



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 simplest act of kindness is by far more powerful than a thousand heads bowing in prayer”

- Mahatma Gandhi



PROPOSAL ASSESSMENT

Proposal Assessment is the process of accessing each proposal to establish a more comprehensive understanding of the author's intent. The assessment should focus on evaluating the stated goals of the proposal as well as identifying the need for additional qualitative written feedback if necessary. The person assessing the proposal must represent the views of the constituent group, not personal opinion. You may do this by sharing the proposals with your constituents and soliciting feedback. In doing so, you should distribute the rubric below and the introductory statements above to be used for assessment. When scoring, use the feedback you receive to guide scoring.



Proposal Assessment will provide scores on:

- **Outcomes:** Does the proposal address a need that has been identified through outcomes assessment? Is that need clearly articulated and based on robust evidence?
- **Urgency:** Does the proposal need to be implemented immediately or could it be delayed?
- **Student Impact:** Does the proposal directly or indirectly affect the success of students?
- **Financial Risk:** Does the proposal represent a financial risk for the College?
- **Budget Accuracy:** Does the proposed budget seem reasonable and accurate?

PROPOSAL ASSESSMENT TOOL

The below-mentioned Proposal Assessment tool is a part of a larger methodology developed for the European Union to assess the quality of proposals.

1. Read the proposal and underline all mentioned problems (in the Needs Analysis), objectives, and activities and mark them with P, O, or A.
2. Make three columns: Problems, Objectives, and activities. Write all problems, objectives, and activities mentioned in the proposal in the column where they belong, having the above-mentioned characteristics of problems, objectives, and activities in mind.
3. Answer the following questions to assess the quality of the logic of the proposal:
 - Are the links clear between mentioned problems, objectives, and activities (do the objectives follow logically from the problem's objective= no problem)?
 - Does every activity into an objective? (more than one activity can lead to/fit to one objective)
 - Does every objective solve a mentioned problem (not all problems mentioned and described have to be solved but is described why the choice is made to solve one set of problems instead of another set of problems?)
 - Which questions (mostly about the problems) have to be answered to be able to write a better structure?

DEVELOPMENT OPPORTUNITIES IN THE EASTERN DEVELOPMENT REGION OF NEPAL

Sankhuwasabha is one of the beautiful districts in Province No. 1 of Eastern Nepal, with mountains and startlingly surreal landscapes with diverse ethnicities living in harmony, separated from other communities. ICA Nepal conducted Need Assessment along with the distribution of educational and healthcare materials at the Northern Part of Sankhuwasabha and Makalu-Barun Areas. The local organizations and people provided full support to the program. The 6-day trip remained fascinating and unforgettable. It approximately took us 2-days to reach the administrative center of Sankhuwasabha i.e Khandbari along with some short visits to Khotang Haleshi Temple, and some renowned places of Nepal such as Diktel, Okhaldhunga, Bhojpur, Sindhuli, Hile, and Mid Hill Highway



Khadbari was surrounded by breathtaking scenery and mountain views, the local people were also very kind and innocent; additionally, they welcomed us with great hospitality. We successfully distributed educational and healthcare materials such as bags, books, copies, pen/pencil, sanitary napkins, soaps, sanitizers, masks, and COVID prevention posters at six different schools at Sankhuwasabha. The local schools included Shree Krishna Secondary School; Bhotkhola Municipality, Dharmadovar Basic School; Makalu Rural Municipality, Ekuwa Basic School; Makalu Rural Municipality, Shree Shova Basic School, Simma Health Post, and Pawakhola Health Post as well as School.



Education Support Program

The unavailability of electricity, and any other means of transportation, as well as road construction, was also the problems at peak; followed by innutritious food. People light up torch lights, tuki, and use solar power to eliminate the dark. Alaichi's farming was highly observed as a source of income generation. Due to Alaichi farming, people tend to farm fewer cash crops and buy overdue rice from India at a low price.



The locals highly consume junk foods and more and more housewives are finding it easier to cook instant noodles and serve their families. During our visit, the people were expecting of getting more than just donations. We also observed discrimination as Dalits were not allowed to enter the kitchen whereas other ethnic groups were warmly welcomed inside the house. The unmanaged water resources have also been causing problems as livestock pollute the water. The construction of the reservoir was considered essential.

On the auspicious occasion of Magh-1, the local people tend to visit Barun to take Holy Bath and attend the local fair. The water comes from Shiva Parvati Dhara and is said to be very sacred. People travel for over a day and hours to attend the fair. They stay up all night to light up the diyo-batti and involve each other in other activities such as cultural dancing, having fun, drinking, and shopping. The electricity and transportation are not reached in the very place along with accommodation disturbance. People light up torch lights and tuki to eliminate dark.



The religious tolerance and social clubs were highly seen at the place where people adapting different ethnic groups i.e Sherpa, Magar as well as horizontal groups were seen there. The houses are most likely to collapse as many of them are constructed using local bamboo, and woods. The next day, people take a holy bath early in the morning and return to their house with a great time. Reportedly, the fair carries a lot of faith and beliefs of local people as many people including children, and the elderly were seen traveling for a day or two and look forward to attending these in the near future as well.

The locals further enlightened us about the conditions of health posts and requirements for Medical Equipment such as beds and generators in Karmarang and other health centers as well. The students need to take a long 3-4 hour route to come to school and lack nutritious lunch as well as shelter. The female students tend to suffer more and the day-to-day activities of these students have been very troublesome. The Need Assessment concluded that they require proper Hostels, especially for girls. To gain Higher Studies they further need to visit different other places that take around 6-7 hours foot as there are no other means of transportation and are forced to drop out of school even though they wish to study more. The visit was full of surprises and worthy because of unforgettable moments spared in the lap of glorifying nature and with welcoming communities.



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 January, we hosted classified shows on four different topics, which are as follows:



- Leadership Management and Governance (LMG); Talk Series on NGO Capacity Building 1- Prof. Dr. Tatwa P. Timsina
- Gender Mainstreaming in Fundraising- Ms. Shreedhari Pandey
- Development Opportunities in Northern Sankhuwasabha: Views of NGOs' Activists- Mr. Lakpa Nurbu Sherpa, Ms. Ishu Subba
- NPL: Skill for Fundraising- Mr. Min Ghale

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.

OTHER ACTIVITIES



Prof. Tatwa P. Timsina, Founding Chair of ICA Nepal and FFN presented ICA Nepal's publications to Ms. Pemba Lama, Secretary of Madan Bhandari Foundation in Kathmandu.



FFN's founder, Prof. Dr. Tatwa P. Timsina, has been elected as the Chairperson of Imagine Nepal.

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. AIM-HI Accelerator Fund

Deadline: 28-Feb-2022

Grant Size: \$1 million

Thematic Area: Business, Women & Gender



The AIM-HI Accelerator Fund Women's Venture Competition, in its third year, is open for women entrepreneurs! The program provides early-stage funding, coaching, and networking opportunities to women-led oncology startups to address unmet medical needs. AIM-HI will provide the critically needed funding to early-stage oncology companies so that they could quickly generate the data that are essential for filing appropriate documents with the drug regulatory and approval agencies and enabling them to access additional new capital for their growth.

For more Details: <https://aim-hiaccelerator.org/womens-venture-competition/>

2. Volvo Environment Prize

Deadline: 10-Jan-2023

Grant Size: \$160,000

Thematic Area: Environment

The entries are now open for the 2023 Volvo Environment Prize! Since the first award in 1990, the Volvo Environment Prize has become one of the scientific world's most respected environmental prizes. Laureates represent all fields of environmental and sustainability studies and initiatives. The Prize is awarded by an independent foundation. A Scientific Committee does the initial screening and evaluation of candidates. Internationally renowned scientists in the Prize Jury make the final selection of prize laureate.

For more Details: <https://www.environment-prize.com/the-prize/nominate/>

3. Ministry for Europe and Foreign Affairs

Deadline: 08-Apr-2022

Grant Size: €500K and €1 million

Thematic Area: Humanitarian Relief

Under the commitments, France made at the 5th National Humanitarian Conference and the recommendations for the external evaluation of the Humanitarian Emergency Fund, the Humanitarian and Stabilization Operations Department of the Crisis and Support Centre is renewing 2022 its fund to support structural humanitarian initiatives. This tool aims to support initiatives by humanitarian actors to respond to the growing challenges for aid due to the increasing scale of humanitarian crises.

For more Details: <https://www.diplomatie.gouv.fr/en/french-foreign-policy>

4. 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/>

5. United Nations Educational, Scientific and Cultural Organization (UNESCO)

Deadline: 15-Mar-2022

Grant Size: \$250,000

Thematic Area: Animals & Wildlife

Nominations are now open for the UNESCO-Russia Mendeleev International Prize in the Basic Sciences to recognize and reward scientists for major achievements in terms of development, dissemination, and international cooperation in the fields of basic sciences, which have had a significant transformational impact on a regional or global scale. It aims to promote and honor excellence in the basic sciences, defined to include the disciplines of chemistry, physics, mathematics, and biology, the foundation on which scientific knowledge can be propagated, and which are fundamental to the advancement of innovation and sustainable development.

For more Details: <https://en.unesco.org/stem/basic-sciences-prize/apply>

6. Open Technology Fund

Deadline: 13-Mar-2022

Grant Size: \$250,000

Thematic Area: Science, Technology

The Open Technology Fund (OTF) has announced an open call for the Information Controls Fellowship Program (ICFP) to cultivate research, output, and creative collaboration on topics related to repressive Internet censorship and surveillance. ICFP fellows have experience in fields such as computer science, engineering, information security research, software development, social sciences, law, and data visualization, among others. Information controls is a cross-disciplinary field, so applications are open to people from a variety of backgrounds and disciplines and can include students and junior to mid-career practitioners. The goal is to support efforts that aim to advance Internet freedom in the world's most repressive environments.

For more Details: <https://www.opentech.fund/funds/icfp/>

TYPES OF FUNDRAISING

Over the years, there have been many practices about the type of fundraising campaigns by nonprofits. The vast amount of tips and guidelines makes sense only when you consider that nonprofits essentially rely on donations to fulfill their mission and keep their doors open. There are different types of fundraising and there is no one-size-fits-all approach. Every nonprofit organization is different. Before you get started, understand your donors, then you'll be able to connect to them in a meaningful and relevant way. To successfully raise funds, your nonprofit needs to set donor acquisition goals. Here are some types of funding methods:



- **Corporate Support:** Corporate support includes both philanthropic giving and business support for mutual gain, but primarily in support of the nonprofit's mission. They are usually initiated by nonprofit organizations and are expected to be sustainable. Corporate support includes corporate philanthropic support, corporate giving, corporate sponsorships, cause marketing, cause branding, and cause product sponsorship. The cost of a capital campaign can be daunting but if planned correctly the cost can be recouped within the first year of active gift solicitation. It can be achieved with a minimal budget – it's related to the personal connections that drive success, not an expensive solicitation or promotional materials.
- **Direct Mail:** Direct mail fundraising is a form of direct marketing used by nonprofit organizations to raise funds, recruit new donors or members and inform, cultivate, re-engage, and upgrade donation levels. Donors using this method are usually older and prefer a more traditional giving method. There are still donors that feel more comfortable depositing check over making an online donation. Direct mail gives donors a more personal feel, whereas online fundraising provides donors with an easy way to give. Direct mail and online fundraising are becoming integrated by many nonprofits, and using both can be a good combination.
- **Special Events:** Special events are a way for nonprofits to recognize and strengthen their relationships with current donors, recruit or introduce new donors to the organization, promote the organization and its mission, develop fundraising experience for your staff, directors, and volunteers and raise money (though some studies and experts suggest that special events are not the most effective means to do this). Although special events often raise small net income and require a large amount of time and energy to plan and implement, they have different other values. Depending on the type of event, the money raised might come in different forms.
- **Online Donations:** Online fundraising is still up, coming and it is here to stay. Nonprofits are still not using online fundraising to the extent expected. It serves many needs but does not replace many other types of successful fundraising. It should be viewed as only one strategy in a balanced portfolio of fundraising strategies. Digital online fundraising must be marketed by the nonprofit so donors know where to go and how to use it. Digital and online fundraising includes donations processed through the organization's website, mobile donations, giving as a result of an email, social media campaigns, email campaigns, using fundraising websites that leverage social networks and online crowds, and processing credit cards.

- **E-Mail Marketing:** E-mail marketing at times has been criticized for being a thing of the past, but study after study shows that email marketing is the most effective way for nonprofits to build awareness, acquire leads, raise funds, and retain current donors. E-mail marketing services are generally free for small nonprofits. And even when the email list grows in size, e-mail marketing remains very cost-effective. E-mails are also easy to send, and its marketing tools have become so intuitive- with professionally designed templates, drag and drop features, and other easy-to-use editors that one doesn't need to know a line of code to use them. Compared to other types of fundraising techniques, e-mail marketing acquires customers, supporters, donors, and volunteers faster. E-mails are also easily customized/personalized, and it's very easy to track their effectiveness.
- **Door-to-Door Solicitation:** Door-to-door fundraising has faded over time because of its resource-intensive nature. However, this form of fundraising technique continues to be successfully utilized by many organizations, especially political organizations. Door-to-door solicitation in general works best for campaigns or programs that directly affect the people being approached. Door-to-door can be targeted in terms of audience, which can result in lower donor attrition. Door-to-door canvassing enables a one-on-one, face-to-face interaction with potential donors/constituents that's unattainable through direct mail, e-mail, and the Internet.
- **Crowdfunding:** Crowdfunding is all about many individuals each giving a (usually) small donation. It has become a popular fundraising method among corporate organizations and nonprofits alike. To get the most out of donation-based crowdfunding, post regular updates, use compelling images and videos, offer incentives, share via e-mail, and on social media. The story is what fuels a crowdfunding campaign. Crowdfunding often helps an organization promote its campaign and its brand. It can help get a nonprofit known to potential donors who may not otherwise know about the organization. Crowdfunding allows organizations to leverage many small donations to raise a larger total amount. Also, a lot less time and money goes into generating donations and connecting with donors when compared to traditional fundraising.
- **Partnerships/Sponsorships/Grants:** Partnerships have always been an integral part of nonprofit fundraising. You can solicit more donations from partnering companies during matching gift programs, grants, and sponsorships, major donations. Nonprofits benefit from the resources companies have to offer, and companies benefit from being associated with a charitable cause. In recent years and under unusual circumstances, some grant funders have been willing to fund the operations of an organization rather than a new short-term project. Grants, sponsorships, and endowments can often amount to incredible sums of money that allow the execution of major projects that other types of fundraising might not have been able to fund. A single grant can ensure a foreseeable future of your nonprofit activities.
- **Peer-to-Peer Fundraising:** Peer-to-peer fundraising is a crowdfunding method that utilizes an organization's donors' existing networks. These types of fundraisers encourage supporters to reach out to their peers (friends, co-workers, and family members) and ask them to donate. With peer-to-peer fundraising, every individual supporter/fundraiser sets up a personal fundraising page where they accept donations. On these pages, fundraisers lend their voice to the nonprofit's mission, sharing with their networks why that specific cause matters to them. These donations are ultimately received by the nonprofit.

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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