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Fundraising for NGOs in Nepal works in fundraising capacity building of the local NGOs of Nepal. It is a membership-based web portal designed exclusively for NGOs, not-for-profits, community service providers, social enterprises, volunteers, and fundraisers seeking funds, grants, skills in fundraising. It is jointly initiated by the Institute of Cultural Affairs (ICA) Nepal and the Institute of Innovation and Quality Assurance (IIQA). Get more details at [www.fundraisingforngos.com](http://www.fundraisingforngos.com). The newsletter provides a glimpse of what we offer to our members, resources, and knowledge of fundraising practices.

**'NO ONE HAS EVER BECOME POOR FROM GIVING'**

**ANNE FRANK**



# What is a Crowdfunding?

In simple words, crowdfunding is a method of raising funds for a project, venture, or business by asking a large number of people to donate a small sum of money. Basically, the intention is to collect a small amount of money from a large number of individuals. It uses the easy accessibility of a large network of people online.

Crowdfunding is practiced through social media. The cause is shared through social media sites, allowing the fundraiser to share the cause with the potential supporters and raise funds.

## Some key points to remember:

- The closest contacts such as family members and friends are the most potential donors.
- Getting your inner circle to donate, gives you a momentum
- People are more likely to give when they saw others are giving.
- Explain your connection about the cause, why it is important to you.
- Understand your network best. Asking the right individuals! it helps to establish a strong and supportive donor base. For example, if you are raising funds for a hospital, ask those who are in the medical field, ask those who have lost their close ones due to health issues
- Focus on getting recurring donations. Inspiring people to give small amounts but regularly rather than just once.
- Spread a word about your fundraising campaign through email, Facebook, Instagram, Twitter, and any other social networking sites you use it.
- Invest time in building engaged followers. Engaged followers will help you in sharing your posts and campaign in their social networking group.

## Building Long Term Relationship with Donors

Donor Relationship Management is a key to the fundraising sustainability of any NGO. Donor Relationship Management is defined as a process through which an NGO builds and strengthens the relationship with the existing donors to engage and retain the donors.

It is found that an effective engagement and retention of donors is a common challenge for many NGOs.

There are three main phases of Donor Relationship Management. The followings are some key things for an NGO to follow for effective donor relationship management.

### Phase 1: Preliminary Phase

This phase is the early first contact with a new donor. This is very essential to where you present your cause and your organization to the donor. The phrase First Impression is the Last Impression suits the best in this situation.

Things to remember:

- Collect all the necessary information- Before meeting or approaching a donor, make sure you have collected all the relevant information about the donor for the example focus area, geographic locations, area of interest. You have researched and studied the previous projects funded by the organization. This would help you to give direction to your communication.



- Prepare the concept proposal or proposal as per the donor's given format or requirement such as geographic locations, specific thematic areas.
- Present your organization confidently - Make sure the person who is communicating with the donor has good communication and interpersonal skills. Information
- Share organization brochure to help the donor to understand your organization better
- Do not hesitate to send follow up emails

## **Phase 2: Receiving the Grant**

This phase is when you have convinced the donor and the donor has funded your project. This is very crucial in building donor relationships and engaging donors. Make the most of this opportunity.

- Send acknowledgment note immediately. Do not delay in sending an acknowledgment note that you have received the fund.
- Invite donors in an inception meeting. Introduce your key staff who will be implementing the project such as the program manager, finance manager to the donors.
- Prepare a communication plan such as who will be reporting the donor, when and what report will be shared via which medium
- Use the fund as per the agreed and approved budget plan to comply with the country's law and donor requirements.
- Report timely in the prescribed format with photos.
- Request feedback from donors. It is always beneficial to request the donor's suggestion for improvisation. This will help the donor feel valued.

## **Phase 3: Donor Engagement**

Maintaining donor communication or engaging donor even when the organization is not expecting or looking for any immediate funding nurtures the donor relation. Communicate to past donors or potential donors even when you are not looking for any funding.

- Invite your past donors or any potential donor to the event that your organization is hosting for example organization anniversary event, rally, or picnic. Invite your donors to participate. It makes the donor feel valued and gives them ample opportunities to understand your organization efficiently.
- People are encouraged to give more when they are publicly recognized. Share the donor's name, acknowledge the donors publicly on your social networking page, monthly and annual reports, newsletters.
- Engage your donors on social media platforms. Donors have their own social media page, you can share your community development photos, activities videos on their social media page, tag them and share their posts.
- Share monthly newsletters and reports to donors. This helps them to be aware of the activities that your organization is involved in.
- Request your past donors to become advisors to your organization.

# Philanthropy

Philanthropy refers to charitable acts or other good works that help others or society as a whole. It can include donating money to a worthy cause or volunteering time, effort, or other forms of altruism. Today, philanthropy means generosity in all its forms and is often defined as giving gifts of “time, talent and treasure” to help make life better for other people by eradicating their problems. You can practice philanthropy by making a monetary gift, such as a donation to a cause you believe in, serving in a soup kitchen, tutoring a teen or engaging in any other volunteer activity that aims to improve lives. So the answer to “what is a philanthropist” is a person who exhibits these behaviors, regardless of how many resources (or how few) that person has just by thinking for others. Philanthropy is more long-term and strategic and often involves making multiple gifts to help people over a number of years. It is focused on helping people and solving their problems over the long term.

## 1. Who is a philanthropist?

A philanthropist is a person who donates time, money, experience, skills, or talent to help create a better world. Anyone can be a philanthropist, regardless of status or net worth. You're a philanthropist even if you share Your Expertise, Volunteer Your Time, donate Your Old Belongings except for money. Philanthropist not only seeks to help but intentionally searches for the root of the problem and looks for solutions. It believes that it is great to offer food, shelter, and clothing to someone without a home, but much better to provide solutions to the problems such as hosting a job fair or funding an abuse clinic.

## 2. What is an example of philanthropy?

- Giving money to charity and volunteering.
- Donating canned goods to a food bank to help needy families in your community or donating toys to the Toys for Tots toy drive to provide Christmas presents to needy children.
- Sending a check or texting a donation to the Red Cross after a natural disaster or to StandUp2Cancer after a fund-raising telethon.

## 3. Difference between philanthropy and charity

Even though Philanthropy and charity are all about giving to others and lifting them through a voluntary contribution of money, talents, and/or time. Individuals can make both charitable and philanthropic donations. Both types of giving can make a big difference in the lives of others. While the words “philanthropy” and “charity” are often used interchangeably, there are subtle differences. While they both involve giving money directly to people or to causes or non-profit organizations that help people, charity tends to be a “one-off” immediate response to a short-term need whereas Philanthropy is more long-term and strategic and often involves making multiple gifts to help people over several years and is focused on helping people sustainably.

# Who are our Members?

Fundraising for NGOs in Nepal currently has 40 Premium Members and 13 exclusive members. We are excited to introduce some in this edition.

## Rural Youth People Concern Forum

Rural Youth People Concern Forum (RYPCF) is a local NGO based in Sindhupalchowk district focused on youth empowerment and mobilization. As an Exclusive Member of Fundraising for NGOs in Nepal, RYPCF worked as one of the implementing local partners of the Institute of Cultural Affairs (ICA) Japan. As a local implementing partner, RYPCF jointly mobilized the local community in the construction of Community Training Centre, construction of mini irrigation facilities, conducting agriculture capacity building training for the local people.



## Human & National Development Society

Human and National Development Society (HANDS) is a nonprofit organization serving in a rural part of the Sindhuli District since 2000 AD. It is registered at the Sindhuli District Administration under Social Welfare Act and is also affiliated with Social Welfare Council (SWC).

It has intensive experiences of serving poor and marginalized communities through integrated programs. The integrated experiences comprise community development, governance, child and women rights, and health and sanitation including health checkups and treatment through Polyclinic. HANDS policy clinic has been serving for more than 12 years to the poor and marginalized and propelling factors for establishing the Mother and Child Health Care Center.



## Disabled Service Centre

ICA Nepal and BB Trust built a permanent shelter with seven rooms, bathrooms, toilets, and a kitchen at Goldhunga for Disabled Service Centre (DSC) which was providing support to 25 people living with disabilities. The construction was carried out after the massive earthquake in 2015. There was a shelter earlier which was damaged by a devastating earthquake in the same year. The project helped to build a sense of safety and security among people living with disabilities post the massive earthquake. The house was built with the financial support of ICA Australia and many other individual donors. DSC members were also provided training on bamboo cannon, knitting sweaters, and scarves and making handbag from crystals.



# General Fundraising Statistics



- 69% of all donations are made by individuals
- 17% are made by the Foundations
- 10% are made through bequests
- 5% are made by corporations
- Individuals that earn \$25,000 or less donate the largest share (16.6%) of their income to charity.
- 12% of all giving happens in the last three days of the year.
- 35% of all giving happens in the last three months of the year.
- Monthly donors give 42% more in one year than one-time donors.
- 88% of dollars raised comes from 12% of an organization's donors.
- Giving is projected to increase by 5.1% in 2021.
- Nonprofits process more donations between 10:00 p.m. and 11:00 p.m. EST than any other hour of the day.
- In 2019, religious organizations received the majority (29%) of the \$449.64 billion dollars donated. Education organizations received the next highest percentage of total giving (14%).

Source: [Qgiv](#)

## Some Interesting Facts

1. Which are the top bilateral donors for Nepal 2018?  
= USAID (134.05 million), United Kingdom (128.31million), Japan (\$77.65 million), India (\$59.25 million) and China (\$41.24 million).
2. Which sectors in Nepal received most from external aid in 2018?  
= Education (\$127.23 million), Local Development (\$123.million), Housing (\$112.16 million), Drinking Water (\$110.1million), and Policy and Strategic (\$ 101.75 million).
3. What was the percentage of grants, loans, and technical assistance in ODA to Nepal in 2016-2017?  
= Grants-\$582.39 million (41.76) %, Loan-\$548.85 million (39.36 percent), Technical Assistance-\$263.36 million (19%).
4. Combined annual income of the world's poorest 2.5 billion people = \$1 trillion (equivalent to the combined wealth of the world's 225 richest people).
5. The Iraq War of 2003 costs more than the amount given in foreign aid over the past 50 years (i.e \$2.4 Trillion).
6. Afghanistan remained the top recipient of U.S. economic and military assistance receiving (\$4.89 billion) along with Israel (\$3.3billion), Jordan (\$1.72 billion), Egypt (\$1.46 billion), and Iraq (\$960 million).
7. The first Credit Card was created because of the embarrassment of a man who had to pay for dinner but forgot his wallet.
8. 92% of US\$ bills carry traces of cocaine.
9. All US\$ coins and bills in circulation today are worth US\$2.05trillion.
10. If you have \$10 in your pocket and no debts, you are wealthier than 25% of Americans.

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

Hank Rosso, The Fund Raising School

## Fundraising for NGOs Activities in Brief

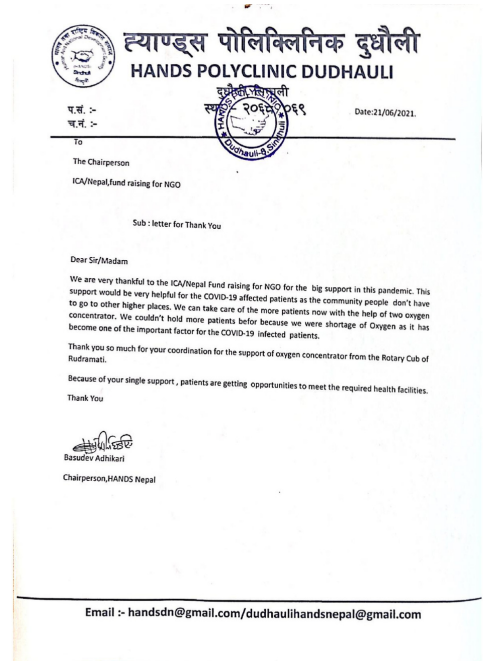


मनमोहन स्मृती सामुदायिक अस्पताल is with Hari Parsad Timalsena and 9 others.

June 20 at 9:00 PM · 🌐

हार्दिक आभार 🙏

कोभिड १९ भाइरसको दोस्रो लहरको संक्रमण तथा सम्भावित तेस्रो लहरको संक्रमणको उपचारको तयारी स्वरुप उपचारका लागि अतिआवश्यक अक्सिजनको सहजताका लागि ५ वटा अक्सिजन सिलिन्डर सहयोग गर्नु भएकोमा Rotary Club of Rudramati तथा Fund Raising for NGOs प्रती अस्पताल ब्यवस्थापन समिति हार्दिक आभार व्यक्त गर्दछौ । 🙏  
कोभिड विरुद्धको यो अभियानमा यहाँको साथ र सहयोगका लागि हार्दिक नमन । 🙏



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