



**Fundraising  
For NGOs**

# FUNDRAISING VOICE



ICA/IIQA Newsletter of Fundraising for NGOs in Nepal

FEBRUARY 2022 | ISSUE 22

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.

**"Always have a willing hand to help someone,  
you might be the only one that does"**

**– Roy T. Bennett**





# 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.



# ANNUAL PLAN MEETING, 2022

ICA Nepal has been conducting a series of meeting on Planning and Implementation for the sustainability of its initiatives aiming at holistic development. The Planning team meets regularly to discuss, reflect, and review the activities. As a part of these initiatives, ICA Nepal held a meeting on the Annual Plan, 2022 for Fundraising for NGOs in Nepal in early March at the Ananda Bhumi Events and Boutique Cafe, New Baneshwor. The Founding Chairperson of ICA Nepal, Prof. Dr. Tatwa P. Timsina, facilitated the learning session, which was attended by the core planning members of the Fundraising for NGOs in Nepal team.

The main objective of the meeting was depth and comprehensive information on the activities carried out by the organization during the previous year, and plans for its preceding year. The main theme of the session was “Sharpening the Saw” which means preserving and enhancing the greatest asset you have. A brief reflection meeting on the work of Fundraising for NGOs in Nepal, along with its associated terms such as membership and services to its members, continuity of Every Friday Learning Friday, and reliable Donor database was added during the meeting for the formulation of the Annual Plan. The methodologies adopted for the Meeting session were The Workshop Method, Strength Weakness Opportunity and Threat (SWOT) Analysis, and Mind-Mapping.

The Annual Planning Meeting has been a crucial component in ensuring the smooth and effective operation of the organization, including group discussion and outcome, as well as adherence to the plans. During the meeting, we went through a detailed discussion where we closely got to know things from other team members' perspectives and reach the conclusion. Further after the meeting, we compiled the new working and meeting schedule for the core team of Fundraising for NGOs in Nepal aiming at the sustainability of the web portal and a more relevant database as well as the implementation of policies for its members.





# PROMOTION OF INNOVATION AND STEM EDUCATION IN SCHOOLS

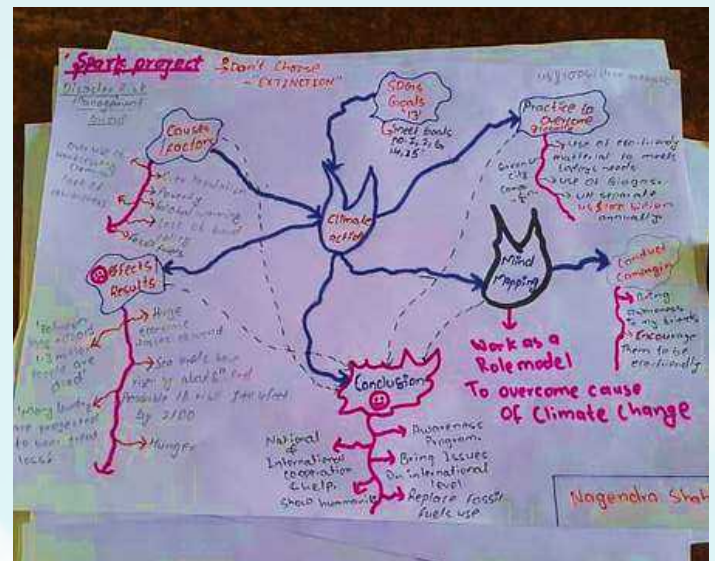
Fundraising for NGOs in Nepal conducted the program on Promotion of Innovation and STEM Education at a school in Parbat. The very program was first requested and locally supported by the Moti Library team and developed by the team of Fundraising for NGOs.

The overall objective was to orient school teachers and students on innovation through Science Technology Engineering and Mathematics (STEM) approach in teaching and learning. The school was extremely appreciative of all of the assistance and requested further sessions on the subject matter



## SOCIAL ARTISTRY LEADERSHIP; SPARK PROJECT:

In memorial of the Late Richard Sims, Fundraising for NGOs in Nepal launched Certificate Course on Social Artistry in August 2021. The sessions for the second batch were held in early October, followed by the third session in March 2022 in collaboration with Kalpa Academy. It is designed as a five-day session. For the first three days, participants work together to understand the tools and methods of Social Artistry and develop Spark Projects. They have 15 days to implement their Spark Project with the help of their mentor. On days IV and V, participants share their learning and achievement.



Fundraising for NGOs in Nepal with the support of PEOPLEnergy, Social Artistry in Taiwan has collaborated to develop social leaders, and artists and develop an artistic approach to the social behavior of people. The work of Social Artistry strives to provide a dynamic balance between inner understanding and outward expression to enable the same focus, perspective, skill training, tireless dedication, and fresh vision of the artist to the social arena.

The training was participated by 35 youths from diverse geography and background. The youths currently have developed their Spark Project action plans and currently implementing the projects. The participants are divided into four teams and each team is assigned a mentor. Participants are provided with Rs. 5000 each as a grant. The sessions are facilitated by Janet Sanders, Evelyn Philbrook, Tatwa P. Timsina, Amba Datta Bhatta, Ishu Subba, Pramila KC, and Er. Ravi Khanal.



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



- Webinar on Fundraising- Ms. Enusha Khadka
- Talk on Creating Friendly Learning Space: Improving Access to Education- Ms. Vedika Murarka
- Talk on Understanding Autism & Challenges in Fundraising- Ms. Sabita Upreti
- Talk on Fundraising- Ms. Purnima Subba

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



As a part of the Fundraising for NGOs in Nepal initiative, ICA Nepal signed an agreement for the school construction project in the Sankhuwasabha district



Fundraising for NGOs in Nepal assisted the Rotary Club of Rudramati to conduct the 3-day intensive Sewing and Cutting Training at Parbat. FFN previously facilitated 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 in Nepal, and here are some of the best and most selective funding information for February 2022, you wished to know sooner:



## 1. NAMA Facility

**Deadline:** 30-Apr-2022

**Grant Size:** EUR 5-25 million

**Thematic Area:** Environment

NAMA Facility is pleased to announce an open call for the 2nd round of Ambition Initiative to provide financial support to developing countries and emerging economies that show leadership in tackling climate change and want to implement transformational country-led NAMAs within the global mitigation architecture in the short- and mid-term.

**For more Details:** <https://www.nama-facility.org/call-for-projects/ambition-initiative-round-two/application-documents/>

## 2. Veolia Foundation

**Deadline:** 30-Apr-2022

**Grant Size:** 10,000 euros

**Thematic Area:** Education

The Veolia Foundation is pleased to launch a call for nominations for the 2022 Student Solidarity Award to encourage students' projects that serve the public interest. The Student Solidarity Award rewards innovative approaches that contribute to sustainable development and are in line with one of the Foundation's three areas of intervention as Development aid, Workforce development, and environmental conservation.

**For more Details:** <https://www.fondation.veolia.com/en/nos-evenements/le-prix-de-la-solidarite-etudiante/how-participate-2022>

## 3. United States - Agency for International Development (USAID)

**Deadline:** 30-Apr-2022

**Grant Size:** \$500,000

**Thematic Area:** Information Technology

The United States Agency for International Development's (USAID) Innovation, Technology, and Research (ITR) Hub within the Bureau for Development, Democracy, and Innovation (DDI) seeks to develop new partnerships to mobilize private capital for internet connectivity and digital financial services in emerging markets under the Digital Connectivity and Cybersecurity Partnership (DCCP).

**For more Details:** <https://www.grants.gov/web/grants/view-opportunity.html?oppId=337322>



#### 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. UN Women

**Deadline:** 25-Apr-2022

**Grant Size:** \$500,000

**Thematic Area:** Women & Gender

The proposals are now invited for the “Enhancing access to justice for women in Nepal - Phase two” project that aims to enable people-centered and gender-responsive justice by strengthening the capacities of community-based justice actors (duty bearers) and advocacy of grassroots women’s organizations (rights holders). The project has contributed to enhancing access to justice for women in formal and informal systems in ten local government units (LGUs) of Madhes Province and Sudurpaschim Province.

**For more Details:** <https://www.unwomen.org>

#### 5. International Elephant Foundation

**Deadline:** : 29-Apr-2022

**Grant Size:** \$15,000

**Thematic Area:** Animals & Wildlife

The International Elephant Foundation (IEF) is now accepting pre-proposals for 2023 Elephant Conservation and Research Funding Support. IEF recognizes the priorities and objectives for Asian elephant conservation as determined by the 13 Asian range states countries described in the Asian Elephant Ranges States Meeting Final Report including the Jakarta Declaration. Pre-Proposals should specifically target at least one of the areas as African Savannah Elephant, African Forest Elephant, and Asian Elephant.

**For more Details:** <https://elephantconservation.org/pre-proposals-for-2023-elephant-conservation-and-research/>



# 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 **Fundraising for NGOs in 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.

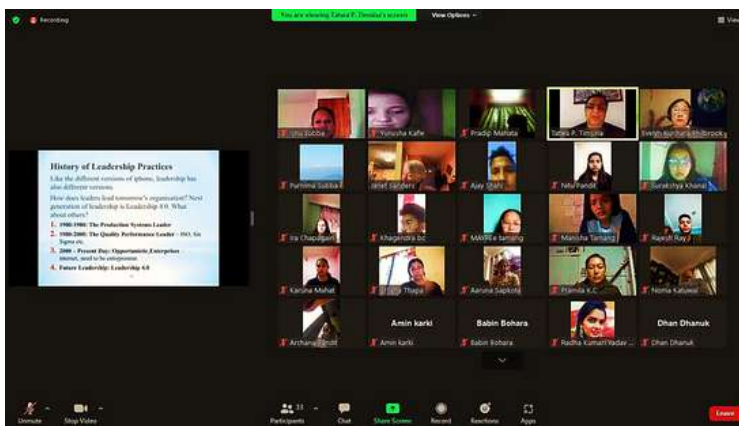
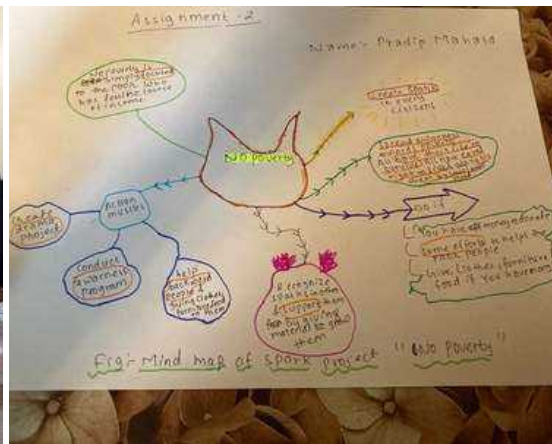
**Email him:** [sharada.dhital@gmail.com](mailto:sharada.dhital@gmail.com)



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

-Hank Rosso, The Fund Raising School

## Fundraising for NGOs Activities in Brief



## FUNDRAISING FOR NGOs IN NEPAL

Koteshwor- 32, Kathmandu Nepal

Phone no: +977-01-5147215 | 9841883077

P.O.BOX No. 20771

[fundraisingforngos@gmail.com](mailto:fundraisingforngos@gmail.com)

[www.fundraisingforngos.com](http://www.fundraisingforngos.com)



## Editorial Board

Ms. Purnima Subba

Ms. Karuna Mahat

Ms. Swikriti Parajuli