



FUNDRAISING VOICE



ICA/IIQA Newsletter of Fundraising for NGOs in Nepal

OCTOBER, 2022 | ISSUE 23

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.

**“When we give cheerfully and accept gratefully,
everyone is blessed”**

— Maya Angelou



What is 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 the 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 reduce pollution, greenhouse gas emissions, and water consumption and increase 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.

Project Proposal Writing and Fundraising Training

ICA Nepal has coordinated In Country Fundraising Stream, to be aware of how the fundraising apparatus works, and 11 organizations participated in this initiation. In this context, ICA Nepal conducted a three-day training on Project Proposal Writing and Fundraising from 1st to 3rd September 2022.

ICA Nepal provides training for members from different African countries such as Togo, Kenya, Uganda, Zambia, Tanzania, and other countries such as Bangladesh, India, and Nepal. This is one platform for learning about the process and techniques to write an effective proposal. This training was designed to provide ideas for effective pitching, donor research, and fundraising. The fundamental objective of this program was to improve the capacity of ICAs and other organizations in developing countries to raise funds both domestically and abroad. ICA Nepal shared awareness on how this mechanism works as Nepal has been working in the program “Fundraising for NGOs in Nepal”. Further plan was also decided on this vary meeting. Project proposal writing and fundraising training was scheduled for September 1 - 3, 2022.



Handover Ceremony of New School Building Supported by ICA Nepal

The official handover ceremony of the new school building for Shree Jalpa Devi Basic School, located in Makalu Barun Rural Municipality, a mountainous village in the Sankhuwasabha district was held on 16 September 2022. The school building construction was supported by the Institute of Cultural Affairs (ICA) Nepal with financial support from the late Ms. Stella Park and Shema Foundation through the Korea Hope Foundation. The local implementing partner was NPO Volunteer Social Service. Korea Hope Foundation, ICA Nepal, and local partner NPO Volunteer Social Service visited Sankhuwasabha for the project Termination. It was unbelievable to each member of this project to accept the fact that the main donor Ms. Stella Park, who had been supporting the project ever since its initiation passed away just a few days before the inauguration ceremony of the new building.



It was an irony that the funeral took place on the same day as the inauguration ceremony. It seemed as though she was living just to make this effort a tremendous success. The team in Nepal prayed for her serene and tranquil soul to rest in heaven while she was taken for her funeral service in her homeland.



Being a part of The Himalayan Vegan Festival 2022

The Himalayan Vegan Festival 2022 was held on 15-20 September 2022. It was the biggest and first Himalayan Vegan Festival all over the south Asian Countries and is also known as a carbon Neutral Event. The Himalayan Vegan Festival will last for 6 days and start in Kathmandu, Nepal on the 15th, 16th & 17th of September 2022 and continue from the 18th, 19th & 20th in Pokhara, Nepal. In addition, they had a pre-festival event called Climate Change, Conservation, a Plant-Based Diet, and Buddhism in the 21st century at the birthplace of the Buddha in Lumbini, Nepal on the 13th & 14th of September.



Promotion of STEM Education

ICA Nepal is actively involved in promoting an integrated approach to science, technology, engineering, and mathematics in schools and among youth in Nepal. From this perspective, ICA Nepal in coordination with Rotract club has facilitated the promotion of STEM Education in Adarsha Kanya Niketan Secondary School in Patan, Lalitpur. One of the students was very grateful for this training and looks forward to more exciting training related to STEM in the upcoming days. In addition, it is working with like-minded organizations to make access to STEM kits to the children where they can have hands-on education.



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, and 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

CHALLENGES OF FUNDRAISING

Fundraising is the process of seeking and gathering financial contributions by engaging individuals, businesses, charitable foundations, or governmental agencies. In the process of fundraising, organizations experience several challenges. Some of the fundraising challenges include:

- **Building Trust:** One of the biggest factors that affect charitable giving is trust from the public. Donors focus on the few organizations that fail, typically revolving around poor leadership. As a result, they are separated from charitable donations. If an organization fails, many believe that not all organizations can be trusted.
- **Relying solely on donations:** Different NPOs worldwide tend to rely solely on individual donations or the same donors which makes them on the verge of extinction. Most of them believe that the organization can only sustain itself from donations rather than self-funding but the key is to diversify income streams.
- **Giving is Inconvenient:** If you want to boost donations through the individual organization, any NPO needs to make it as simple as possible. Using contactless donation options, donors are more likely to give and do so regularly. Plus, they can give at any time, without having to be at an event. With modern donation platforms, you can make it easy for donors to give online, through your website, through social media, and in other creative ways. To reach donors, you need to connect with them and where they are at
- **Not offering something in return:** If you want to boost donations through the individual organization, any NPO needs to make it as simple as possible. Using contactless donation options, donors are more likely to give and do so regularly. Plus, they can give at any time, without having to be at an event. With modern donation platforms, you can make it easy for donors to give online, through your website, through social media, and in other creative ways. To reach donors, you need to connect with them and where they are at.
- **Disconnected with donors:** Donors want to be a part of the story. They hate to give, never knowing where their money was used or how it made an impact. The most effective organizations invite their donors into the story. This can be as simple as providing regular updates via email or social media on the work they are doing and the lives being impacted or it could be inviting volunteers to serve alongside you, partnering hand and foot in the work you are doing. If you are looking for recurring donations, then you need to engage your donors regularly, not always asking for money.
- **Finding Ambassadors:** Another way to overcome reliance on individual donations is by implementing an ambassador program, or a peer-to-peer donation program. Rather than having individuals donate directly to your organization, you enlist ambassadors. They create their campaign to raise awareness for the social issues they are working to solve. As a result, they reach new donors who give to their campaign, which ultimately raises funds for your organization. Finding passionate ambassadors who share the same vision as you can be the key to expanding your reach.

Funding Information of the month

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

Climate & Clean Air Coalition

Deadline: 26-Oct-2022

Grant Size: \$7 million

Thematic Area: Waste Management

The Climate & Clean Air Coalition (CCAC) is accepting proposals for its Transformative Action in the Waste Sector to reduce methane emissions to a level consistent with a 1.5°C pathway by 2030 and to eliminate the open burning of waste, at the household and municipal scale. This call for proposals is seeking projects that help drive transformative action in the sector and support the achievement of the CCAC's goals. Only not-for-profit organizations (NGOs, IGOs) and governments can apply.

For more Details: <https://www.ccacoalition.org/en/content/transformative-action-waste-sector-wst-22-001>

The Equality Fund

Deadline: 24-Oct-2022

Grant Size: \$250,000

Thematic Area: Education

UBS Optimus Foundation is therefore working with Convergence to launch this Tertiary Education Financing Prize to identify successful student financing solutions that can help more young people

enter tertiary education, and thereby drive improved education outcomes as well as increased youth employment. Education has long been recognized as a driver of multiple development benefits including reduced poverty, improved health, increased gender equality, and greater peace and stability. Tertiary education, including higher education and vocational training, in particular, delivers societal as well as individual benefits, such as inclusive growth, increased employment, higher tax revenues and greater resilience to economic shocks.\

For more details: <https://www.convergence.finance/design-funding/openwindow/education-financing-prize>

Journalismfund.eu

Deadline: 16-Mar-2023

Grant Size: €80.000

Thematic Area: Media & Technology

Journalismfund.eu is offering grants under "Modern Slavery Unveiled Grant" to enable independent journalistic investigations into the exploitation of Asian victims of human trafficking

and forced labour in Europe. Cross-border teams of professional journalists can apply for a grant to cover working time and/or expenses to investigate, document and expose aspects and cases of forced labour, cross-continental trafficking and other issues related to the exploitation of Asian victims in Europe. Next to a grant, teams can also apply for a mentor to provide assistance with either the focus of the investigation or the need for competences in a specific skill.

For more Details: <https://www.journalismfund.eu/modern-slavery-unveiled>

International Peace Research Association Foundation (IPRAF)

Deadline: 31-Oct-2022

Grant Size: N/A

Thematic Area: Peace and Justice

The International Peace Research Association (IPRA), the world's largest body of peace researchers, professors, students and community-based practitioners, invites your proposals for its 29th biennial conference, to be held in Trinidad and Tobago, mid-May 2023. The conference, "Rooted Futures: Visions of Peace and Justice," will bring communities of academics, activists and artists together to reflect on the past, present, and future of peace and justice praxis. IPRA invites participants to reflect on building futures rooted in the lessons of the past. As the Māori proverb, Hoki whakamuri kia anga whakamua, suggests, we must walk backward into the future.

For more details: <https://www.ipra2023.org/call-for-proposals>

CISCO

Deadline: Ongoing

Grant Size: \$75,000

Thematic Area: Other

Cisco welcomes applications for Global Impact Cash Grants from community partners around the world who share their vision and offer an innovative approach to a critical social challenge. Global Impact Cash Grants go to nonprofits and non-governmental organizations (NGOs) that address a significant social problem. They're looking for programs that fit within their investment areas, serve the underserved, and leverage technology to improve the reach and efficiency of services. They accept applications year-round from eligible organizations.

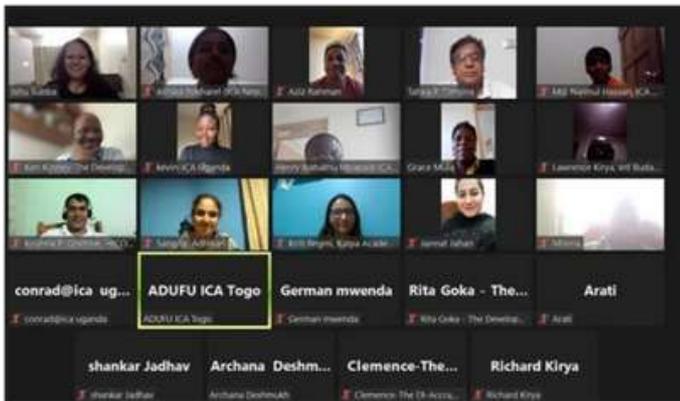
For more details:

<https://www.cisco.com/c/en/us/about/csr/community/nonprofits/global-impact-cash-grants.html>

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

-Hank Rosso, The Fund Raising School

Fundraising for NGOs Activities in Pictorial Form



FUNDRAISING FOR NGOs IN NEPAL

Koteshwor- 32, Kathmandu Nepal
Phone no: +977-01-5147215 | 9869664773
P.O.BOX No. 20771
fundraisingforngos@gmail.com
www.fundraisingforngos.com

Advisor

Prof. Dr. Tatwa P. Timsina
Ms. Ishu Subba

Editorial Board

Ms. Purnima Subba
Ms. Karuna Mahat