

CS4ME

CIVIL SOCIETY FOR MALARIA ELIMINATION

Resource Mobilisation Training for CS4ME members 26-27 January 2023

Organized by



Objectives



Content

26 January 9.00-12.00- 27 January 9.00-12.00-

Resource mobilisation training - Participants will learn how to:

1. Understand different types of funding available and how they can adapt this information to their country context
2. Understand the minimum requirements to submit a proposal
3. Deliver an “elevator pitch” of their project idea
4. Learn about different kind of potential donors
5. Use a template to write a simple funding proposal
6. Develop a project report.

Agenda

DAY 1 - 26 January 2023

9.00-9.30

- Welcome by Olivia Ngou
- Introduction by consultant and participants

- **10.30-12.00 (with one break)**

- Introduction Objectives of the day by Mariangela Bavicchi
 - Global Giving 2021
 - Global Resources for malaria
 - Key malaria donors - Discussion
 - Develop a Fundraising Plan
 - Develop an “Elevator Pitch”
- *On the first day, participants will be provided with information to develop an elevator pitch.*

Agenda

9.00-9.30

- Welcome
- Summary of previous day training

9.30- 10-00

- Discussion on elevator pitch

11.00-12.00 (with one break)

- Fundraising proposal
- Common challenges faced by CSOs (discussion)
- Foundations
- Corporate Fundraising
- Discussion on fundraising with Foundations and Private Sector
- Fundraising Campaigns
- Raising Funds from Individuals
- Project report
- *Participants will be provided with forms to develop a project proposal and a project report.*



Ground Rules

- Online training offered toparticipants
- The training will be held in English and French translation for 5 hours each day will be offered and organized by CS4ME
- Questions can be answered in English and French
- **Participate and ask questions**

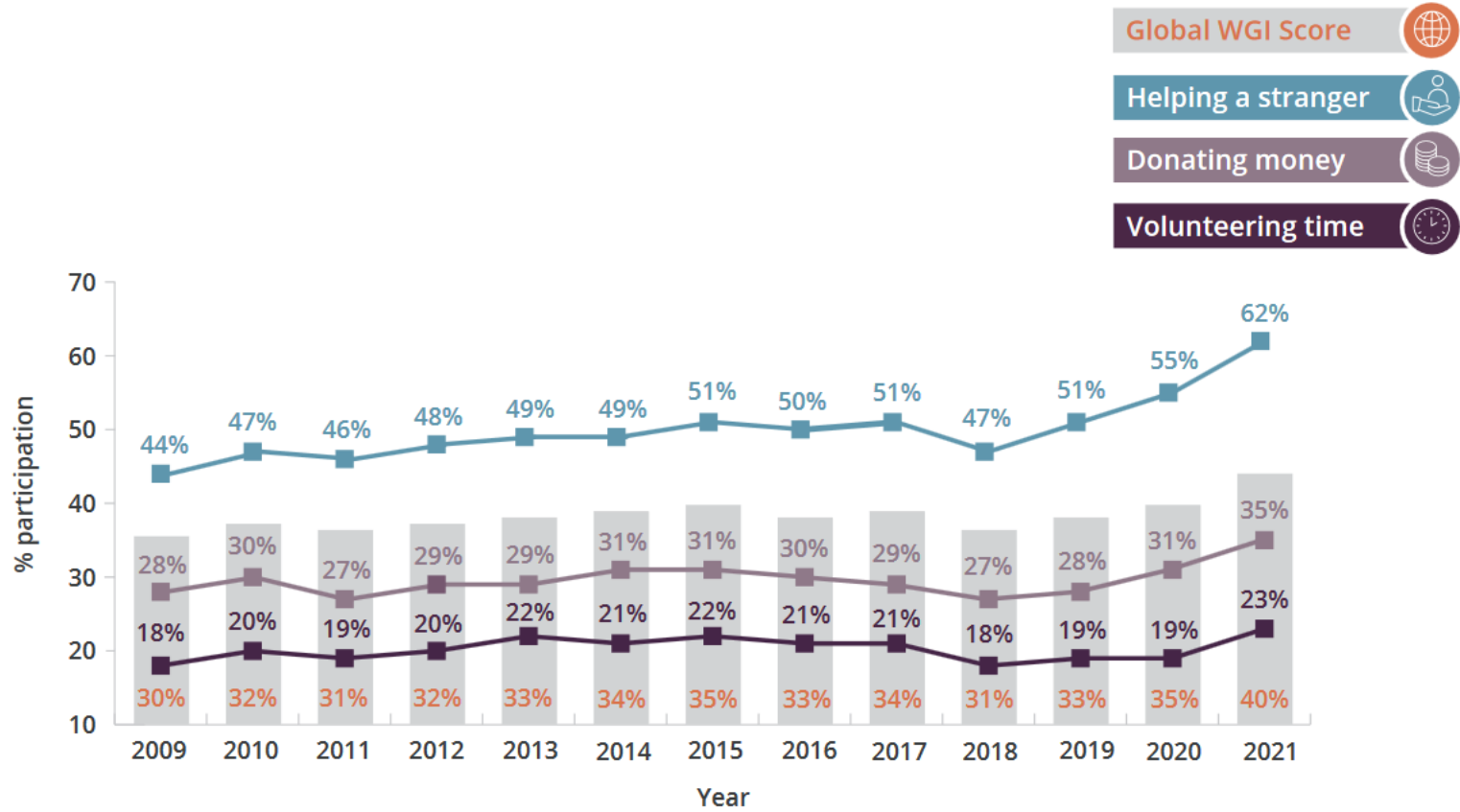
Global Giving 2021



Global Giving 2021 – helping a stranger

- Despite a global pandemic and the economic hardship experienced by many communities worldwide, **more people than ever donated in 2021.**
- More than **three billion people helped someone they did not know in 2021.**
- **(62%) reported** they helped a stranger last year, which is the highest score recorded since 2009.

Global Giving 2021 – helping a stranger

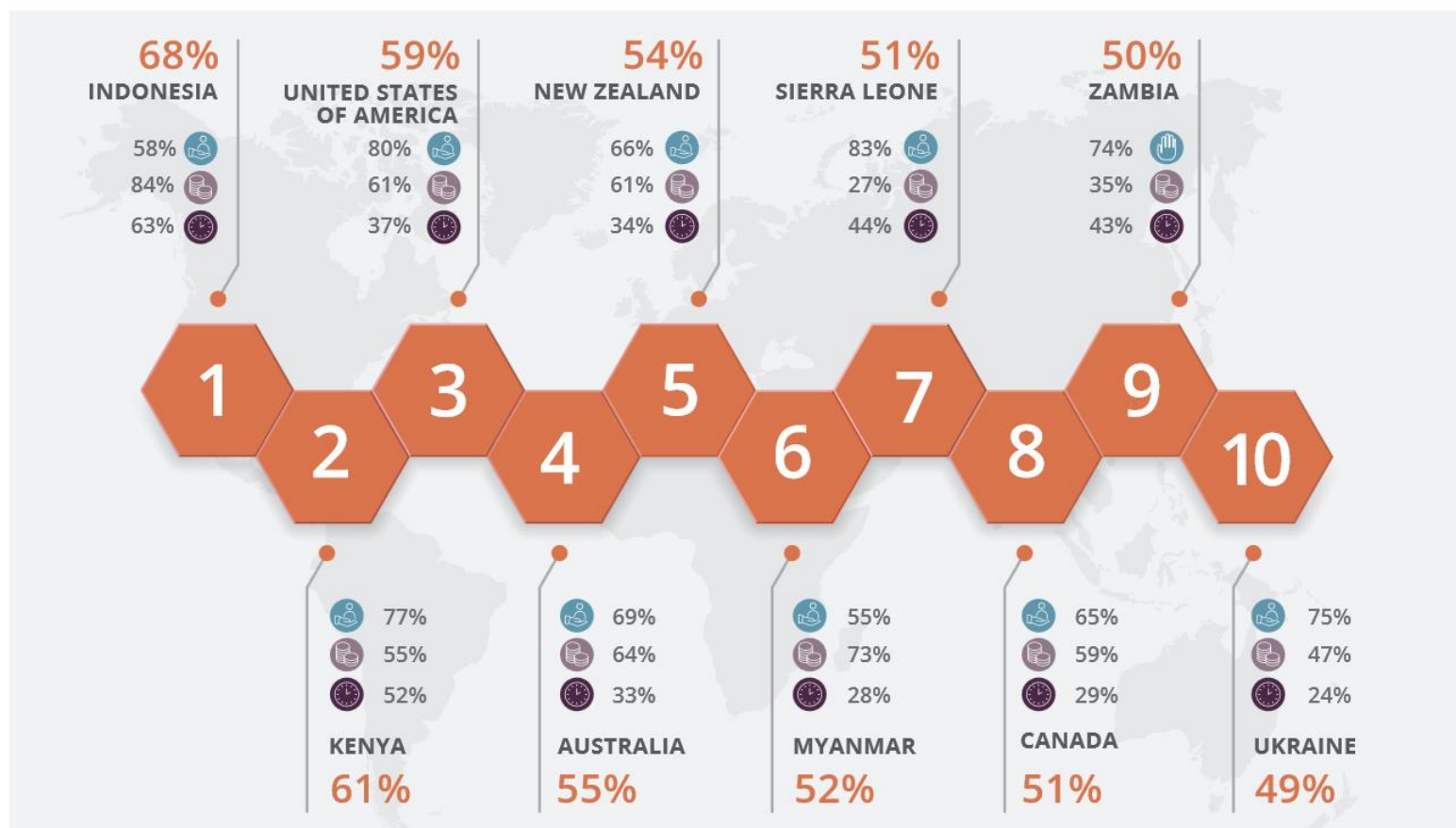




The world's most generous countries helping a stranger

- The **act of giving exists in all societies.**
- Except for the United States, **the countries in the top 10 for helping a stranger** are all located in Africa and South and Central America.
- **Low-and-middle- income countries increased their scores** during the first year of the pandemic, with further rises in 2021, most notably for volunteering and helping a stranger.

The world's most generous countries helping a stranger





Global Resources for Malaria

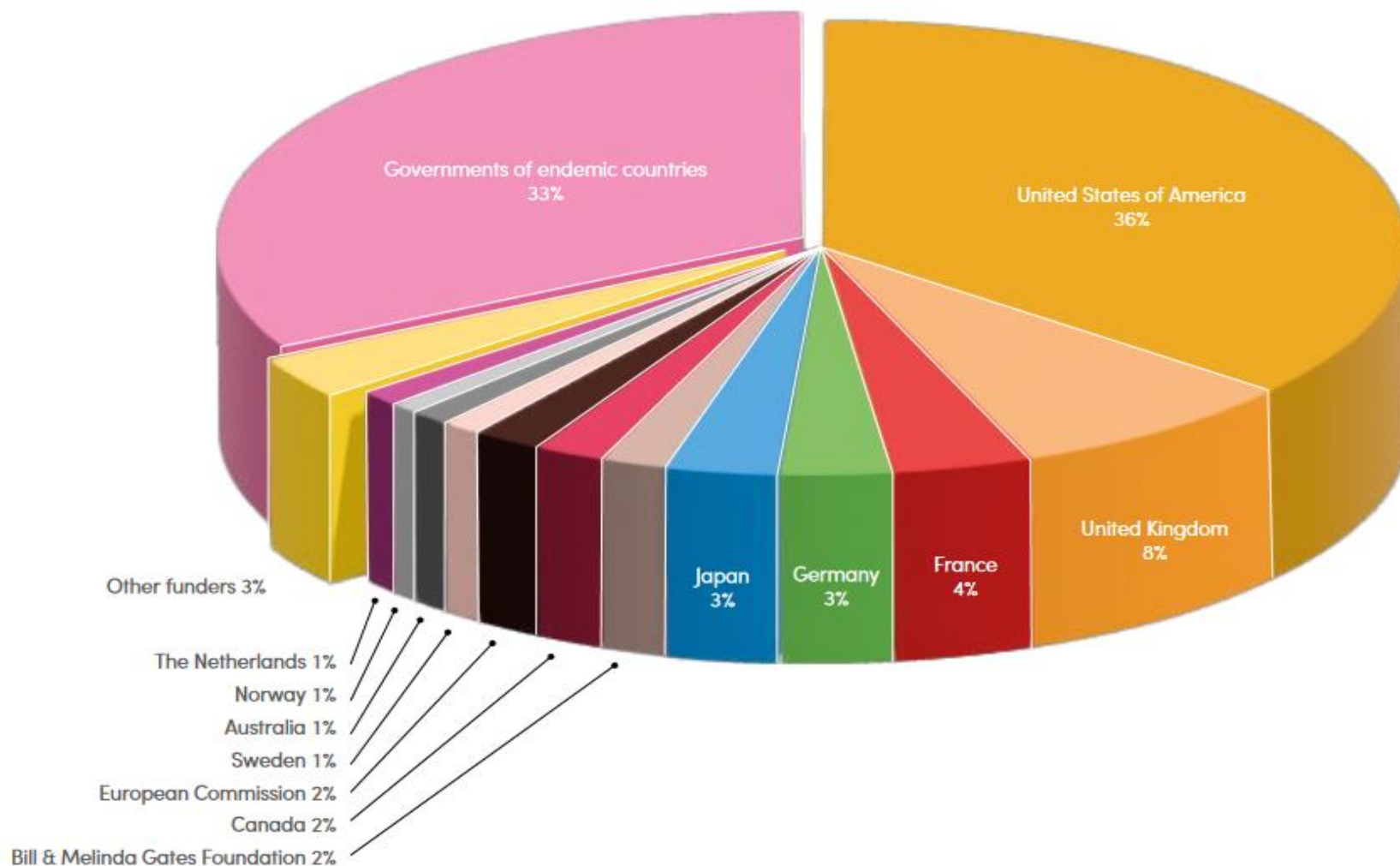


Global Resources for Malaria elimination

- Global resources for malaria in 2021 were estimated at **US\$ 3.5 billion**, a consistent increase from the US\$ 3.3 billion in 2020 and US\$ 3.0 billion in 2019.
- Most malaria financing is currently used for **commodity procurement and out-of-pocket expenditure** at personal and household levels.
- The amount invested in 2021 continues to fall short of the **estimated US\$ 7.3 billion required globally in 2021** to stay on track for the Global Technical Strategy for Malaria 2016-2030 milestones.
- **The funding gap** between the amount invested and the resources needed has continued to widen significantly, particularly over the past 3 years, increasing from a gap of US\$ 2.6 billion in 2019 to US\$ 3.5 billion in 2020 and US\$ 3.8 billion in 2021.

Who is funding Malaria elimination?

- Malaria financing currently derives from three major sources: **domestic financing, bilateral, and multilateral organisations.**





Who is funding Malaria elimination?

- Nearly **two-thirds of malaria expenditure comes from a small number of donors who finance most** of the essential malaria commodities for testing and treatment. This financing **remains extremely vulnerable** to changes in the political priorities of donor countries.
- **Domestic financing predominantly covers recurrent costs in human resources for health.**
- Without sustained malaria investment from both donors and domestic financing, achievements made over the past decades are at risk of reversal. **Accordingly, it is critical to expand countries' domestic financing base**, and to advocate globally to sustain and increase the funding from major donor countries.
- It is also important **to attract new and emerging donors.**

The Global Fund



The Global Fund

- **The Global Fund provides 63%** of all international financing for malaria programs.
- As of June 2022, the Global Fund has invested **more than US\$16.4 billion in malaria** control programs.
- Each Global Fund grant is implemented **by a Principal Recipient**, which can be any type of organization (government ministry, community-based organization or private sector entity).
- In general, **Principal Recipients disburse funds** to other smaller organizations who serve as sub-recipients or even sub-sub-recipients.
- Principal Recipients are selected by the country's [Country Coordinating Mechanism](#) and assessed by the [Local Fund Agent](#) in that country for their financial, managerial and programmatic capacities.
- After being selected, Principal Recipients sign a **grant agreement** with the Global Fund.



Global Fund and Communities

- Growing **importance of community engagement**.
- Data show the **close link between the capacity of communities** empowered to engage in decisions that impact on their lives, and the effectiveness of health interventions, programmes and systems which are responding to their needs
- The Global Fund 2023-2028 strategy includes **focus to maximizing the engagement & leadership of most affected communities** to leave no one behind.
- The Global Fund expects to see progress **in three areas**:
 1. Demonstrable **enhancements in community engagement** and leadership across grant life cycle.
 2. Improved Global Fund policies, process and approaches informed by **evidence generated by communities**.
 3. **Clear roles, responsibilities, and accountability in the Secretariat and across the whole Global Fund Partnership**



How to get funded by the Global Fund?

- Establish relations with your country's [Country Coordinating Mechanism \(CCM\)](#).
- Participate in the **country dialogue**: the **new funding model** stress the importance of engagement with local actors, through an ongoing country dialogue.
- Organize an **inclusive caucusing process among civil society actors** to identify unmet needs in your communities, priorities and principles for the country and then report the recommendations formally to the CCM and other stakeholders and into the overall country dialogue.
- Representatives of civil society who are officially part of the CCM should be **engaged**.
- The process needs to be **inclusive, open and transparent**.
- **Work in a consortium**.



Practical Tips for a Successful Process

1. **Inform the CCM** of your intention to organize civil society's contribution to the country dialogue, with the involvement of a strong coalition of civil society organizations.
2. **Convene a planning team** of diverse, committed members of civil society and organize an initial consultation.
3. Organize **follow-up** consultations.
4. **Discuss and contribute to national strategic plans.**
5. Ensure each step of the **process is documented**, open, inclusive and transparent.
6. In addition to discussing priorities, **discuss implementation arrangements.**
7. Strengthen **internal governance systems** among civil society as part of the process.
8. **Use resources from the Global Fund** and other partners to support a successful country dialogue.
9. **Work with your CCM** representatives to prepare and submit a formal document.
10. **Advocate for increased government investment** in malaria and health systems.

The US Government

The US Government

- The U.S. government (U.S.) has been involved in global malaria activities since the 1950s and, today, is **the largest donor government** to global malaria efforts.
- U.S. malaria efforts include activities primarily through the U.S. President's Malaria Initiative (PMI) that is overseen by the U.S. Global Malaria Coordinator, as well as through other U.S. activities; **collectively, the U.S. reaches approximately 30 countries.**
- U.S. funding for malaria control efforts and research activities was approximately **\$1 billion in FY 2022, up from \$812 million in FY 2012.** Additionally, the U.S. is the largest donor to the Global Fund to Fight AIDS, Tuberculosis and Malaria (Global Fund), which in turn is the largest overall funder of malaria efforts in the world.

France



Initiative France

- France is contributing around €700 million a year since 2013 to fight HIV/AIDS, tuberculosis and malaria.
- **Reduce Malaria**, France is focusing in the following areas:
 - Collecting data and training researchers
 - Understanding residual malaria transmission
 - Identifying the obstacles to protecting pregnant women against malaria
- France is **investing 20%** of its contribution to the Global Fund towards technical assistance.
 - Funds will be directed **to support civil society organizations** at country level.

OPPORTUNITY

Eligible countries: *Algeria, Benin, Myanmar, Burkina Faso, Burundi, Cambodia, Cameroon, Capo Verde, Comoros, Congo, Cote d'Ivoire, Djibouti, Ethiopia, Gabon, Gambia, Ghana, Guinea, Equatorial Guinea. Guinea-Bissau, Kenya, Laos, Liberia, Madagascar, Morocco, Mauritius, Mauritania, Mozambique, Niger, DRC, Rwanda, Senegal, Sierra Leone, Tanzania, Chad, Togo, Tunisia, Zambia.*



Question to participants

Which donors do you know?

Working in a Consortium

Working in a Consortium

- A **consortium** is a group of NGOs working together **to reach a common goal**. Joint donor applications by a group of NGOs are becoming more common.
- **Each NGO brings its own expertise** and resources to a programme, so that the impact can be multiplied.
- In a consortium, **one NGO typically takes on the lead role** with the other NGOs acting as supporting partners.
- **Clear agreements are signed** among the NGOs to define the relations and responsibilities among the partners.
- Usually, the **leading partner signs the contract/agreement with the donor**, receives the grant into its bank account, and takes responsibility for managing the partnership.
- In a consortium, **NGOs can also benefit by accessing funds they may otherwise have been out of their reach**, and minimize their own managerial and overhead costs.



How to establish a successful consortium?

Important approaches to maintaining successful partnerships:

- 1. Start early - Working together** with partners should be a priority for each organization to maximize impact, even if it does not lead to funding in the short term.
- 2. Use each partners' strengths** - Focus on programme success to ensure that each partner's role complements to other and all partners win. **Success attracts success.**
- 3. Choose a lead** - All partners need to agree on which NGO will play the **lead role**. The lead partner should act in good faith, as it will have a large amount of control over the budget.
- 4. Agree on activities and budget** – Establish activities and **assign each activity to a partner**. Once the activities have been agreed upon, the budget linked to those activities should be earmarked to the NGO implementing the activities.
- 5. Establish a system to resolve disputes** - In a partnership it is inevitable that some disagreement will arise. It is important to **establish a process to find a mutually acceptable solution**. Important to agree on this before you apply for funding.



How to establish a successful consortium? (cont.)

- 6) **Put your agreement in writing** - A Memorandum of Understanding (**MoU**) will make clear which partner will do what and how much budget they will have.
- 7) **Meet partners often - Organize regular meetings** to discuss issues and progress. This will help resolve any issues before and strengthen collaboration among partners.
- 8) **Be willing to make changes** - When implementing a program, in general, changes have to be made to project activities and the budget. These needs to be **openly discussed** amongst partners and changes made it, if needed.
- 9) **Report jointly to the donor** - All partners should be involved in reporting to the donor. This allows for a **comprehensive report**, with each NGO's contribution. By reporting on success you can boost the reputation of all partners.
- 10) **Engage with donors as a group** - Make sure **all partners are involved in your engagement with the donor**, as this may result in continued funding.

Fundraising

Before fundraising... need to establish key organizational systems and principles



Key organizational systems and principles needed to successfully fundraise:

1. Building a good reputation.
2. Sharing information with stakeholders, including beneficiaries of services.
3. A proven track record of good, consistent performance.

Fundraising Cycle



- Fundraising should be **creative and proactive**.
- **Be persistent**, if you do not get the desired response from your initial meeting, **try again** and adjust your presentation or proposal accordingly.
- **Use your networks** to build mutually beneficial partnerships with your donors.

FUNDRAISING CYCLE





Tips for Writing the Proposal:

- Many **donors have their own specific requirements** and proposal templates and it is important to read the instructions very carefully and ask questions if some of the criteria are unclear.
- **Donors like it when they are engaged.** Ask questions to clarify components of the proposal - this sends a message to the donor that the partnership and their requirements are taken seriously.

“Communicating results is the most important thing a fundraiser can do to ensure on-going loyalty.”



Developing a Fundraising Plan

- Understand your **Target Audience** (group of people/organisations)
 - ✓ Ask: Why would they want to get involved in the project or programme?
 - ✓ What is in it for them?
- Define **Objectives** for the Target Audience
- Develop your **Marketing Tactics and Message** (Advertising, Public Relations).
- Develop an **Implementation Plan**.



Practical steps to improve the visibility and reputation of an organisation:

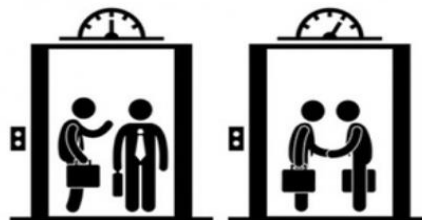
- Ensure everyone in the organisation knows the mission and mandate
- Create a brochure
- Create a website
- Develop a profile (one-pager) of the organisation
- Communicate successes with local media and social media
- Develop good media relations – with editors, journalists, etc.
- Develop skills to write effective press releases
- Develop a media contact list

Develop an Elevator Pitch!



Develop an Elevator Pitch!

- An '**Elevator Pitch**' is a short summary used to quickly and simply define your service or organisation.
- It should explain in the time span of an elevator ride (30 seconds - 2 minutes) **who you are, what you do, with whom you work and why** your organisation is so special (i.e. your Unique Selling Proposition).
- The aim is **to engage your audience**, be it a potential donor, volunteer or beneficiary.
- **Everyone in your organisation should be part** of developing the Elevator Pitch and should know it by heart!
- Include some key **quantifiable information/data** (e.g. number of beneficiaries, funds spent, funds needed, years you have been operating, etc.)



Exercise

Develop your own elevator pitch

Fundraising Proposal

Proposal Template

[TITLE: PUT THE TITLE OF YOUR
PROPOSAL HERE]

[Insert date here]

Submitted to
[Insert name of donor here]

[Replace logo with the logo of your organization or write the name of your organisation]



Proposal Contents

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2) Problem/Need Statement	27
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6) Contact Details	31
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Budget and Timeline

Project Budget				
Expenses	Unit	Number of units	Unit rate BWP	Costs
<i>Activities</i>				
Train 4 people in counselling (1) [put what ever you propose here]	Days	4	2,500	10,000
Subtotal Activities				
<i>Materials</i>				
Flip Chart	Flip Chart	1	100	100
Subtotal Material				
				100
TOTAL COSTS				10,100

Notes to budget:

[Here you put any explanations of budget items you think the donor might need to better understand the budget]

[Example:

(1) These people will be trained as lay-counselors and are expected to counsel 20 youth per week.]

Other Funders:

[Here you write down any other donors that contribute to the project, you can specify the amounts they contribute if needed]

Project Timeline

[Delete this text and enter your data in the table below –

The timeline gives information about what happens by which date]

Activity	June 09		July 09				Aug 09			
	Wk 2	Wk 3	Wk 1	Wk 2	Wk 3	Wk 4	Wk 1	Wk 2	Wk 3	Wk 4
Prepare 5 meetings										
Implement Meetings 1 and 2										
Implement Meetings 3 - 5										
Compile final report										

THE PROPOSAL: SECRET TIPS FOR GRANT WRITING

The background of the slide features two dark silhouettes of men in business attire. They are positioned on either side of the center, facing each other as if in conversation. The man on the right is holding a pair of glasses. The background behind them is a bright, glowing light that fades into a dark gradient at the top and bottom.

I received 20-30 proposals daily

They pretty much went into three groups for the initial vetting.

In general, about 60 % were immediately rejected,

20% were potentially fundable,

and about 20 % were actually funded.



Most common reasons for rejection

Proposal received **late**

Handwritten proposal

Submitted on **notebook or loose-leaf paper**

Addressed to the **wrong foundation or department**

Addressed to the **wrong person, including misspelled name, title or gender**

It was **outside our geographic areas**

Outside of our funding areas of interest

More than the requested number of pages

Organization did **not have a legal status**

Full of **spelling mistakes**

Unusual gaps, crossed-out words

Proposal was **not signed**

Parts of the proposal were missing (financials, application, current program report, etc.)





Other reasons for rejection

The **other 20%** of proposals were reviewed and rejected because

- **Too technical**
 - **Unclear needs or issues** addressed
-
- The purpose is to convince the funder that your project addresses a **specific need or issue they care about.**
 - In very concrete terms, you're telling the foundation how you propose to spend its money



Criteria for eligibility

- Proposal is well prepared.
- Demonstrate **knowledge on the issue/project/activities**.
- Show that you are not only knowledgeable but **you care about the work** and express some passion.
- **Simply written**, with short sentences , without spelling and grammar mistakes , and without jargon. Written for a non-technical reader.
- Acronyms are explained.
- Use the **active rather than the passive voice** when you can (e.g. “specially trained project staff will run all training courses” rather than “all training courses will be run by specially trained project staff”).
- **It is short** – not more than 10 pages for the body of the proposal and less if possible.
- **Pitch the tone correctly** – be human rather than academic, let the human story come through, but don't go overboard on emotion.

When submitting a proposal

Ask yourself these questions:

- How can you make the donor representative's job easier?
 - Will this information help make your case?
- Remember that foundations and donors in general are inundated with requests.
- To make your proposal stand out, the answer is not flashy graphics or color, which can make the donor think you're all "style" and no "substance." Instead, clearly and concisely focus on four questions:

How much do you need?
What are you going to do?
Who will benefit?
Why is it important?

Many grant writers make the mistake of focusing on the prose and leaving the budget until last. In fact, the detailed budget you send with the proposal is often one of the first proposal sections the donor will examine.

Proposal content

INTRODUCTION – AIM	Summarises clearly the aim of the project and your organisation's abilities and qualifications to accomplish this aim.
NEED STATEMENT	A concise, yet convincing overview of the needs your organisation wants to address with the project. Describe briefly the overall context - this will help the reader get a more complete picture of the scope of the problem. When outlining the actual problem or needs, use relevant facts, examples from the community or statistics to underpin your statement, but make sure all data is correct.
OBJECTIVES AND GOALS	This section should tell the reader what your organisation will do to address the identified needs. The aim should be broken down into measurable objectives, and the objectives into measurable goals. Goals represent concepts or ideal situations that are not necessarily measurable. Objectives are specific, tangible and measurable outcomes that should be achieved within a specified period of time.
METHODOLOGY & TIMETABLE	How & when are the project's objectives going to be achieved? By whom? An answer to these questions should be provided in the Methodology & Timetable section of the proposal. Be very clear, specific and realistic - with regard to the methods, the timetable and the human resources - as this will help convince the reader of your expertise and credibility

Proposal content (cont)

EVALUATION	Explains how you will measure the success of achieving your stated goals. In this section, you should provide an outline of the instruments that will be used for the evaluation, define who will conduct the evaluation and when they will conduct it, and state how the reporting will be done. Often, this involves an advisory committee which monitors and guides its development regularly.
BUDGET SUMMARY	States the duration of the project and the total project cost, as well as any already available income.
DETAILED BUDGET	There are different ways to structure a budget - depending on the type of the project as well as on the funder's requirements. However, almost every budget includes the following standard items: personnel; travel/meetings; equipment; overhead costs such as rent, telephone, postage and accounting services; printing and dissemination of project materials. Always check with the funders for any special requirements before finalising your budget.
FUTURE FUNDING PLANS	Describes the financial resources you will need to continue the project, once the support requested has ended, and how your organisation will arrive at these resources.
APPENDED INFORMATION	Any meaningful information that helps support your proposal. This may be detailed work plans, your latest annual report, statistical reports you refer to in your needs statement, letters of support, an organisational chart and any other documents which help establish your organisation's credibility.

Discussion



Some common challenges faced by CSOs

- Lack of track records
- Structural weakness
- Difficulties accounting for funding
- Small networks

- **Other challenges?**

- **Can we discuss?**

- Possible solutions?
 - Work with partners (e.g. accounting firms, UN agencies)
 - Work in a consortium.

Foundations

What is a foundation?

A grant-making entity – it is an organized non-profit that exists for the purpose of giving out money, in the form of grants, to other non-profits, in order to bring about positive change according to its own mandate



Family
Community
Corporate



Board
Staff

How to raise funds from Foundations

Ask these questions

- Who will head up our grant program?
- How will we find foundations to approach?
- Who will write the grants?
- How much time and effort can we spare in approaching foundations?
- How likely is it that our mission will match the priorities of a grant-making foundation?



How to raise funds from Foundations (cont)

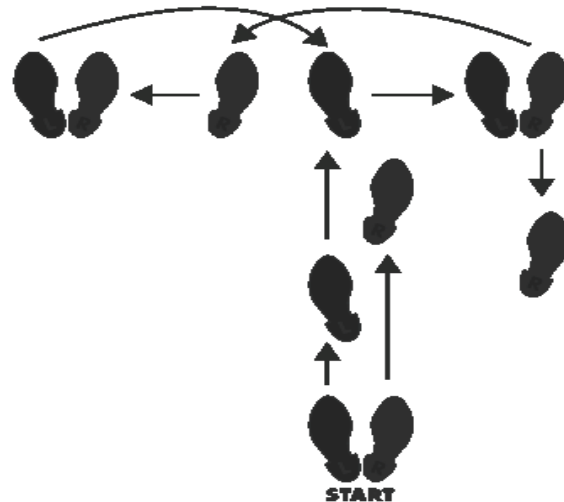
Keep in mind

1. In general, a foundation sets its grant priorities for the year.
2. the foundation publishes its grant guidelines.
3. Third, after applications are submitted, the foundation staff reviews the applications which are then ranked and sent to a committee of the foundation's board of directors.
4. The committee reviews the applications and decide what non-profits will receive grants.
5. Lastly, the grants are funded and the grant recipients file any reports required by the foundation.



Steps To Succeed (4 x 3)

1. Research, Research, Research (on foundations and their interests)
2. Establish Relationships, Relationships, Relationships
3. Talk about Issues, Issues, Issues
4. Focus on Relationship, Relationship, Relationship



Foundations

Research

- Web based
- Your competitors
- Staff and your contacts

- **Foundations in Africa** www.philanthropistsinafrica.com
- **European Foundation Centre** www.cof.org/organization/european-foundation-centre
- **Foundation Centre for US** www.cof.org

Why they should or could be interested in us?

- Calls (“I would like to better understand....”)
- Organize meetings
- Invitations to your events
- Use your knowledge, contacts

Africa Foundations



Corporate fundraising



**WHY do
companies
give?**

Exhibit 1: Business goals

expand 

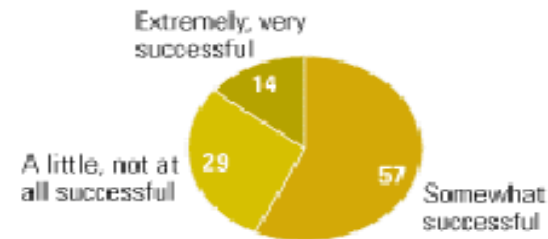
In addition to the social benefits of your company's corporate philanthropy programs, which, if any, of the following business goals does your company try to reach with those programs?

% of respondents,¹ n = 721



How successful have you been at achieving these goals?

% of respondents, n = 638



1. Improve reputation
2. Clients and employees loyalty
3. Innovation and new business opportunity

¹ Respondents could select more than 1 answer; those who answered "other" are not shown.

Why do companies give?

1. Reduce or eliminate the effects of Malaria on business operations
 - ✓ Decreased productivity - absenteeism and staff turnover, low morale
 - ✓ Additional Costs - recruitment and training, health insurance, leave.
2. Threats to supply chains - e.g. multinationals that relies on SMEs
3. Stimulation of the business environment
4. Good reputation in national and international contexts.
5. Retention of talented employees



**Corporate Social
Responsibility**

**Cause Related
Marketing**

**Corporate
Philanthropy**

Sponsorship



Corporate Engagement Spectrum

- Cash
- In kind donations
- Pro bono
- Employee giving
- Employee volunteering
- Customers giving
- Suppliers giving
- Cause related marketing
- Advocacy
- Media



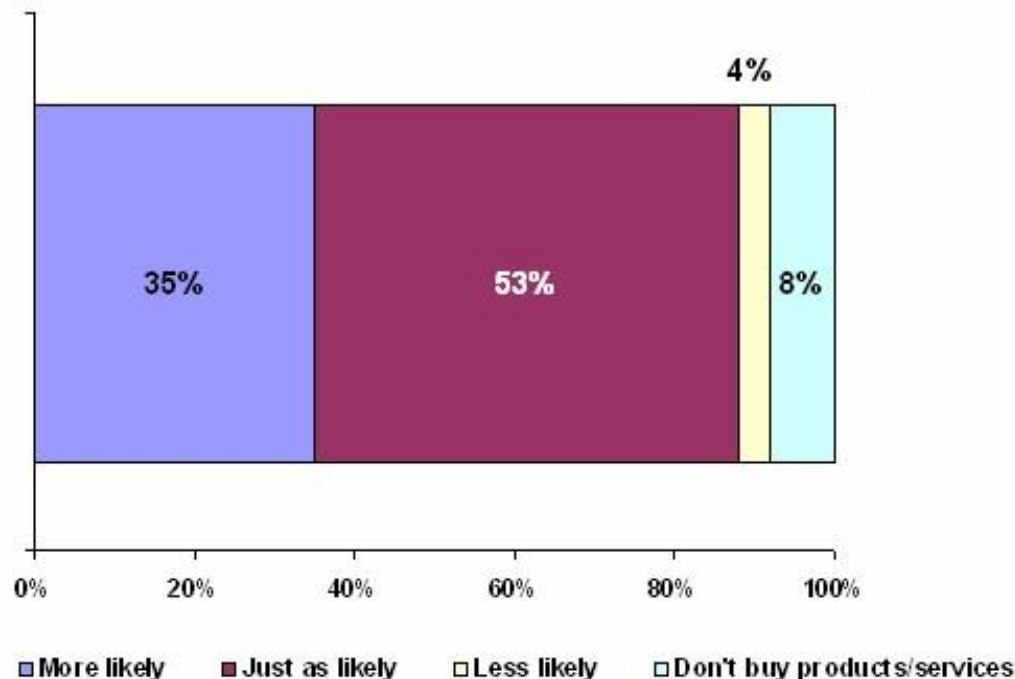
Donate for a cause

**88% IN
FAVOUR**

Likelihood of Buying A Product or Service if Portion of Price is Donated to a Cause or Campaign

Question: Thinking of buying gifts during the holiday season, would you be more, just as, or less likely to buy a product or service if you knew that a certain amount of the purchase price was being donated directly to a cause or campaign that is important to you?

(Base = All respondents, N=1,000)



Note: Weighted sample sizes shown.



Examples of Corporations involvement in Africa

The MTN Group, a telecommunications services provider operating in 21 countries in Africa, Asia and the Middle East, used an internal employee awareness campaign to educate 34,000 employees at risk of malaria. The company distributed information about malaria and prevention strategies, and enlisted employee volunteers to distribute 28,000 mosquito nets in their communities.

Said Salim Bakhresa & Co., an East African flour mill based in Tanzania, initiated a malaria treatment and prevention program to educate and protect its 6,000 workers. The company provided mosquito nets to its employees, made rapid diagnostic tests and medicines accessible at its clinics and modernized the company malaria protocols.

MTN Uganda launched a country-wide SMS campaign to 7 million cell subscribers and raised money from 20,000 respondents. The funds were used to purchase 800 mosquito nets for pediatric and maternal wards in an at-risk region of Uganda.

Manzi Valley, a Zambian beverage company with a 60 percent share of the national bottled mineral water market, increases awareness by incorporating conversations about malaria into the company's weekly radio programming, which reaches hundreds of thousands of listeners per week.

The aluminum smelter company **BHP Billiton** operating in Mozambique and partnered with the Lubombo Spatial Development Initiative to help reduce malaria infections in the Maputo Province.

In addition to savings resulting from reduced absenteeism and healthcare costs, the initiative's success helped secure two grants worth US\$47 million from the Global Fund for the Regional Control of Malaria



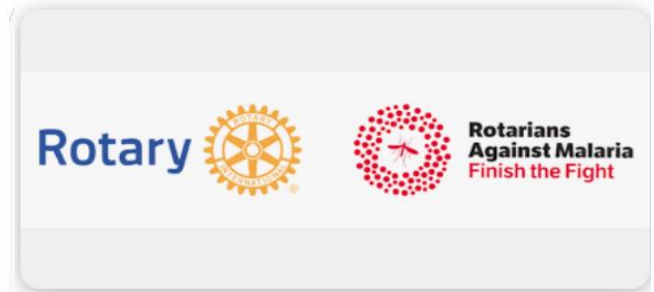
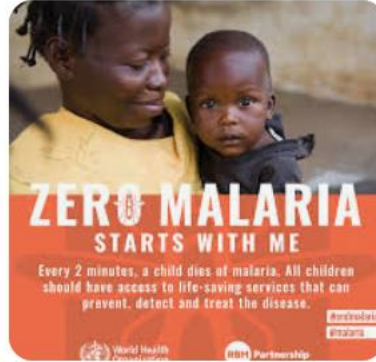
Question to participants

**Have you had any experience
working with Foundations
and/or Private Sector?**



Fundraising Campaigns

Fundraising for Malaria



www.globalmalariacongress2023.org
Finish the Fight Against Malaria



Custom Ink



knittersagainstmalaria.org



GoGetFunding
Medications for Malaria Sufferers ...



ne-np.facebook.com
FLAME Zambia - We can save our...



Mbombo Initiative Against Malaria



Pinterest
Malaria Campaign ideas | malaria ...



JustGiving
RENTOKIL INITIAL Race To Kigali for MNM ...

Goodwill Ambassadors for Malaria



C-SPAN

ummit on Malaria | C-SPAN.org



Twitter

Severe Malaria Observatory ...

SPORT

Football Legend, Didier Drogba, Taking Action Against Malaria



Alamy

Belgium's Princess Astrid (C), good...

Examples malaria fundraising campaigns Nigeria

<https://donate-ng.com>



Bassey Enoh's 2019 World Malaria Day Project

by Bassey Enoh

It's World Malaria Day!! (25 April). Join us to help improve access to FREE life-saving pr...

N 22,500	N 5,000,000	
donations	Target	Completed



HealthCare for All

by Julie Helping Hands Foundation

The project objective is to provide 2200 Mosquito nets for the Internally Displaced people...

N 22,000	N 5,000,000	
donations	Target	Completed



Malaria Rescue mission at Fishing settlements.

by Ubong Uboh

The project main focus is to rescue vulnerable children living at over 141 fishing settle...

N 7,500	N 10,000,000	
donations	Target	Completed



The Tsaragi Malaria Project

by Chuks Opara

Children and pregnant women in the Tsaragi community are getting sick and dying from Malar...

N 5,500	N 338,000	
donations	Target	Completed

Raising money from individuals



Globally, individual giving is widespread and growing



MORE THAN THREE BILLION PEOPLE HELPED SOMEONE THEY DIDN'T KNOW IN 2021

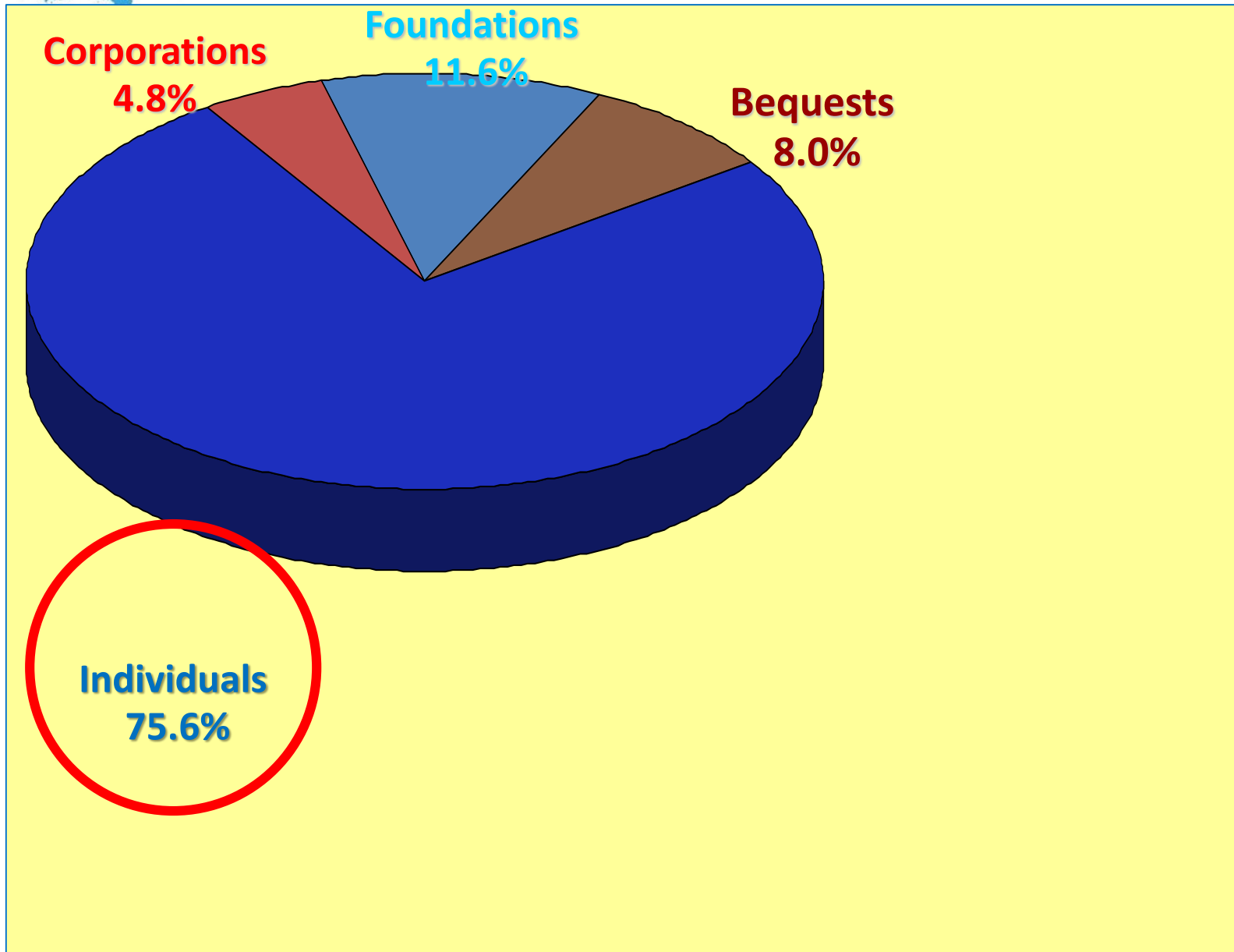
More people than ever (62%) reported that they helped a stranger last year, which is the highest score recorded since 2009. The need created by the pandemic, and the subsequent feelings of community and solidarity, were likely behind this upward trend. Except for the United States, the countries in the top 10 for helping a stranger are all located in Africa and South and Central America.



MORE PEOPLE THAN EVER DONATED MONEY IN 2021

Despite a global pandemic and the economic hardship experienced by many communities worldwide, people continued to donate money to charity. In high-income economies, the rate of donations sharply increased by 10%. With the exception of Indonesia and Myanmar -which have strong traditions of religious giving – high-income countries made up the top 10 for this measure.

Breakdown of donors



US data shows the importance of individual giving

Where did the generosity come from?

Contributions by source

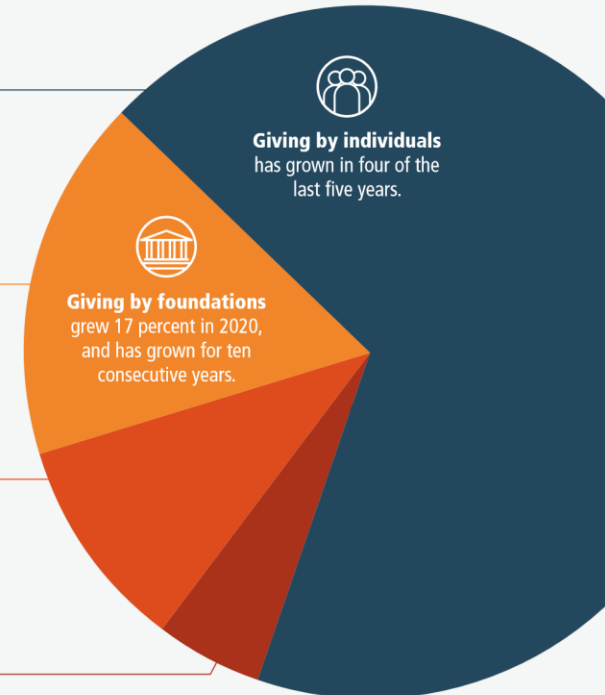
By percentage of the total

**Giving by
Individuals**
\$324.10 billion **69%** ↑ 2.2%
increased 2.2 percent over 2019.

**Giving by
Foundations**
\$88.55 billion **19%** ↑ 17.0%
increased 17.0 percent over 2019.

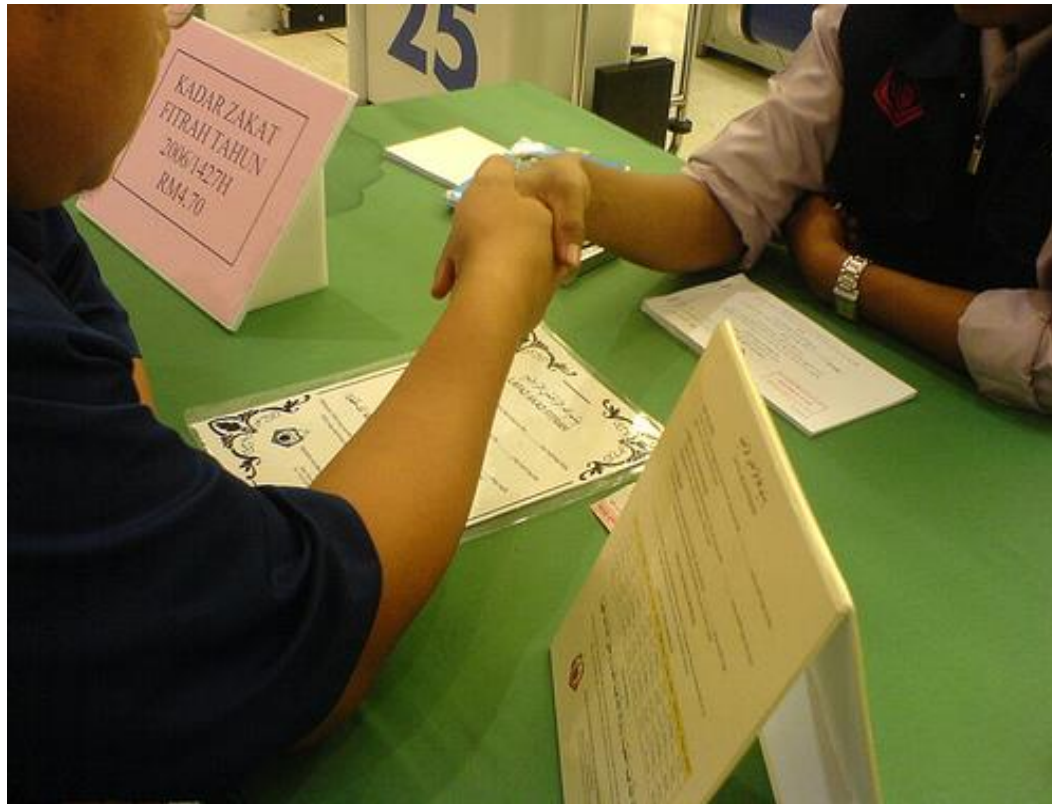
**Giving by
Bequest**
\$41.91 billion **9%** ↑ 10.3%
increased 10.3 percent over 2019.

**Giving by
Corporations**
\$16.88 billion **4%** ↓ 6.1%
declined 6.1 percent from 2019.



*All figures on this infographic are reported in current dollars unless otherwise noted.

Why do people give?





Some reasons why people give

1. Someone I know asked me to give, and I wanted to help
2. I got moved from the story of someone
3. I want to be help somebody suffering (especially during disasters)
4. I feel that I can help to change someone's life
5. I feel close to a community, a group
6. I need tax deduction
7. I want to remember someone (who fight or died for a disease, for example)
8. I was educated to give to organizations, it is the tradition in my family
9. I want to be "cool" with the support of this cause (e.g. wearing a bracelet)
10. I want to have a good image for me or my business
11. I want to provide a gift that perpetuates my ideals or my cause
12. I feel lucky (or guilty) and want to give
13. I give for religious reasons / God wants me to share my wealth
14. I want to be seen as role model

BIG and Small Donors



BIG donations from **FEW**

Small donations from **MANY**



Face to Face (F2F) Fundraising

What is F2F fundraising?

- Professional fundraisers approach and **connect directly** with members of the public to sign them up to cash donations and/or regular monthly donations.
- **Very popular** in many countries and successful
- F2F fundraising provides a **person-to-person interaction**; Charities get to be represented how they intend; When done well, a simple chat can lead to a donor long term commitment.
- Great return on investment (**ROI**)



OPEN THE WALLETS



Why you need the money ?



The Twitter logo is displayed in its characteristic blue, rounded font.

[Home](#) [Profile](#) [Find People](#) [Settings](#) [Help](#) [Sign out](#)

I will donate 100K to one individual's favorite non profit organization. Of course, you must convince me why by using 140 characters or less.



5:25 PM Apr 14th from web



RealHughJackman

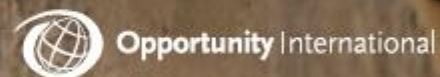
Hugh Jackman

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A Case for Support

1. A convincing **reason why YOU need** the money?
2. Why this is **URGENT**?
3. What **are you going to do with the money**?
4. Why **YOU**?
5. How much each action will **costs**?



The Case for Support

Bringing Opportunity to Women

Mariam Noah
Proprietor,
Ladybird School
Kampala, Uganda

Why Women?

The Case for Investing in Women

Women represent an estimated 70% of those living on less than \$2 a day.¹ They suffer most from the chronic effects of poor nutrition, insufficient access to healthcare and limited educational opportunities. And they comprise the majority of victims of forced labor, gender violence, and legal and cultural inequities.²

In their book, *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*, Pulitzer Prize-winning authors Nicholas Kristof and Sheryl WuDunn offer another reason for making women and girls the focus of our efforts to reduce poverty: "When women gain control over spending, less family money is devoted to instant gratification and more for educating and starting small businesses."

Numerous studies support the emerging view that women and girls create more developmental change for each dollar invested in them. The United Nations Development Programme summed it up this way: "Women's empowerment helps raise economic productivity and reduce infant mortality. It contributes to improved health and nutrition. It increases the chances of education for the next generation."⁴

When women are able to access the tools they need, they can really make an enormous difference.⁵

Opportunity International invests the majority of its donor dollars in providing microfinance services to the most vulnerable people on our planet—women—who use their increased income to support their children. We believe in the potential of women to transform their lives and those of their children and their community. Microfinance is available to both men and women entrepreneurs. Yet, the gains that women achieve are almost three times more likely to be reinvested in their children—providing a powerful generational multiplier that accelerates economic growth.

The Harsh Reality For Women Living In Poverty

Two-thirds of the world's literate people are women.

Women are owners of just one hundredth of the world's property, yet they make up the majority of farm labor, with wives working alongside their husbands in the fields.⁶

Women do 66% of the world's work and receive only 10% of the pay.⁷

Women on average earn two-thirds of what men earn, and spend at least twice as much time as men on unpaid work.⁸

Despite these realities, women have consistently shown inspiring resilience and determination to change their own world and create a better future for their children.

Living on less than \$2 a day



Opportunity International knows that when a hardworking woman gets a microfinance loan and training, she begins to build her business—anything

from a produce stall or clothing vendor in a bustling urban market to a mobile phone charging station or beauty shop in a remote village. In the developing world, opportunities for women in the formal labor sector are often limited. Starting her own business helps a woman generate an income, while giving her the flexibility to care for her children and her household.

With her profits, she improves her children's diets to help build strong minds and bodies. She sends her children to school to receive the education she never had. She makes sure they get the medicine they need when they're sick. She takes out life, credit, property or health insurance from Opportunity International to reduce her family's risk should a hardship occur.

This woman—who once lived in extreme poverty with little or no hope for the future—now invests in an Opportunity savings account for her family's future needs. When she has enough money saved, she puts a better roof over their heads or a concrete floor under their feet. She may care for one or more of the children in her extended family who have been orphaned by AIDS. She often starts new businesses, employs several neighbors, becomes a leader. Opportunity leverages her savings to make loans to other women in her community so that they, too, can start life-changing businesses.

Microfinance becomes a tool not just in the transformation of families, but of entire communities.



On these pages, you will discover stories of hope and transformation for the women of Uganda, who are representative of the nearly 1.5 billion women in more than 20 developing countries served by Opportunity International last year.

Rayosa Muzelle of Kigezi, Uganda, has used Opportunity loans to expand her grocery store and start a textile business. With her increased profits, she has opened her first-ever savings account with Opportunity. She also has constructed a new home for her family and several apartments to rent. Rayosa is proud that she can send her two children to university and two orphaned relatives to day school. Because there is only one major school in the area and many of the local children can't afford to travel there, she hopes to someday build a neighborhood school. "I want to educate other children so they will have a good future," she says.

Women And Girls Are Powerful Change Agents

Women invest in their children and communities.

- In families where women have an income, they have a voice in financial decisions, resulting in better nutrition, health and education for children—including girls.⁹
- A woman will spend 90% of her income on her family, while men typically spend only 33%.⁷
- When family needs are met, women are more likely to invest in their communities.⁷
- When women have the skills to participate in public life, government corruption declines.⁷

Educated girls make a difference.

- When a girl receives seven or more years of education, she will marry four years later and have 2.2 fewer children.⁷
- When 10% more girls go to secondary school, the country's economy grows by 3%.⁷
- When women have the skills to participate in public life, government corruption declines.⁷

Why Microfinance?

Women Use Microfinance Services to Transform their Lives

Cultural and legal equality is slowing coming to the developing world. Microfinance can help women change their own world—and their children's futures—starting today.

Microfinance has proven to be a powerful accelerator for helping resourceful and entrepreneurial women work their way out of poverty. According to *Half the Sky* authors Nicholas Kristof and Sheryl WuDunn, "Microfinance has done more to bolster the status of women, and to protect them from abuse, than any laws could accomplish. Capitalism, it turns out, can achieve what charity and good intentions sometimes cannot."

Investing in women through Opportunity's bank-based microfinance model has the additional multiplier of sustainability.

When clients pay back their loans on time—and 95% of them do—the principle is loaned over and over again, providing a sustainable source of capital. Opportunity

Opportunity Network started an innovative group-lending methodology called the Trust Group, which has become a core component of Opportunity's service to communities around the globe.

A typical first point of entry, the Trust Group helps women break free from the limitations of poverty. It promotes solidarity among a group of entrepreneurs, usually women, who guarantee each other's loans and support one another. Many become employers and role models in their community. All benefit from deep connections with their group and loan officer as they experience previously unimaginable growth in their lives.

Savings: Planning For the Future

Opportunity's microfinance solutions, which now include interest-bearing savings accounts, small-business loans and affordable insurance, have evolved to reflect the needs of our clients. Not everyone is an entrepreneur, but all those living in poverty need asset protection. Recent studies by the World Bank have shown that savings are as important as loans to

Because clients' lives are precarious and their incomes irregular, it is critical for them to save money for business opportunities, family needs and emergencies.

Unfortunately, a large majority of women in the developing world are forced to keep what little money they may have in cash because of the high minimum deposits required by most banks. Cash doesn't earn interest and is difficult to keep secure—especially for women. When they lack access to a bank, people living in poverty often turn to local deposit takers who charge up to 20% per day to hold their money.¹⁰

The ability to save money with a bank like Opportunity, and to earn interest instead of paying it, is crucial to the success of women around the world. In developing countries where thousands of children die each year from malaria for the lack of \$5 to purchase medicine, women understand the value of saving for family health emergencies. Many clients also put away money each week to save for larger expenses that exceed their weekly incomes such as children's school tuition.

Women are quick to learn that independent savings can



In 2005, a major fire in the Owerri Market in Kampala, Uganda, destroyed 200 client businesses, including Sarah Ojumu's. Fortunately, Opportunity insurance covered her loan and she was able to take out a new loan to rebuild her second-hand clothing stall. Sarah says, "By God's grace, I have more clients than ever before."

replace inventory and rebuild the business.

With a grant from the Bill & Melinda Gates Foundation, Opportunity is providing weather-index crop insurance to protect smallholder farmers from the risk of crop loss from drought or typhoon—a common and devastating occurrence

Why Education?

Banking on Education Can Help End the Cycle of Poverty

Microfinance x Women x Educating Girls = Sustainable, Generational Impact

It is widely recognized that education holds the potential of breaking the cycle of poverty in the next generation, yet there is still a great need for increased funding.⁶

While most African countries have public school systems, many schools are of poor quality or are not accessible to children—especially girls—in rural communities. Public schools are often underfunded, which results in overcrowded classrooms, poor infrastructure and an ineffective learning environment. Public school uniforms can cost as much as \$30, the equivalent of one month's income for many families. When book fees and transportation expenses are added to this, education is often out of reach for people living in poverty.

Opportunity International's Banking on Education school proprietor loan program is proof that necessity is the mother of invention. Responding to her community's needs, an educator may have started a day care or primary school in her home, and then sought an Opportunity Trust Group loan to expand her facilities.



Now, through the Banking on Education program, a school proprietor can obtain larger, long-term loans of \$5,000 to \$25,000 to add classrooms, improve infrastructure and hire qualified teachers. Business skills and community leadership training, as well as ongoing mentoring, helps school proprietors create and implement a successful business plan. These entrepreneurs, in turn, provide children with the greatest gift of all—the gift of learning. With higher quality schools, children also benefit from improved nutrition, sanitation and clean water.

Since 2007, Opportunity has given 350 loans to private schools serving 87,000 children living in poverty.

When families have financial difficulties, girls are often the first ones kept out of school. Opportunity encourages school administrators to focus on attracting and retaining female students, since their enrollment rate is significantly lower than that of boys in developing countries. To help parents afford school tuition, Opportunity provides school fee loans and savings accounts. These accounts also earn interest and guarantee assets if a child loses her or his guardians.

To accelerate this positive trend to expand educational opportunities for children on a larger scale, Opportunity is piloting education loan programs in Ghana, India, Malawi and Uganda.

A quality education empowers students with the skills and abilities to secure higher paying jobs, build strong families and help in the economic development of their communities.

Banking on Education Goals

- Invest in 1,000 schools
- Impact 250,000 children
- Provide \$14 million in loans
- Develop new products, including child savings accounts and school fee loans

A School Entrepreneur Educates the Next Generation and Impacts the Future

Rosemary Namande is a Banking on Education loan client in Uganda.

Patricia Tukahwa is human resources manager for Opportunity Uganda.

Fifteen years ago, Patricia was Rosemary's student.

When her husband died, Rosemary (shown at right) started a school for infants in makeshift quarters as a way to support her own family and help others at the same time.

Like so many Ugandans, Rosemary's life had been deeply affected by the AIDS epidemic. She lost her daughter, two siblings and a nephew, adopting the 11 children they left behind. Running her school enabled her to raise and educate all of them.

Today, thanks to Rosemary's determination and Opportunity loans, five permanent buildings house her elementary school and orphanage. Here Rosemary cares for 900 children, 35 of whom are orphans. Fifteen of them were born HIV positive and receive treatment at the school. Rosemary says, "God has blessed me with the ability to care for His most needy children."

Rosemary started with a group loan of \$204. Today, through Opportunity's Banking on Education program, she has a loan for \$7,000. Rosemary uses part of the loan to buy fabric to make school uniforms that she sells to defray the cost of tuition for those who can't afford it.

Rosemary employs 53 people at the school and in her sewing business, and greatly enhances economic activity in her community.

She also has helped educate hundreds of girls, some of whom will grow up to be professional women like Patricia (pictured in left photo below), her former student, who is now a senior manager at Opportunity Uganda, the microfinance bank that provides Rosemary her loans.



Why Opportunity?

We Help Communities Thrive



Clare Milly Nassano makes a savings deposit at Opportunity's satellite branch, which is conveniently located near the Kalenge Market where she sells produce.

Reaching the Most Marginalized

Women in the developing world shoulder a huge amount of responsibility—caring for children, fetching water, growing food, preparing meals—and often running small businesses. This keeps them busy from early morning to late evening, and ties them to their homes.

Opportunity uses technology to bring the bank to these women's doorsteps. Satellite branches and mobile banks reach clients in previously unserved areas, like rural farming villages and urban sprawling markets. Cell phone technology gives clients in remote locations affordable, reliable access to their accounts. Convenient ATMs and point-of-sale devices offer the only safe method for transactions in many markets.

These innovative delivery channels are particularly important to women in rural areas who are afraid to carry cash to banks that are miles away. In addition, struggling entrepreneurs with narrow profit margins can ill afford the transportation costs and time it takes to make weekly trips to distant towns.

Many women clients are illiterate and lack formal identification, so Opportunity uses biometric fingerprint technology to provide secure banking services. To access her account, a client presses her finger to the screen. No one else—not even her spouse or his relatives—can access her account, giving her control over the family's finances.

Unlocking Human Capital

For almost 40 years, Opportunity's services have tapped into the individual potential that makes transformation possible for those living in poverty. Our clients receive the tools they need to develop capacity to the fullest—an array of financial products reinforced by educational programs and business training. Given the freedom to learn new skills, pursue dreams and improve their lives, our clients feel validated, listened to and cared about. With their confidence and courage bolstered, even the most vulnerable can become powerful, active citizens creating lasting change in their families and communities.

Building Community

Every day, the financial activity of our clients catalyzes local commerce and contributes to the larger economies of regions and countries. With profits from their businesses, our loan clients buy food and household goods, improve their housing, support their churches and grow their savings. Trust Group members develop strong connections and learn new business skills while using Opportunity services to improve their lives and strengthen their communities.



Why Now?

Transforming More Women's Lives Requires More Resources

Serving the Women of Uganda

The Women's Opportunity Network (WON) is committed to raising \$1 million to provide Ugandan women with the financial services they need to work their way out of poverty. In 2007, Faulu Uganda, a small independent microfinance organization, became part of Opportunity International. Because Faulu gave larger individual loans and fewer group loans, the Uganda operation had a lower percentage of women clients (51%) compared to Opportunity's average (84%). With WON's help, Opportunity will increase its Trust Group loan program to greatly increase access to microfinance for the women of Uganda. In addition, Opportunity plans to invest in 17 full branches, 18 bank satellites and several mobile banks to bring services to women living in geographic isolation in Uganda. For more information on how you can come alongside us in WON's Uganda Campaign, visit opportunity.org/won.

Banking on Africa

WON's Uganda Campaign is part of a larger \$123 million initiative called "Banking on Africa." Through this campaign,

Agnes Kayongo, 34, is a branch relationship manager for Opportunity Uganda. In early 2010, she participated in the 10,000 Women Emerging

Leaders Program. Agnes says, "I really like how the program empowers women leaders to be more effective and more impactful in their workplace and communities. It gives us the confidence and courage to carry on with our lives and work." Agnes considers microfinance to be very important in her country. "People here have always had small businesses, but now, with loans from Opportunity, they are able to build up their inventory and serve more clients," she said. "I want to lead my organization in providing more business development training to our clients so they can move up to the next level."



Opportunity hopes to provide financial services that will impact more than 30 million people—or one in 20 Africans living on under \$2 a day. The focus is on sub-Saharan Africa, where less than 10 percent of the population has an account with a financial institution. Over \$100 million has already been raised from individuals, corporations and foundations such as the Bill & Melinda Gates Foundation and The MasterCard Foundation. We are seeking an additional \$23 million from our community of supporters to make our campaign goal. For more information on how you can bank on Africa with us, visit opportunity.org/initiatives/banking-on-africa.

Providing More Loan Officers

To expand access to more women, Opportunity Uganda plans to hire and train 40 additional loan officers by the end of 2011. The loan officer has the most transformational impact on our clients. Serving as mentors, advocates and trainers for Trust Group members, loan officers develop as community leaders. With a heart for the most needy, they become passionately involved in their clients' lives and become instrumental in building their own local economies.

Creating Women Leaders

Opportunity has raised \$10 million dollars to train indigenous leaders, especially women, across Africa. A major initiative of WON, this program has identified and developed talented young professionals, and has prepared future leaders for senior management positions in the countries Opportunity serves.

Opportunity has joined the Goldman Sachs 10,000 Women initiative which aims to prepare 10,000 women across Africa for jobs in the financial sector. Opportunity's 10,000 Women Emerging Leaders Program is training hundreds of promising young African women for management careers in financial institutions serving Africans living in poverty.

Women in the developing world are ready and waiting for the financial services and training they need to build a business and a better life for their family. Here's how you can help them get this opportunity.

Expand Trust Groups for women

\$5,000 gift funds a Trust Group, impacting 25 clients and their families

\$35,000 gift provides a new loan officer with a portfolio that impacts an entire community

Educate the next generation

\$10,000 gift funds a Banking on Education loan that impacts 635 lives today and the future of a country

Provide support for farmer families

\$30,000 gift provides loans and crop insurance for a group of 200 farming families

Deploy technology to make savings accounts accessible and secure for women

\$1,500 gift helps fund the purchase of a point-of-sale device that will provide access to financial services in rural markets, farm shops and other communal locations

\$40,000 gift, when combined with equal gifts from four others, is enough to purchase and equip a mobile bank that serves up to 5,000 entrepreneurs each week

Build capacity and train women leaders

\$1,750 gift provides management development programs for one woman bank employee

\$15,000 gift employs and trains a loan officer who touches the lives of more than 200 clients for one year

Get involved Board of Governors, opportunity.org/bog • Women's Opportunity Network, opportunity.org/won
Young Ambassadors for Opportunity, opportunity.org/yaoo

Join the conversation opportunity.org/blog • twitter.com/OpportunityIntl • facebook.com/OpportunityIntl

Fund a microloan at optinnow.org Choose an entrepreneur to support • Host a fundraiser

1. "Facts on Women at Work" – International Labour Organization
2. "Violence Against Women" – World Health Organization
3. "Voices of Power" – The Washington Post
4. "Gender Equality in Development" – Bureau for Research and Economic Analysis of Development

5. "Women Gain Inch in Push for Land Rights in Uganda" – Women's eNews
6. Gender Equality – the Big Picture – UNICEF
7. "Why Girls" – Nile Foundation
8. "Lessons from Ugandan Money Lenders" – Financial Sector Deepening Project Uganda
9. "Millennium Development Goals" – United Nations

Reporting



Reporting

- Report writing has become a **vital component** in the day-to-day operations of organizations of all types and particularly civil society organisations (CSOs) who rely largely on both international and local donor support to fund their projects.
- CSOs use report writing as a primary means of **communicating** with donors and rendering **accountability** on how activities have been implemented and funds have been used.
- A good report is critical in establishing **CSO credibility** and ultimately, increasing their chances of **broadening their donor base**.



Reporting

1. A strong report is **concise and factual**. This means that the information should not only be useful, but relevant to the reader. Put yourself in the reader's shoes. Ask yourself whether you would understand the report if you had not partaken in the activity.
2. **Reporting Guidelines:**
3. **Planning.** Plan what you intend to report. This requires you **to brainstorm** on your content, ask critical questions like who is going to read the report and why is the report being written. Planning also helps to identify the resources you need to write the report.
4. **Keep it simple.** The report must be delivered **in simple language**. Some CSOs write overly lengthy reports filled with jargon their stakeholders and donors cannot appreciate. Always ensure maximum use of the **Keep It Short and Simple (KISS)** principle. This guarantees a factual report and minimizes the use of jargon while ensuring that it is reader-focused. You can always add detail in an appendix.
5. **Training.** Training sessions on report writing should be part of staff development.
6. **Practice, practice, practice.** Finally, developing excellent report writing skills requires **constant practice**. Practice makes perfect. Write as many times as you can.



Points to be considered while writing a Project Report

1) Reporting starts at the beginning:

- Many NGOs approach reporting as the last step in a long process of project implementation.
- When you get the notice that your NGO won a grant, make it **one of the first steps** to check their reporting requirements (after sending off your [thank you email](#)).
- Maybe you need to **collect pictures or even videos** along the process of implementation, maybe the donor wants you to compare specific numbers from before and after.
- It is always good to know from the beginning what you have to provide in the end to avoid waking up to some unwanted surprise.



Points to be considered while writing a Project Report

2) Make sure you understand all requirements:

- **Understanding all reporting requirements** is crucial for a good report.
- Watch out for what kind of **visuals** the donor wants to see.
- Many times, they will want to use pictures in their own marketing, so be sure you can provide **high-quality images** from every stage of your project.
- Sometimes they want you to **prepare [case studies](#)**, so make sure you identify potential participants early on in the process.



Points to be considered while writing a Project Report

3) Leave enough time for your reporting:

- Towards the end of a project, things can become very rushed.
- The deadline is approaching quickly and there are so many tasks that still need to be done.
- Take **enough time** to prepare the report for your donor and do not rush it.
- Mistakes in your report are as bad as mistakes in a proposal.
- Make sure you **double check all numbers and dates** and have someone [proofread](#) your document before you send it off.

Report Sample Summary

Level	Indicator	December 2014 target	Achieved to date	RAG status
Outcome 2	Number of mentions of Alliance and/or its activities by high level leaders and policy makers at inter-governmental conferences and in publications by regional bodies	3-6 mentions	10	Achieved
	Number of requests from regional forums for follow up support and engagement arising from policy dialogue events and activities	3 requests	5	Achieved
	Number of international and regional stakeholders who are actively involved with the Alliance (disaggregated by type of stakeholder)	20	48	Exceeded
Output 2.1	Number of seminars/roundtables/meetings organized	4 events	7	Exceeded
	Number of invitations to speak at regional and international conferences and meetings of key stakeholders	5-6 invitations	19	Exceeded
	Percentage of respondents who report increased awareness/understanding of internet affordability issues	40	N/A	On track
Output 2.2	Increased media coverage of internet affordability issues	500 mentions	8,228	Exceeded
	Number of opinion or feature pieces referencing the Alliance in targeted publications	8 features in targeted publications, 75 journalists on media list	7 features in targeted publications, 179 journalists on media list	On track
Outcome 3	Average number of downloads/views of the Alliance publications published on Alliance website per month (best practices, affordability report, case studies, position papers, briefing notes and research)	100	256	Exceeded
	Percentage of respondents reporting that they have found the information published on the Alliance website useful	50%	68%	Exceeded
	Number of requests from think tanks, journals, researchers and others to provide further explanation/insights on the Affordability report, case studies, position papers and research published	10	8	On track
Output 3.1	Publication of Affordability report	1 new report published in 2014	0	On track
Output 3.2	Number of in-depth research pieces developed / supported	5	5	Achieved
	Number of publications in the Alliance knowledge bank	At least 50 relevant publications in the knowledge bank	40	On track
	Number of case studies, position papers and briefing notes published	4 (average of one per quarter)	5	Achieved

Output 1.1: Coalitions established in 10-12 countries, which coordinate and catalyse national multi-stakeholder advocacy networks that include public, private and CSO stakeholders and reflect the diversity of groups in each

Indicator 1: Percentage of identified players who are actively involved in the Alliance coalition in each country (disaggregated by type of stakeholder)

December target: 50% in 3 target countries; 30% in 2 target countries

Achieved to date:

Ghana: 53%

Nigeria: 52%

Mozambique: 24% (still being built)

Progress toward milestone:

Please note: the number of coalition members below represents the number of organisations who have joined. In many cases, there is more than one individual who has joined the coalition as part of that organisation.

Ghana:

In Ghana there are 25 national coalition members, which include representatives from each of the types of stakeholders being targeted by A4AI.

Type of stakeholder	Number of members	Name of member
Academic	2	CSIR-Science and Technology Policy Research Institute, Internet Research
Individual	2	Education Support Services, EKBENSAH DotNet
Private sector	8	Alcatel-Lucent, DreamOval Limited, Ghana Chamber of Telecommunications, Google, GSMA, Intel, MTN Ghana, TechAide
Government agency	4	Ghana Investment Fund for Electronic Communications (GIFEC); Ghana-India Kofi Annan Centre of Excellence in ICT; Ministry of Environment, Science, Technology & Innovation; NITA
Other	1	DAILY GUIDE
NGO	8	Africa ICT Right, BloggingGhana, Center for Business Transformations, MDi-Ghana, Consumer Advocacy Centre (CAC), International Institute for ICT Journalism (penplusbytes), Internet Society (Ghana Chapter), Media Foundation for West Africa

Report Sample



Report Sample 2

Executive Summary

<u>ARM 3 Results</u>	<u>Sub-Results</u>	<u>Key Achievements</u>
	Final Phase of Start-Up Activities	<ul style="list-style-type: none"> Opened the ARM3 Field Office in Parakou Held orientation of Parakou staff in Abomey and Cotonou offices Recruited a consultant to assist with M&E activities Recruited and hired a MEDISTOCK advisor MCDI recruited and posted a Case Management/Team Leader and Field M&E Coordinator for the Parakou Field Office MSH recruited and posted a Field Supply Chain Officer and Case Management and Performance Improvement Manager for the Parakou Field Office Change in Africare's project management organogram and support in the project
1. Implementation of malaria prevention programs in support of the National Malaria Strategy improved	1.1 IPTp uptake increased	<ul style="list-style-type: none"> Prepared a draft MOU and received a funding request from Faculté des Sciences de la Santé (FSS) Currently developing a training of trainers (ToT) manual in interpersonal communication
	1.2 Supply and use of LLINs increased	<ul style="list-style-type: none"> ARM3, Coalition des Entreprises Béninoises et Associations Privées Contre le SIDA, la Tuberculose, et le Paludisme (CEBAC-STP) and the National Malaria Control Program (NMCP) worked with a consultant to develop the LLIN distribution plan for the 100,000 nets arriving in January 2013 Participated in a workshop to re-define the guidelines for routine distribution of long-lasting insecticide-treated nets (LLIN) to include the private sector and schools Revised and resubmitted a request to Peace Corps for the recruitment of a volunteer to assist with the bed net distribution program
2. Malaria diagnosis and treatment activities in support of the national malaria strategy improved	2.1 Diagnostic capacity and use of diagnostic testing improved	<ul style="list-style-type: none"> Supported the NMCP in organizing a workshop to develop guidelines for RDT use at government and private health facilities Analyzed and published results from Outreach Training and Support Supervision (OTSS) (Round 10) Conducted OTSS (Round 11) in 47 facilities (32 public and 15 private)
	2.2 Case management of uncomplicated and severe malaria improved	<ul style="list-style-type: none"> Advocated for the adaptation of World Health Organization (WHO) recommendations to include IPTp administration until birth Reviewed Malaria Case Management Guidelines Supervised 45 health care providers (21 from Adjarra-Avrankou-Akpro-Misséréte, Covè-Ouinhi-Zagnanado, Ouidah-Kpomassè-Tori-Bossito health zones (HZs) and some private health centers of Cotonou and 24 from Kalalé-Nikki-Pèrère and Banikoara HZs) that were trained in the integrated management of childhood illnesses (IMCI) in the last two quarters Carried out integrated supportive supervision visits of health facilities in the health departments of Donga-Atacora, Atlantique-Littoral, Borgou-Alibori and Zou-Collines Trained 35 practitioners in Emergency Triage, Assessment, and Treatment (ETAT) of severe malaria from 8 hospitals. Four new hospitals were added from the Atlantique-Littoral Discussions held with MCH Directorate to implement Quality



References and Suggested Readings

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Questions?

Thank you!