



# 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.

**“Fundraising builds possibilities out of generosity”**

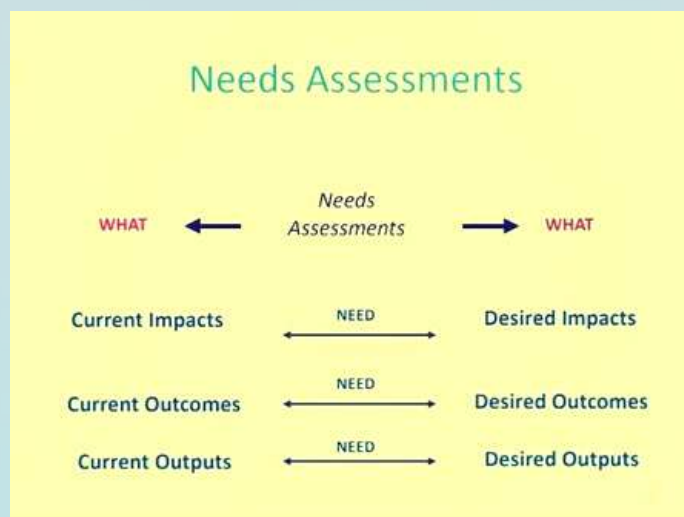
**– Jennifer Betts**



# NEED ASSESSMENT

A needs assessment is a systematic process for identifying and addressing needs, or "gaps" between current conditions and desired conditions or "wants". Need Assessment is considered the first and most important term to be considered during the project proposal development. Needs assessments are only effective when they are ends-focused and provide concrete evidence that can be used to determine which of the possible means-to-the-ends are most effective and efficient in achieving the expected results. However, to assess needs, one must consider that if it is a problem

faced by the community, especially children (boys and girls), youth, men and women, target groups of men and women, or some other specific group of the population like people with special needs or the poorest groups only. Thus, to make it clear we must analyze the problems residing in the targeted community. Therefore, needs assessment becomes critical in the initial phase of the intervention, as it focuses on identifying the possible barriers to successful program intervention in a community and possibly finding solutions to these challenges.



## WHY IS NEED ASSESSMENT IMPORTANT?

Needs assessment plays a vital role in project proposal writing because it helps organizations identify gaps that are preventing them from achieving desired goals. It helps speed up project design and ensures that all necessary information is obtained when the proposal is made. Whether in the context of crisis response or as ongoing planning work during a long-term crisis, there is a need to better assess and monitor the specific situations and conditions faced by the persons of concern that have triggered them. A great needs assessment is the foundation for a successful grant application. To achieve this transition, the objectives and methods must be expanded and used to determine how to reduce the apparent demand gap. These goals pertain to both the outcome of the project, as well as the minor objectives.

## STEPS FOR CONDUCTING NEED ASSESSMENT

- **Plan and design-** This first step of the Need assessment consists of identifying the scope and objectives, engaging with stakeholders, the definition of information needs, logistic operations, designing methodology, tools for data collection, and organizing the analysis.
- **Implement-** The implementation includes collecting all relevant, existing data and reviewing the information provided. To collect data from the field, different steps should be followed such as enumerator training, data collection, and numerator debriefing.
- **Clean and process-** This step of need assessment consist of data entry, data cleaning, and data processing.
- **Analyze-** This step involves summarizing the key observations and findings, comparing results and identifying patterns, interpreting and forecasting developments and potential outcomes as well as ensuring that all data are validated.
- **Share findings-** In this step, a report should be drafted and structured with the assessment objective and information needed in mind.

## SOCIAL ARTISTRY LEADERSHIP

As mentioned in the earlier Reports, ICA Nepal launched Certificate Course on Social Artistry in August 2021 in the memorial of the Late Richard Sims. After the completion of Social Artistry Leadership Training in early April, ICA Nepal along with Kalpa Academy conducted a one-day physical session with all the participants with the main agenda of sharing their respective updates on the Spark Project. The session was attended by all the participants along with the facilitators as Mr. Amba Datta Bhatta, Ms. Ishu Subba, Ms. Pramila KC, and Er. Ravi Khanal. The third session on Social Artistry Leadership was participated by 35 youths from diverse geography and background. Every participant shared their remarkable start-off and efforts as well as their desire to sustain the Project.



## MENSTRUATION HYGIENE DAY

On the 27th of May 2022, ICA Nepal was pleased to attend and participate in the national celebration of Menstruation Hygiene Day. As World Menstrual Hygiene Day is celebrated on 28th May every year, the national event was hosted by the Ministry of Education in collaboration with MHM Partners' Alliance (MHM PA). The national slogan of this year's celebration is dedicated to the national initiatives around education in schools and thus the slogan is decided as '#WeAreCommitted: Dignified Menstruation in Schools'. Likewise, internationally the theme for World Menstrual Hygiene Day was 'Making Menstruation A Normal Fact of Life by 2030'.



The key objectives of the MH Day celebration were to raise awareness, break the silence, launch policy dialogue, national and global knowledge sharing, increase the responsibilities of the duty bearers, and trigger advocacy around menstruation.



As Nepal is a Hindu ethnic country where the majority of people regard menstruation as a curse and impurity, the awareness session played a huge role in the society. Almost 100 people were present at the session mostly ranging from the age group 20 to 45. The equal participation from both male and female participants made the session very interesting and knowledgeable.

First, the event took off by setting beautiful stalls by different organizations based on Menstrual Hygiene. Everyone seemed very ecstatic to have been able to attend the session and expand their network well. ICA Nepal also placed stalls featuring the Sanitary Napkins made from Changunarayan, Sindhupalchowk, and Parbat, along with some awareness-raising brochures, pamphlets, and posters. Different other organizations also showcased their Sanitary Napkins, Reusable pads, Calendar, Period Tracer bracelets, and some important research on Sanitary Napkins that are available locally.

The session included two panel discussions, a live concert, a screening of documentaries, and an exhibition. The event had two high-level panel discussions on the topics “Formal education on menstruation”, and “Quality, availability, affordability, and disposal (QAAD) of menstrual products.” The event also included a fair and exhibition, where MHMPA member organizations showcased their work on menstrual health. Furthermore, there was a film screening hall, where members of the alliance screened various audio-visual contributions, demonstrating the reality of life during menstruation for girls and women in Nepal in all its dimensions.

Lastly, the event ended with some relevant dramas and storytelling based on our Hindu society. Some of the women, both elderly and young, shared their experiences regarding the notion and how they have been fighting battles every month.



Some of the boys shared their experiences about what they do when their sisters, mothers, or other women around them are menstruating and how the proper education on Menstruation has enabled them to help their close ones.

## LEARNING SESSION

### EVERY SATURDAY LEARNING SATURDAY

ICA Nepal in collaboration with Digital Media Group has been organizing different Classified Talk shows from experts on diverse topics such as Fundraising and Development, Ph.D., Imagine Nepal, and ISO Certification. Due to the local election held a session on Talk on Implementation of ISO Standards in Nepal which was facilitated by Ms. Enusha Khadka and Ms. Ishu 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 skills each Saturday with ICA from all around Nepal. The experts and facilitators provide excellent insights to the participants. Additionally, we also express our gratitude to the experts through our Certificate of Appreciation.

In late June, a webinar session on Participatory Strategic Planning (PSP) (With a Focus on Fundraising) will be held by ICA Nepal in partnership with ICA India.)

## PEER TO PEER MEETING



ICA Nepal team went to Bangladesh to facilitate Fundraising for NGOs - Enabling Organizations in a Fundraising initiative to the team of ICA Bangladesh.



## TRAINING ON LEADERSHIP, MANAGEMENT, AND GOVERNANCE WITH FUNDRAISING AND PROJECT PROPOSAL DEVELOPMENT WITH ICA BANGLADESH



# FUNDING INFORMATION OF THE MONTH

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

## 1. World Food Programme

**Deadline:** 26-Jun-2022

**Grant Size:** 26-Jun-2022

**Thematic Area:** Poverty Alleviation,  
Community Development



Apply for the 2022 World Food Programme (WFP) Global Innovation Challenge for Zero Hunger to receive up to the US \$100,000 in equity-free funding, mentorship, and access to the world's largest humanitarian organization. This year's WFP Innovation Challenge seeks disruptive innovations that strengthen climate change adaptation in food systems and enable greater community resilience.

**For more Details:** <https://innovation.wfp.org/apply>

## 2. National Institute for Health and Care Research

**Deadline:** 29-Jun-2022

**Grant Size:** £3 million

**Thematic Area:** Health

The NIHR is seeking applications for the Research and Innovation for Global Health Transformation (RIGHT) program to support targeted research to strengthen health service delivery and resilience in LMICs in the context of extreme weather events. In order to achieve the aims outlined above, the NIHR is seeking applications to RIGHT Call 5 for programs of applied health research that can strengthen health service delivery and resilience in LMICs in the context of extreme weather events caused by the changing climate.

**For more Details:** [https://www.nihr.ac.uk/funding/research-and-innovation-for-global-health-transformation-call-5/30022?utm\\_source=partner&utm\\_medium=email&utm\\_campaign=right5](https://www.nihr.ac.uk/funding/research-and-innovation-for-global-health-transformation-call-5/30022?utm_source=partner&utm_medium=email&utm_campaign=right5)

## 3. Solve MIT

**Deadline:** 29-Jun-2022

**Grant Size:** \$150,000

**Thematic Area:** Health, Technology

The nominations are now open for the Horizon Prize to seek technology-based solutions that improve the quality of life of people who have been diagnosed with a rare disease. Technology can be a powerful tool for optimizing the well-being of people living with rare diseases. Educational tools can help patients better understand their diagnosis, and peer support networks can address the isolation that can accompany such knowledge. For health care providers, using technology can support clinical decision-making to serve their patients more effectively.

**For more Details:** <https://solve.mit.edu/challenges/horizon-prize-2022>

#### 4. .ORG Impact Awards

**Deadline:** 29-Jun-2022

**Grant Size:** \$35,000

**Thematic Area:** Community Development

The nominations are now open for the .ORG Impact Awards, a global awards program hosted by the Public Interest Registry to recognize and celebrate individuals and organizations that have a connection to a registered. The .ORG Impact Awards celebrate purpose-driven achievements of members of the .ORG Community. Their great work will be reviewed by an esteemed judging panel composed of leaders in the Internet, nonprofit, and marketing sectors.

**For more Details:** <https://orgimpactawards.org/>

#### 5. Wild Animal Initiative

**Deadline:** 30-Jun-2022

**Grant Size:** \$2,000 to \$30,000

**Thematic Area:** Animals & Wildlife, Environment

The Wild Animal Initiative is pleased to launch the Small Grants Program to empower wild animal welfare researchers to explore topics neglected by other funders. They support research that advances their understanding of the fundamental concepts, novel methods, and preliminary interventions that will most rapidly accelerate progress in the field.

**For more Details:** <https://www.wildanimalinitiative.org/cfp-april-2022>

#### 6. Asia Pacific Forum on Women, Law, and Development (APWLD)

**Deadline:** 31-May-2022

**Grant Size:** \$50,000

**Thematic Area:** Democracy & Good Governance, Peace, Human Rights

The Asia Pacific Forum on Women, Law, and Development (APWLD) is inviting women's rights and feminist organizations in the region to apply the Sub-grant for National Monitoring of the Sustainable Development Goals and Development Justice 2022-2023. Through this program, APWLD has built capacity and provided resources and tools to national and local feminist and women's rights organizations to produce their own analysis, critique, and provide recommendations on their government's commitments and implementations of the SDGs using the Development Justice model. The program also provides organizations with an opportunity to influence the national and local policies and framework for the SDGs implementations and to be part of larger and stronger local, regional and global movements of feminists and peoples' organizations and networks working to achieve Development Justice.

**For more Details:** <https://apwld.org/call-for-applications-apwld-sub-grant-fdj-2022-2023/>

# TYPES OF FUNDRAISING

Over the years, there have been many practices regarding 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 than 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, and 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 for 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 **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  
For NGOs**  
[www.fundraisingformgos.com](http://www.fundraisingformgos.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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