher can change the world.”

– Malala Yousafzai



# Successful Fundraising Story

## Menstruation Hygiene Management Advocacy

ICA Nepal Youth Wing successfully secured a grant from PEOPLEnergy Canada.

ICA Nepal conducted an awareness-raising program on Menstruation Hygiene Management facilitated by Ms. Karuna Mahat and Ms. Samjhana Shahi. Overall, three sessions were carried out at two schools namely Shree Kali Devi Secondary School, Tarkeshwor, and Shree Sarbeshwor Basic School, Jadibuti, Kathmandu. Overall we reached 150 students from ages ranging from 11 to 16 with the active participation of both girls and boys. The objective of the program was to promote awareness of menstruation hygiene management practices.

The session comprised sharing sessions, discussions of dos and don'ts for safe menstruation, and raising voices for effective menstrual hygiene management practices. One of the students shared her story about her first menstruation. "I was not allowed to see my father's and brother's faces, restricted from entering the kitchen as well as in religious places, activities, worshipping god, not allowed to comb hair, and so on. I also had to go away and stay in relative houses for 22 days in the name of saving cultures and traditions."

The "Johari Window" game was conducted in the session where four topics were discussed in a group i.e. Open, Private, Open-Secret, and Secret. Ms. Karuna added information about clean MHM materials, proper use of sanitary napkins, and ways of disposal i.e. Burning, Burring, incinerating, and vermicomposting, in both sessions. She discussed girls-friendly toilets and their importance and the individual's role in safe menstruation. Ms. Samjhana discussed the challenges, myths & facts about menstruation and managing pains during menstruation. In addition, she also highlighted the role and importance of the wall magazine "Let's Talk Periods" for effective menstruation hygiene practices.

At last, both sessions were concluded by showing a short video related to menstruation, along with a reflection on the whole session. Finally, the team distributed reusable sanitary napkins for the girls and handed over the clean menstruation hygiene management kits for the school and the session ended with the group photos.



## Young Activists to Combat Plastic Pollution

A Workshop on Beat Plastic Pollution was conducted by the ICA Nepal Environment Team at Shree Kali Devi Secondary School, Tarkeshwor, Kathmandu. The program was facilitated by Ms. Swikriti Parajuli and Ms. Rojina Acharya where students raised strong voices to curb plastic pollution. The session was organized to promote Plastic Free Schools and teach students the importance of 3R Practices. The workshop was participated by a total of 80 students from grades 7 "A" and "B" with age groups ranging from 12 to 18.

The workshops emphasized on 3R practices, Climate Change, adopting plastic alternatives, minimizing single-use plastic, and highlighting the history and disadvantages of plastic pollution along with its consumption and degradation pattern across the globe. The session comprised video sessions, in-depth reflections, and a Q&A session. The workshop highlighted various facts and figures surrounding Plastics, and the effects of Plastic pollution in various sectors such as (microplastics in food, soil degradation, mountains, etc). The students also shared their current habits that they have been doing to minimize the use of plastic and ensure a healthy planet; every small idea was welcomed during the program. One of the students Jiya Bomjan shared; "I have now been reusing old plastic bottles as a pencil holder and segregating waste at home to reduce pollution".

Further, highlighting the Green School Guidelines designed by the Ministry of Education Science and Technology, Nepal in 2018, an in-depth sharing from both students and facilitators took place where the students mentioned that the school has formed an Eco Club but no activities have been taken place. Later, the students committed to taking small steps to lead big changes at school together. The Workshop on Plastic Free School has empowered and rooted conscious awareness among students to minimize plastic from the root level.

Students are now eager to join hands to develop Plastic-Free schools. The students were ecstatic to know that they could also be primary activists to raise awareness and minimize the single use of plastic. The session was concluded by taking group photos and thanking the school for the coordination.



## Compassionate Civilization Training

FFN collaborated with ICA Nepal to conduct Compassionate Civilization Training for Women Waste Workers of Kathmandu, as a part of its Occupational Health and Safety program, shedding light on significant challenges faced by women in the workforce. The training was conducted in regard to the Side Event: World Social Forum 2024.

This project is implemented by ICA Nepal and funded by the Steelworkers Humanity Fund, Canada. Recognizing the vulnerabilities and challenges faced by women in the waste management sector, training programs focused on Occupational Health and Safety (OHS), Social Protection Measures, Leadership Management, and Governance were specifically tailored with an aim to empower them with essential skills and knowledge. The training sessions also encouraged workers to recognize their potential to influence positive change and contribute to climate preservation.

As women waste pickers, they play a very important role in society. With awareness, dialogue, and understanding, we can multiply our impact, and move extensively forward together. Let's advocate for Occupational Health and Safety for Women Waste Workers.

Key learnings and sharing session along with Compassionate Civilization book distribution by Robertson Work.



## Period Party 2024

FFN has been conducting and collaborating on various initiatives that have been focusing on safe Menstrual Hygiene Awareness and Advocacy. FFN attended an exciting event on Period Party 2024 organized by Pad2Go. The session focused on insightful discussions on best practices and real-world challenges. The Period Party 2024 was a casual gathering for individuals passionate about menstrual health activism and policies related to "Period in Prison" and "Menstrual Leaves".



## ANOTHER WORLD IS POSSIBLE



FFN actively participated in the 16th Conference of World Social Forum 2024 held in Kathmandu. The movement began for four days, intending to raise the voice for the rights of the disadvantaged communities of the world. The conference was started with the slogan 'Another world is possible', and a march pass. During the march, banners and placards were displayed with the slogans of justice, peace, equality, end of discrimination, etc. National and international organizations related to various fields and rights have expressed solidarity with the walk.



About 40,000 people from 92 countries participated in the conference. The conference had a series of interactive sessions, and critical debates on the negative effects created by the policies and structures adopted by the existing world system, with a total of 400 programs based on 13 basic genres on behalf of 1,252 organizations.

The conference focused on economic inequality and economic justice, labor, migration, slavery, human trafficking, discrimination based on caste, work and descent, caste, ethnicity, tribalism, untouchability and violence, food sovereignty, peace, conflict, communication, law, health, education, etc. The land of the civil movement was discussed.



## Strategic Planning (Log Frame) and Conflict Management

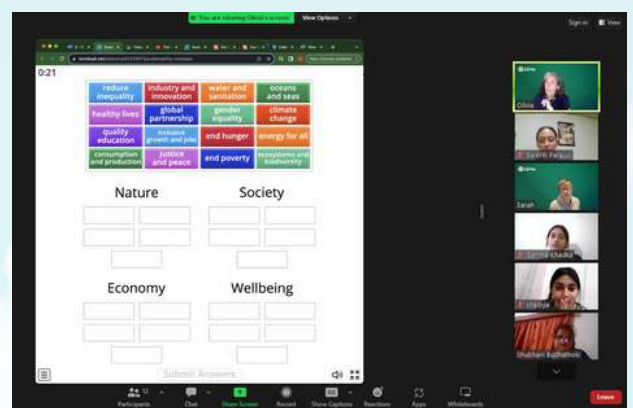
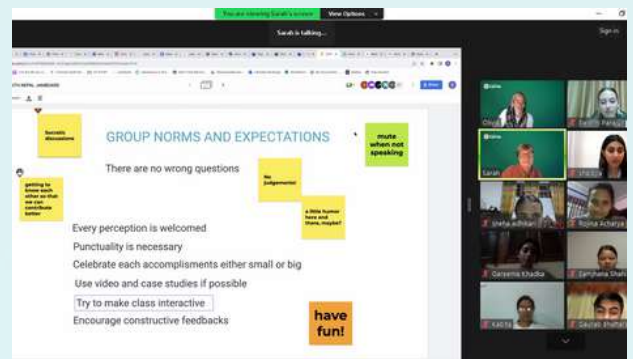
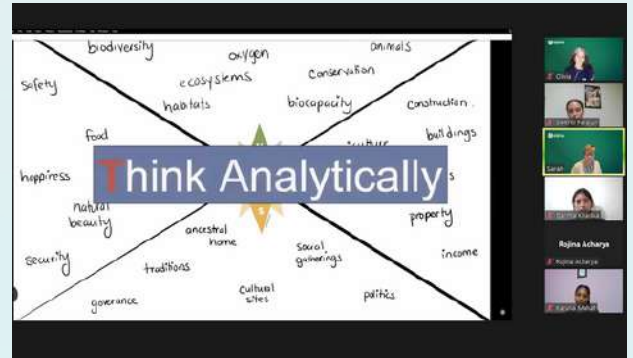
ICA Nepal's Secretary Ms. Meena Acharya handed over the Certificate of Completion to Ms. Dhristi Pyakurel. ICA Nepal conducted a 7-day training on Strategic Planning (Log Frame) and Conflict Management which was attended by 15 participants.

## Partnership Beyond Borders

ICA Nepal in coordination with Common Earth, Canada wrapped up a 20-week virtual program on Youth Course on Climate Crisis. The Youth course included overarching themes such as Systems Thinking, The Journey of the Universe, The Human Experience, and The Wisdom of Nature, all through the lens of the causes and effects of the climate crisis and how we can most effectively respond.

Altogether 10 committed youths joined together on a journey of reflection, and insight to leverage positive environmental change for every generation. For each session, the participants were requested to come prepared through prework, a mix of reading texts and articles, watching short videos, and applying tools that are explored through the course. Every session was finalized with an inspiring story of individuals or groups that are fighting the climate crisis and succeeding at it.

The Youth Program extended understanding of environmental and sustainability issues to deeper and broader applications, effects, and outcomes. The topics were approached from an intersectional environmental justice perspective clarifying the interconnectedness of concerns across the social justice spectrum. As a result, the youth activists have raised awareness of the interconnectedness of seemingly disconnected issues, new perspectives on the human experience, transferrable skills developed through applying systems thinking to understand and connect our immediate and broader systems, thinking critically about current and alternative societal narratives, and building resilience and self-efficacy through a co-learning, caring community.



## Envisioning Nepal for the 21st Century

FFN has been supporting Imagine Nepal to conduct a Monthly Talk Series on the first Friday of every month. In February, FFN collaborated to conduct the session on "Communication Crisis" by Communication and Media Expert Mr. Prabhakar Ghimire. This initiative also aims at youths to promote and share INNOVATION and START-UP Ideas and get support for their Dream Projects. The program consists of a series of sharing sessions, talk shows as well and dialog discussions for the future.



## Funding Information of the Month

We, Fundraising for NGOs in Nepal have been compiling and providing funding information for NGOs both locally and internationally, and here is some of the best and most selective funding information for March 2024, you wished to know sooner:

### Korea Safety Health Environment Foundation

**Deadline:** 20-Mar-2024

**Grant Size:** \$3,000

**Thematic Area:** Health, Environment, Community Development



The Korea Safety Health Environment (SHE) Foundation is looking for teams to participate in its 2024 Global Seed Grant. Korea SHE Foundation is a non-profit foundation established to promote and create safe and sustainable households, workplaces and local communities. 2024 Global Seed Grant supports projects by grassroots NGOs and local groups that are engaged in community activism to tackle issues related to Safety, Health, and Environment.

**For more Details:** [https://koreashe.org/board/?mode=view&board\\_id=22&post\\_id=94835](https://koreashe.org/board/?mode=view&board_id=22&post_id=94835)

### Mama Cash

**Deadline:** 17-Mar-2024

**Grant Size:** €35,000

**Thematic Area:** Women & Gender, Social Justice

The Mama Cash invites applicants who are not current Resilience Fund grantee-partners to submit their Letters of Interest. Because self-led feminist groups demand the freedom to act on their own visions and strategies, Lasting change comes from the collective activism of those who are structurally excluded, marginalised, exploited and stigmatised, Movement building and structural change take time, Powerful movements tackling under-addressed or contested issues often start small and Accompaniment ensures that grantee-partners are equipped to fulfil their missions.

**For more details:** <https://www.mamacash.org/funds/resilience-fund/>

### Echo360

**Deadline:** 22-Mar-2024

**Grant Size:** \$2,000 to \$5,000

**Thematic Area:** Information Technology, Education, Research and Innovation

The Echo360 has announced the e3 Tech Grant Program to provide educators, trainers, and facilitators the resources to advance equity, engagement, and evidence in any learning environment. Echo360 e3 Tech Grants will award up to 20 recipients with cash or software grants US \$2,000 in cash or up to \$5,000 in software in each of the program's two categories as EchoImpact Grant and EchoInnovation Grant.

**For more Details:** <https://echo360.com/company/grants/>

## The Minor Foundation for Major Challenges

**Deadline:** 22-Mar-2024

**Grant Size:** EUR 20,000 to EUR 200,000

**Thematic Area:** Climate Change, Environment

The Minor Foundation for Major Challenges (MFMC) is offering small and large grants to support communication projects which advance the transition to a low carbon economy. The MFMC supports projects that support urgent, large-scale transformation, with a focus on changing policies and practices in public or private institutions. The foundation's priorities for 2019-2023 are to encourage and support innovation in climate communication and increase the number of voices and narratives in climate advocacy.

**For more details:** <https://unifor.no/stiftelser/the-minor-foundation-for-major-challenges/>

## AMREF Health Africa

**Deadline:** 22-Mar-2024

**Grant Size:** GBP 25,000

**Thematic Area:** Information Technology, Artificial Intelligence, Health

AMREF Health Africa is looking to transform its digital learning and data collection tools for community health workers, using next-generation technologies to create a more user-friendly and intuitive system. Their goal is to improve responsiveness, functional optimization, and performance measurement of new and existing tools, including interactive voice response (IVR) and short message service (SMS), and smartphone usage, all of which cause daily problems. AMREF would like to enhance their existing learning tools via additional or alternative functionality.

**For more details:** <https://innovationexchange.ktn-global.org/challenges/302>

## Food Security and Nutrition (FSN) Network

**Deadline:** 22-Mar-2024

**Grant Size:** \$100,000

**Thematic Area:** Agriculture Food & Nutrition, Water & Sanitation

The Practice, Research, and Operations in Water, Sanitation, and Hygiene and Strengthening Capacity in Agriculture, Livelihoods, and Environment (PRO-WASH & SCALE) Award is pleased to share this request for applications (RFA). This RFA is to solicit applications and identify partner(s) to co-create and carry out activities that explore one or more approaches or tools aimed at centering community voices within PRO-WASH & SCALE's focus sectors in support of food and nutrition security objectives: agriculture, natural resource management (NRM), livelihoods, markets, water resource management (WRM), and water, sanitation, and hygiene (WASH).

**For more details:** [https://www.fsnnetwork.org/prowashandscale/smallgrants\\_ARA2](https://www.fsnnetwork.org/prowashandscale/smallgrants_ARA2)



# Learn More about Fundraising Terms

## Fundraising Ideas for Nonprofits [2024]

Creative fundraising ideas can help get the ball rolling on longer-term initiatives, overcome a mid-campaign slump, or quickly collect resources in response to an unexpected emergency. Coming up with fresh fundraising ideas for nonprofits isn't always easy. After years of staging events, you may feel like there's nothing you haven't covered, from art auctions to wine tastings to trivia nights. But there's always a new twist on an old idea—or even an old idea you haven't thought of before!



Here's the secret: finding the perfect fundraising event isn't always about creating something totally new that no one else has ever done. Instead, it's about finding the event that works perfectly for your organization and your resources. The effectiveness of your ideas depends on how well they engage donors, maximize participation, motivate immediate action, and inspire ongoing support through recurring donations. Jump right to your favorites or explore each category to potentially spark a new virtual, in-person, or hybrid event idea you haven't considered yet. Take a look to find the right fundraising event for your nonprofit:

- 1. Virtual Events:** Given the prevalence of virtual gatherings, consider hosting virtual galas, auctions, or concerts. Participants can join from anywhere, making it easier to reach a broader audience.
- 2. Peer-to-Peer Fundraising:** Encourage supporters to create their own fundraising pages and engage their networks on behalf of your organization. Provide them with tools, resources, and incentives to maximize their efforts.
- 3. Crowdfunding Campaigns:** Launch crowdfunding campaigns on platforms like Kickstarter, Indiegogo, or GoFundMe. Share compelling stories and visuals to attract donors and surpass fundraising goals.
- 4. Monthly Giving Programs:** Implement a recurring giving program where supporters can make automatic monthly donations. This provides a reliable source of income and strengthens long-term relationships with donors.

**5. Corporate Partnerships:** Forge partnerships with businesses aligned with your mission. Offer sponsorship opportunities, cause marketing campaigns, or employee giving programs to engage corporate supporters.

**6. Online Merchandise Sales:** Create branded merchandise and sell it online. Items could include apparel, accessories, or specialty products related to your cause. Proceeds from sales can support your programs and initiatives.

**7. Virtual Challenges:** Organize virtual challenges such as walkathons, bikeathons, or fitness challenges. Participants can set personal fundraising goals and seek donations from friends and family to support their efforts.

**8. Giving Days:** Participate in regional or national giving days where nonprofits come together to raise funds collectively. Leverage social media and matching grants to amplify donations during these events.

**9. Donor Appreciation Events:** Host exclusive events or experiences to show appreciation for major donors and supporters. This could include virtual meet-and-greets with key staff members, behind-the-scenes tours, or special recognition events.

**10. Legacy Giving:** Encourage supporters to include your organization in their wills or estate plans. Provide information and resources to help donors understand the impact of legacy giving and facilitate the process.

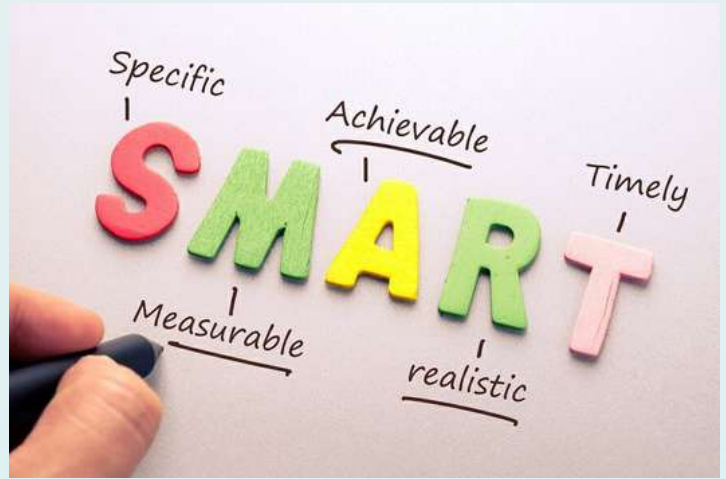
**11. Online Auctions:** Conduct online auctions featuring unique experiences, services, or items donated by individuals or businesses. Promote the auction to your network and beyond to attract bidders and raise funds.

**12. Themed Fundraising Campaigns:** Develop themed campaigns tied to holidays, awareness months, or significant events. Create engaging content and activities that resonate with your audience and inspire them to donate.

Remember to tailor these ideas to fit your organization's mission, audience, and resources. By combining creativity with strategic planning, you can execute successful fundraising campaigns and advance your nonprofit's goals.

# SMART Fundraising Goals

When you're setting a goal for your next fundraising campaign, it might as well be SMART. At least, that's what management scholar George T. Doran developed a popular goal-setting system back in 1980 and used by many organizations as a model. The SMART framework is intended to help you fully flesh out your ideas, focus your efforts, and use your time and resources wisely. Since the inception of the SMART framework, variations of the SMART goal have made their way into schools, businesses, and nonprofits alike.



SMART is an acronym for the 5 key features that experts believe must be integrated into your goal to set yourself up for success. SMART stands for Specific, Measurable, Attainable, Relevant, and Time-Based that gives you a structure to follow – enabling you to think about what you really want and how you're going to get there. And setting SMART goals for fundraising just makes sense. Let's take a look at the specifics of each objective as they relate to fundraising.

## Specific:

Indicating that you want or “need” to raise more money than you did last year isn't specific enough. You should focus on a specific number and try to tie that in with impact. So what amount do you need in order to have the potential impact you are seeking? Not all campaigns are about money. For example, maybe your goal is more about awareness. In this case, perhaps your goal will be gaining 20 more volunteers.

## Measurable:

This goes hand-in-hand with making your goals specific. If you can set measurable goals, you can determine if you have succeeded. To make your objectives measurable, consider questions such as, “how much?” and “how many?”

## Attainable:

While it is important to challenge yourself and your organization, setting goals that are too lofty can backfire. It can make people on your team feel as if they have let everyone down. Just remember to make it challenging but possible.

## Relevant:

Nonprofits always explain to donors what impact their gift will have but fundraisers also need to be reminded about the work their goals support. Your fundraising goal should, therefore, relate to your overall mission. A powerful statement about impact along with images can demonstrate what a donation really means.

## **Time-Based:**

No matter how big or small a goal is, it needs to have a target date. Each task should have a deadline so that nothing is missed. Time-bound goals address questions such as, what can I do today? What can I achieve in the next few weeks or months? Often, this gives people a sense of whether or not more resources are required or if they need any type of training to work towards the goal.

## **5-Point Approach For Ensured Success**

The SMART Method, while effective, doesn't always ensure success for nonprofit organizations alone. Those that do seem to hit their goals repeatedly, however, tend to take a five-point approach once they have gone through the SMART process.

### **1. Set Deadlines**

They set specific deadlines for every task related to their goal and assign specific people responsibility for each task. They also track progress.

### **2. Focus On Individual Donors**

Research shows that 70 percent of money raised comes from individuals. Those who are successful at reaching their goal often focus on individual donors as opposed to foundation grants or government support.

### **3. Tracking Donors**

They use a donor funnel that allows them to lead prospects through a clear set of steps. These organizations know when and where to ask for support.

### **4. Fundraising Networks**

Successful fundraising organizations build fundraising networks, which allow them to develop relationships with donors through personal contact. This eventually allows them to ask for referrals to those donors' contacts.

### **5. Great Storytelling**

Telling a story that creates a vivid vision and invites donors to be part of the life-altering team can be really impactful. As humans, we like to get caught up in adventures that are bigger than ourselves and contributing to an organization for a common goal can sound exciting when you tell your story well.

SMART fundraising goals will help you succeed in raising the money your organization needs to grow your programs and fulfill your mission. If you have too many goals, you'll have too much on your plate and you won't be able to give each goal the attention it requires. To determine the correct number of SMART goals for fundraising, look around at your fundraising plan and your team. To help keep all of this in perspective, just think about the famous saying coined by French writer, Antoine de Saint Exupéry – “Without a plan, a goal is just a wish.”

# Seminar on Status of Women Waste Workers in KTM

FFN is excited to extend an invitation to you to attend our forthcoming seminar on the "Status of Women Waste Workers in Kathmandu." Together, let us highlight the priceless contributions made by women to the field of waste management and investigate strategies to improve their prospects and rights. Together, we can create a more equitable and sustainable future for all!



## SEMINAR ON STATUS OF WOMEN WASTE WORKERS IN KATHMANDU

## फोहोरमैला व्यवस्थापनमा महिला सरसफाईकर्मीको भूमिका

Location: Indrasan Banquet,  
Jadibuti, Kathmandu

### Program Theme

1. Occupational Health and Safety
2. Social Protection Measures
3. Leadership Management and Governance

For Registration  
Click here

<https://forms.gle/dZuxtg7q1xVj6MZz8>



Saturday  
16 March 2024



Time  
10:30am-3:30pm



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

-Hank Rosso, The Fund Raising School

## Fundraising for NGOs Activities in Pictorial Form



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