



FUNDRAISING VOICE



ICA/IIQA Newsletter of Fundraising for NGOs in Nepal

OCTOBER, 2023 | 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.

“Giving is not just about making a donation. It is about making a difference.”

- Kathy Calvin



Successful Fundraising Story

Single Use Plastic Free School

The Environment Team of ICA Nepal received a Global Seed Grant funded by the Korea SHE Foundation.

An Eco Club was established at New Vision Academy after a workshop on Plastic Free School on 3rd October 2023, led by the ICA Nepal Environment Team. The program, facilitated by Ms. Swikriti Parajuli, Ms. Rojina Acharya, and Ms. Karuna Mahat, with technical support from team members Anita Gurung, and Ms. Samjhana Shahi, involved 33 grade nine students aged 13-16.

The program emphasized on adopting plastic alternatives, minimizing single-use plastic, and highlighting the history and disadvantages of plastic pollution along with its consumption and degradation pattern across the globe. The program highlighted the behavior pattern and commitment adherence after the workshop.

The workshop on Plastic Free School has empowered and made students aware of plastic pollution from the root level. During the program, the students participated in the Quiz Competition related to the Environment and got prizes as well. Further, highlighting the Green School Guidelines designed by the Ministry of Education Science and Technology, Nepal in 2018, an Eco-Club was Formed. The club's mission statement is Plastic Free School, and its members were elected in the presence of the school committee.

The Eco Club received three types of dustbins for waste segregation and management, along with a Single Use Plastic Free Zone Sign. The club will conduct environmental-related programs on school premises, focusing on knowledge transfer and awareness sessions for junior students. The students are eager to act as primary activists, raising awareness about plastic pollution and minimizing single-use plastic. The students and teachers' group expressed their gratitude for the session and their excitement for leveraging positive change. Students are now eager to join hands to develop plastic-free schools and curb plastic pollution.



School Effectiveness: Building Classroom as a Community

On 30 Sep 2023 and 07 Nov 2023, ICA Nepal cooperation with Gathering Inc. organized two separate training on School Effectiveness: Building Classroom as a Community, targeting schools teachers from two schools of Kathmandu namely Kali Devi Secondary School (Tarkeshwor) and Arunodaya Secondary School (Gokarneshwor). There were 25 teachers from each school. The training emphasized the need of skillful teachers to cater quality education.

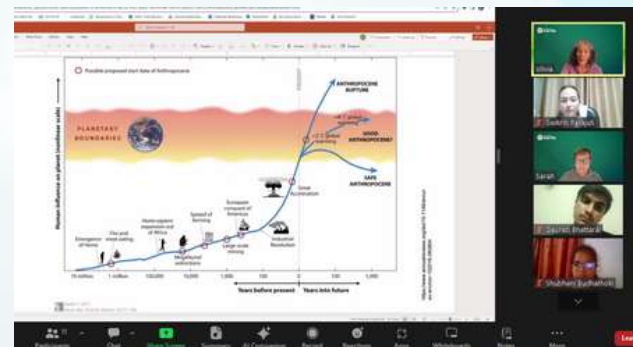
Prof. Tatwa P. Timsina, Ms. Ishu Subba, Pramila KC, and Prakash Dhakal from ICA Nepal, and Prof. Loren Weybright and Deepak Adhikari from Rotary Club took part as the trainers of the program. During the training, the trainers covered various issues related to school effectiveness such as teachers' leadership, school vision and mission, coordination and cooperation, school and classroom environment, monitoring and feedback system, community participation, etc. ICA Nepal has been involved in the promotion of school effectiveness since its inception in 1998.

The trainers also emphasized on the judicious use of social networking which has become one of the major issues in various schools. Students should be encouraged not to misuse the social networking. The trainers also highlighted the importance of social artistry leadership and compassionate civilization. ICA Nepal is planning similar programs in various other public schools in Nepal.



Partnership Beyond Borders

ICA Nepal in coordination with Common Earth, Canada has been conducting a Youth Course on Climate Crisis. The Youth course is a 20-week virtual program that includes themes such as Climate Crisis, Systems Thinking, The Journey of the Universe, The Human Experience, and The Wisdom of Nature. The committed youths have joined together on a journey of reflection, and insight to leverage positive environmental change for every generation.



Envisioning Nepal for the 21st Century



ENVISIONING NEPAL FOR THE 21ST CENTURY
MONTHLY TALK SERIES

वैचारिक सङ्कटको बादलमुनी प्रशंसनीय खोजको अभ्यास
Practicing Appreciative Inquiry Under the Clouds of Ideological Crisis

Date | Time: 6 October 2023, Friday | 3 - 5 PM
Venue: SAP Falcha Babarmahal, Kathmandu

Organised by: 

CONTACT
Tel: 015147215 | 9841883077 | 9741882342
ica.nepal@gmail.com

Supported by: 

Dr. Saroj Dhital is a well known surgeon by profession and a writer, a columnist, a poet, a translator, and a Founder/Teacher of different institutions.

FFN has been supporting Imagine Nepal to conduct a Monthly Talk Series on the first Friday of every month. In October, FFN collaborated to conduct the session on Practicing Appreciative Inquiry Under the Clouds of Ideological Crisis/ वैचारिक सङ्कटको बादलमुनी प्रशंसनीय खोजको अभ्यास" by Dr. Saroj Dhital. This initiative also aims at youths to promote and share INNOVATION and START-UP Ideas and get support for their Dream Projects. The program consists of a series of sharing sessions, talk shows as well and dialog discussions for the future.

Festive Greeting

२०८० को
तिहार तथा छठ पर्व
मंगलमय
शुभकामना



 **Fundraising For NGOs**

Opportunity for Participation

The Institute of Cultural Affairs invites interested organizations and individuals to attend the Asia Pacific Regional Seminar on Participatory Engagement from 5 - 7 Dec. 2023 in Pune, India.



THE INSTITUTE OF CULTURAL AFFAIRS



Asia Pacific Regional Seminar on Participatory Engagement Pune, India, 5 - 7 Dec., 2023

Members of ICA, I/NGOs, Organizations and Individuals are invited to join us. We will be exploring on the following themes:

- Theme 1: Environment & Climate Change
- Theme 2: Youth as Facilitative Leadership
- Theme 3: Community Development
- Theme 4: Participatory Leadership & Management

KEY EVENTS

- 3 - 4 Dec. 2023 - Regional ICA Meeting (only for ICA people)
- 5 - 6 Dec. 2023 - Regional Seminar on Participatory Engagement (Including a one-day study tour)
- 7 - 11 Dec. 2023 - Training

- Participatory Strategic Planning
- Facilitative Client Collaboration
- Meeting that works/Face- face Meeting

Organized by ICA India in association with ICA Nepal.

Venue: Talegaon, Pune, India

+91 7558590106 | +91 9422502082
icaindia22@gmail.com

Learn More about Fundraising Terms

Fundraising Audit

A fundraising audit is a review of the functions and factors that may be impacting your ability to raise funds and gives you an overall evaluation of your organizational health and the environment including staff capability, computerization levels, and potential sources of funding in which you operate. The audit helps you identify the problematic internal and external factors and build plans to address them so your organization can resume fundraising well and plan for growth.



A nonprofit organization's fundraising team can achieve great things when functioning properly. If there are any kinks, conducting a fundraising audit can help identify and address these issues.

Organizations perform a fundraising audit to comprehensively assess the status of their current fundraising efforts, to identify strengths and weaknesses, and to seek out areas for growth. Many organizations consider conducting a fundraising audit during times of transition and change - like changes in leadership, when you experience big changes in revenue numbers - and in preparation for strategic planning or future-oriented work. It can help you make decisions, such as whether to develop a new aspect of fundraising or change the way you currently work.

Audits are generally conducted by outside consultants or volunteers to provide an objective overview of current efforts. Established organizations with larger budgets hire CPAs or financial consultants, while smaller organizations with smaller budgets may seek fundraising experts, volunteer, or swap feedback with another organization.

To get started with a fundraising audit, ask these three questions to guide your framework. Where are we now? Where do we want to be? How are we going to get there?

A fundraising audit involves analyzing macro components. A PEST analysis - Political, Environmental, Societal, Technological - is a great first step to compare your performance with competitors, focusing on financial performance, objectives, and strategies. Market factors like stock market performance, political climate, and donations' influencing factors are also considered. Supporters' feedback on engagement and future perspectives is also gathered to make informed decisions about fundraising efforts.

To analyze your internal environment, assess revenue, costs, impact outcomes, and success in addressing donor segments. Review fundraising processes to identify under-resourced or over-investing areas. Examine your organization structure and fundraising operation for optimal functioning. Use the traditional SWOT analysis to identify strengths, weaknesses, opportunities, and threats for your organization and fundraising program.

Mission, Vision, Values

Before analyzing fundraising, it's crucial to understand the organization's or individual's goals. A clear audit and fundraising plan are not enough if there's no clear vision, plan, and values. It's essential to have a clear sense of what you do now (your mission), what you are trying to achieve (your vision), how you'll get there (your plan), and what will guide you along the way (your values). Ensure the organization is fit for purpose and can make a strong case for support. To initiate an audit, a clear mission, vision, plan, and values are essential for a successful fundraising endeavor.

Fundraising audits cover a lot of ground, in order to give you a rounded view of your operation, including:

- Your overall fundraising strategy (history of fundraising/ is it fit for purpose?)
- where you are now (current context)
- Your case for support (is it effective and how can it be strengthened?)
- Your prospect research (how productive is it and how could it be improved?)
- Your recent results (how are you faring compared to sector norms?)
- what others are doing around you (comparison with how others in your sector or field are performing)
- Donor acquisition and development (how cost-effective is it?)
- Your fundraising materials (are they effective and how could they be improved?)
- Your web and social media presence (are you maximizing their potential for fundraising?)
- The costs of your fundraising operations (and how do they compare to your results?)
- The skills and experience in your team (where are the gaps and what training may be needed?)
- What is the future income potential for your charity and how do you know? (what you'll need to help you get there- people, £ and tools)
- where you are heading and how you'll get there (what you want to achieve next- fundraising route map)

Benefits

No matter the size or age of your organization, the process provides some key benefits:

- Weaknesses or gaps in revenue generation and sustainability can be identified and addressed
- Resulting goals and objectives can help guide the organization toward greater sustainability and fundraising success
- Board and staff can gain greater insight and confidence in the organization's financial management, as well as their role in raising funds
- Funders can be better informed regarding the organization's revenue potential and strategy
- After completing a fundraising audit, organizations can utilize the report to build a revenue plan for their development program, identify areas for improvement, build upon strengths, understand weaknesses, and identify growth opportunities for future growth.

This service is useful for revising fundraising strategies and requiring objective external input. It's particularly relevant for long-term team members needing an independent view or fresh ideas. A full fundraising audit is recommended every five years to ensure the charity is effectively focusing on its best opportunities.

Funding Information of the Month

We, Fundraising for NGOs in Nepal have been compiling and providing funding information for NGOs both locally and internationally, and here is some of the best and most selective funding information of September 2023, you wished to know sooner:

Wildlife Acoustics

Deadline: 15-Nov-2023

Grant Size: \$12,000

Thematic Area: Animals & Wildlife, Conservation, Environment



Wildlife Acoustics is offering a grant program to support the advancement of wildlife research, habitat monitoring, and environmental conservation. The quarterly grant program provides scientists with bioacoustics research tools to further their study of bats, birds, amphibians, and other vocal wildlife. The Grant Types are Standard Product Grant and Kaleidoscope Pro-Only Grant.

For more Details: <https://www.wildlifeacoustics.com/grant-program>

Meta

Deadline: 15-Nov-2023

Grant Size: \$500,000

Thematic Area: Education, Environment, Sustainable Development

Meta is offering Impact Grants to identify and support the most compelling applications of Llama 2 for societal benefit. They hope to shape compelling use cases that bridge technical and non-technical communities, and build community that encourages adoption of open-source large language models across the globe, at local and at national levels. They recognize that global challenges are complex and nuanced. That is why they are structuring this program around three different tracks as Education, Environment and Open Technology.

For more details: <https://ai.meta.com/llama/llama-impact-grants/>

The Lung Ambition Alliance

Deadline: 15-Nov-2023

Grant Size: \$15,000 to \$75,000

Thematic Area: Cancer, Health

The Lung Ambition Alliance invites local patient organizations around the world to develop and submit pilot projects that can potentially transform patient care and improve survival at the local level. The projects supported by the fund will help change the pace of progress in lung cancer survival, contributing to the goals of the Lung Ambition Alliance to improve 5-year survival rates and eliminate lung cancer as a leading cause of death. This year, they are excited to include projects related to small-cell lung cancer (SCLC) within the broader grant program.

For more Details: <https://www.lungambitionalliance.com>

United Nations Office for Project Services(UNOPS)

Deadline: 16-Nov-2023

Grant Size: \$20,000

Thematic Area: Climate Change, Environment, Energy

The Initiative for Climate Action Transparency (ICAT), managed by UNOPS on behalf of the Donor Steering Committee (DSC), has announced a call for proposals to improve introductory guide for the ICAT Series of Policy Assessment Guides and update Renewable Energy Guide. The ICAT series of 10 policy assessment guides provide a stepwise and integrated approach for estimating the greenhouse gas, sustainable development and transformational impacts of countries' climate policies and actions. The expected duration of the grant/funding is 12-15 months.

For more details: <https://www.ungm.org/Public/Notice/218077>

World Anti-Doping Agency (WADA)

Deadline: 20-Nov-2023

Grant Size: \$20,000 to \$150,000

Thematic Area: Research, Social Sciences, Environment

The World Anti-Doping Agency (WADA) is pleased to launch a call for proposals for its 2024 Social Science Research Grant Program (Grant Program). As part of WADA's 2020-2024 Social Science Research Strategy – which aims to support WADA's 2020-2024 Strategic Plan by focusing on impactful research – WADA's Education Committee oversees the Agency's Social Science Research for anti-doping, including the work undertaken by WADA's Social Science Research Expert Advisory Group (SSREAG).

For more details: <https://www.wada-ama.org/en/news/wada-launches-call-proposals-2024-social-science-research-grant-program>

Water Research Foundation

Deadline: 21-Nov-2023

Grant Size: \$250,000

Thematic Area: Water, Science

The Water Research Foundation (WRF) is requesting proposals for unlocking the advantages of internally stored carbon for nutrient removal project. Project Objectives consists to identify knowledge gaps and advance fundamental scientific knowledge related to biological nutrient removal (BNR) driven by internally stored carbon and synthesize findings into an application guidance document for design and operations.

For more details: https://www.waterrf.org/sites/default/files/file/2023-09/RFP_5245.pdf

Effective Online Fundraising Ideas

Online fundraising is the strategies and platforms nonprofits use to raise money via the Internet. Online fundraising allows organizations to a wider audience and endless opportunities to raise funds. Online fundraising gives NGOs new ways to raise money for their missions from people all over the world since it enhances connectivity over a wider geographic area. Supporters can donate to your cause at any time, anywhere, by using their computers, tablets, or mobile phones through online fundraising. Some effective online fundraising strategies for your nonprofit include:



1. Online donation pages

Online donation pages are crucial for effective online fundraising strategies. They should be easily accessible on the organization's website, with links within the main navigation or buttons above the fold. Embedding the page onto the website maintains supporter engagement and establishes trust with donors, ensuring consistent online branding.

2. Peer-to-peer fundraising

Social fundraising allows nonprofits to raise funds on behalf of their mission. Leverage peer-to-peer fundraising software to develop a primary online campaign page, and encourage supporters to create their own pages. To maximize the benefits, show appreciation for volunteers who raise funds, as they are champions for your cause.

3. Crowdfunding

Crowdfunding is an online fundraising strategy that allows organizations to collect small donations from a broad audience, resulting in a significant impact. By designing a crowdfunding campaign page and encouraging supporters to spread the word, these campaigns often gain traction on social media, as they are shared with their network of friends and family.

4. Text-to-give

Text-to-give fundraising campaigns enable supporters to donate directly from their smartphones, using a keyphrase and completing gifts via the Internet. This method is ideal for events, allowing supporters to continue giving during events, and can be easily communicated through loudspeakers or event signage.

5. Virtual event

Virtual events are online fundraising opportunities, often using live-streaming platforms. They can include online auctions, concerts, trivia nights, classes, workshops, talent shows, and comedy events. Online fundraising software allows supporters to contribute and provide event information, allowing for proper event capacity planning.

6. Social media contest/challenge

To engage social media followers, consider hosting contests or challenges. For instance, host a photography contest and choose the winning photo based on likes. Or, challenge followers to complete a goal, such as walking 10,000 steps daily or sharing acts of kindness. Encourage donations by asking participants to donate or share a link.

7. Email campaign

Email is an effective way to communicate with supporters and share information about your organization's mission. Segment supporters into groups based on shared traits, such as new, long-time, prospective, and lapsed donors, and create content that appeals to each group. Use email best practices, including brief subject lines, personalization, and links to your website, to make your emails stand out.

8. Matching gifts

Matching gifts is a valuable fundraising method that allows supporters to give more than expected. Employers match employee donations to eligible nonprofits, but they're often overlooked. Around 65% of Fortune 500 companies offer matching gift programs, but many are unaware of eligibility. Nonprofits can encourage this by including a matching gift database search tool.

9. Giving Tuesday campaign

Giving Tuesday, a global fundraising event held after Thanksgiving each year in the U.S., totaled \$3.1 billion in giving in 2022. Nonprofits can host campaigns on this day, setting goals, creating landing pages, and sharing fundraising thermometers on social media to illustrate progress and depict the journey to reaching their goals.

10. Giving Day campaign

Giving Tuesday isn't the only way to host a fundraising event for your nonprofit. Consider hosting a giving day on a meaningful day, like your founding date. Share your campaign goal, allow people to give from anywhere, and invite supporters to attend virtual or in-person events. Follow up with all supporters about the campaign's impact.

11. Pledge drives

Pledge drives are a popular strategy during the crisis to encourage supporters to donate to a nonprofit. Online pledge campaigns can be set up to garner support and encourage involvement in campaign issues. It's crucial to follow up with pledge supporters after the campaign to ensure they follow through with their promised gift and make it easy for them to contribute directly online.

12. Corporate partnership

Nonprofits can engage with corporate partners through various methods, such as sponsoring virtual events, donating a portion of sales to the mission, sharing campaign posts on social media, or donating items to online auctions. In return, corporate partners receive publicity and a positive image boost. Thanking them by name can further enhance these benefits.

Online fundraising is crucial for nonprofits as it allows them to reach more people in a convenient and safe way. However, it's not a one-time strategy. To maximize the benefits of online fundraising, nonprofits should follow best practices and incorporate these ideas into their strategy.

Source: kindful

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. Swikriti Parajuli