



FUNDRAISING VOICE



ICA/IIQA Newsletter of Fundraising for NGOs in Nepal

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Fundraising for NGOs is a membership-based web portal designed exclusively for NGOs, not-for-profits, community service providers, social enterprises, volunteers, and fundraisers seeking funds, grants, and skills in fundraising. It aims to build and strengthen the fundraising capacity of the local NGOs in Nepal. It is jointly initiated by the Institute of Cultural Affairs (ICA) Nepal and the Institute of Innovation and Quality Assurance (IIQA). One can get access to unlimited global and national donors database, grants, sample proposals, useful resources, and tools for sustainable fundraising. Get yourself updated detailly from our different social media sites. The newsletter provides a glimpse of what we offer to our members, resources, and knowledge of fundraising practices.

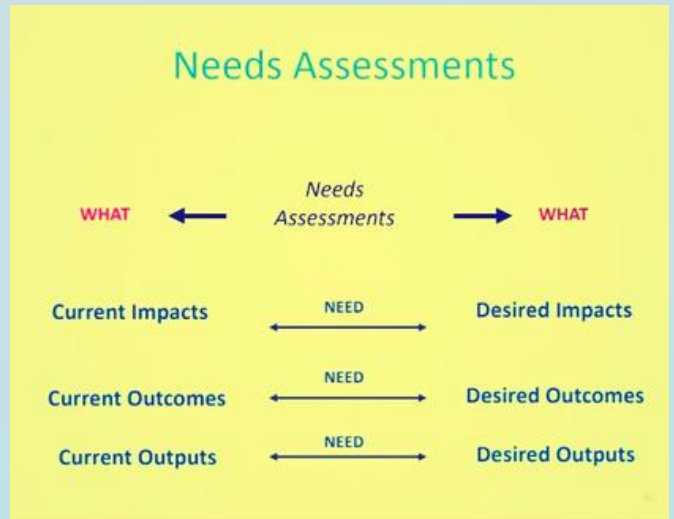
"The best way to find yourself is to lose yourself in the service of others."

- Mahatma Gandhi



Need Assessment

A needs assessment is a systematic process for identifying and addressing needs, or "gaps" between current conditions and desired conditions or "wants". Need Assessment is considered as the first and most important term to be considered during the project proposal development. Needs assessments are only effective when they are ends-focused and provide concrete evidence that can be used to determine which of the possible means-to-the-ends are most effective and efficient in achieving the expected results. However, to assess needs, one must consider that if it is a problem faced by the community, especially children (boys and girls), youth, men and women, target groups of men and women, or some other specific group of the population like people with special needs or the poorest groups only. Thus, to make it clear we must analyze the problems residing in the targeted community. Therefore, needs assessment becomes critical in the initial phase of the intervention, as it focuses on identifying the possible barriers to successful program intervention in a community and possibly finding solutions to these challenges.



Why is need assessment important?

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

Steps for Conducting Need Assessment

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

PROMOTING LEADERSHIP AND MANAGEMENT FOR GOOD GOVERNANCE

Management Science for Health (MSH) with the support of USAID developed the Leadership, Management and Governance (LMG) module to equip managers with the skills to address the key challenges. Leadership, management, and governance are interdependent and inextricably linked. They reinforce each other and interact to achieve the desired result. It was introduced and implemented in Nepal in 2006 with the active participation of ICA Nepal as the main organization. Since then, ICA Nepal has been actively involved as the lead facilitating organization for MSH and trained hundreds of facilitators on LMG who are working through various organizations.



LDP uses a variety of tools and techniques, this training is typically done in 3-4 phases over 8-10 days. By the end of the session, the facilitator expects that all the participants to have a clear idea about LMG and they will be able to design and implement challenge projects in their settings.

LMG training follows the 'Managers Who Lead' manual and other documents. The guiding principle of this approach is linking both leadership and management aspects and using them to achieve results by using the challenge model. Through improved leadership, management, and teamwork, managers in public, private, and nongovernmental organizations can face these challenges with more confidence and lead their teams to effect significant changes in health.

Fundraising for NGOs in Nepal's facilitators has helped a number of organizations such as the National Health Training Centre, MSH, FHI, John Hopkins, ADRA Nepal, Handicap International, Rotary Clubs, etc. to develop their human resources and implement challenging projects in their respective areas. In 2021, the ICA team organized a series of training on LMG for Handicap International and Rotary Clubs to encourage the design and implementation of challenge projects.



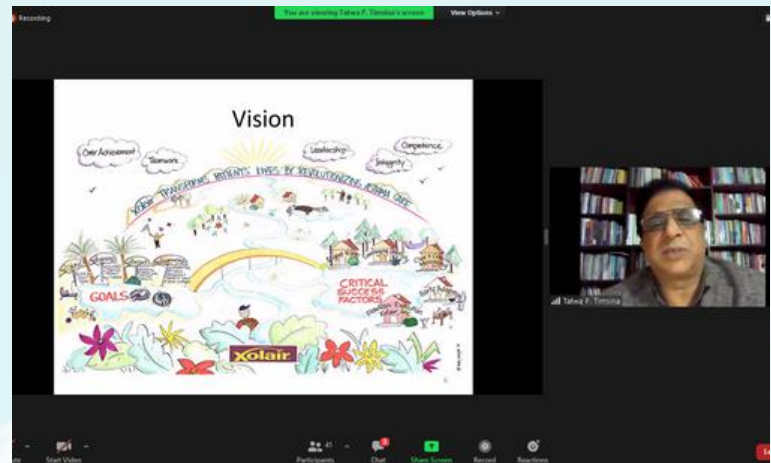
Every Friday Learning Friday- Classified Talks

Fundraising for NGOs in Nepal has been organizing different Classified Talks shows on relevant topics residing in the community through experts on its Every Friday, Learning Friday program. Despite moving from the physical world to the virtual world, our FFN team never compromises on learning and sharing. During the month of November, we organized classified talk shows on five different relevant topics, which are as follows:



- Role of NGOs in Empowering People with Disability- Yunusha Kafle, Sharada P. Dhital & Amba Datta Bhatta
- Importance of Research in NGOs Sector- Dr. Bidur Dhungel
- Fundraising Opportunities for NGOs/INGOs in Nepal- Dr. Keshav Shrestha
- Fundraising Opportunities for NGOs in Tourism Development in Nepal- Mr. Rameswar Khadka
- Leadership, Management, and Governance- Prof Dr. Tatwa P. Timsina

We have collectively aimed to let people know more about NGOs, their funding, NGO support, and its measures adopted worldwide. We believe that people should be nurtured with awareness and opportunities to learn and grow which also helps to pave a beautiful way for a more secured future and developed nation. And we collectively have been organizing different talk shows where people can join from all around the globe and learn.



Attendees have warmly appreciated the learning program. More and more audiences are attending this free webinar and improving their fundraising skills each Friday with FFNs from all around Nepal. Participants were also very grateful to have a platform where they can solve their queries and learn new things. The expert and facilitators present during the session establish great insights regarding the particular field, helping people solve their queries without feeling mocked or unaware.

We also express our gratitude to the experts through our Certificate of Appreciation. We are very thankful for all the great insights and new things they provide attendees with, in every session. We collectively aspire to conduct more of these informative sessions in the near future and despite the pandemic, we aim to foster and spread knowledge breaking the stereotypes.

Funding Information of the Month

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

1. Common Fund for Commodities

Post Date/ Deadline: 26-Nov-2021/ 15-Apr-2022

Grant Size: \$300,000 to \$1.5 million

Thematic Area: Community Development



The Common Fund for Commodities (CFC) invites applications for financial support from qualifying projects. CFC can offer a range of financial and technical instruments of support to meet specific needs of SMEs/enterprises, cooperatives, and institutions along the entire commodity value chain in its member countries. It aims to contribute to poverty alleviation by strengthening the income-generating capacity of commodity producers and mitigating vulnerability to their economic well-being.

For more Details: <https://www.common-fund.org/call-for-proposals>

2. United States - Agency for International Development (USAID)

Post Date/ Deadline: 07-Dec-2021/ 06-Dec-2031

Grant Size: \$180,000,000 to \$180,000,000

Thematic Area: Health, HIV/AIDS

The U.S. Agency for International Development, Office of Population and Reproductive Health (PRH) is pleased to announce the Promoting Results and Outcomes through Policy and Economic Levers (PROPEL) Annual Program Statement (APS). The purpose of this APS is to improve the enabling environment for equitable and sustainable health services, supplies, and delivery systems through policy development and implementation; adequate, predictable, and sustainable financing; enhanced government stewardship, transparency, and accountability; and an engaged and informed civil society prepared to advocate for improved systems and outcomes.

For more Details: <https://www.grants.gov/web/grants/view-opportunity.html?oppld=336878>

3. International Climate Initiative

Post Date/ Deadline: 15-Dec-2021/ 15-Apr-2022

Grant Size: EUR 60,000 to EUR 200,000.

Thematic Area: Environment

The IKI Small Grants Program is now open for a member of an organization working to address climate change or conserve biodiversity. The IKI Small Grants focus to provide support to the implementation of both the United Nations Framework Convention on Climate Change (UNFCCC) in enacting the Paris Agreement as well as to the Convention on Biological Diversity (CBD) in addressing the global loss of biodiversity (Aichi Targets and the goals of the post-2020 Global Biodiversity Framework).

For more Details: <https://iki-small-grants.de/current-selection-procedure/>

4. World Habitat Awards

Post Date/ Deadline: 05-Jan-2022/ 14-Mar-2022

Grant Size: £10,000

Thematic Area: Housing & Shelter

The nominations are now open for the World Habitat Awards to recognize and highlight innovative, outstanding, and sometimes revolutionary housing ideas, projects, and programs from across the world. The trophies are also presented to the Gold Award-winning projects and travel and accommodation costs are met for one representative of each project to attend the awards ceremony.

For more Details: <https://world-habitat.org/world-habitat-awards/>

5. Wildlife Acoustics

Post Date/ Deadline: 04-Jan-2022/ 05-Feb-2022

Grant Size: \$5,000 to \$12,000 per quarter

Thematic Area: Animals & Wildlife

The Wildlife Acoustics has announced the applications for Scientific Product Grant Program to support the advancement of animal biology research, habitat monitoring, and environmental conservation that provides scientists with resources to help further their research into the study of bats, birds, frogs, and other vocal wildlife. Wildlife Acoustics hopes that this allows them to support more critical bioacoustics research projects around the world.

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

6. Grand Challenges

Post Date/ Deadline: 18-Nov-2021/ 13-Jan-2022

Grant Size: \$250,000

Thematic Area: Health, Information Technology

The Grand Challenges is offering grants to Strengthen Data Science Capacity and the Ecosystem: Enabling Data-Centered Public Health Interventions. The objectives of the challenge will be to develop and improve foundational tools, standards, and protocols that enable data-centered health research, interventions, and health surveillance, improve access to curated and linked datasets for research and training purposes, enable South-South data-centered collaborations and build on and strengthen existing initiatives and ecosystems, and so on.

For more Details: <https://gcgh.grandchallenges.org/challenge/strengthening-data-science-capacity-and-ecosystem-enable-data-centered-public-health>

Donor Retention

In literal meaning, donor retention is the ability to keep donors around for longer than a single interaction. Donor retention means that your organization has valuable connections with people who are genuinely interested in your cause. Being a nonprofit they must have a higher donor retention rate where you can maintain the donors for years. Nonprofit organizations are also heavily affected by your donor retention rate. Donor retention occurs when an existing donor can be transformed into a returning loyal supporter. In these circumstances, they will be willing to promote your organization and its events, potentially help recruit new donors and also volunteer for organization activities. Retaining donors can be a more cost-effective way to raise money than recruiting new donors.



Donor retention provides a sense of security. Having a stable donor base also gives us a sense of security, which is an important part of the sustainability of nonprofits. Your donors also add value to your organization as they will be willing to promote your organization and its events, potentially help recruit new donors, and also volunteer for organization activities. A high donor retention rate also determines the success of nonprofit organizations. The process of retaining clients as donors years after years means that the efforts are not wasted, and they continue to serve the organizations for years to come. Donor retention is important to bring donors back to your organization to make donations periodically. The high rate of donor retention symbolizes that the nonprofits have established a high level of mutual trust and respect with a majority of their supporters. Donor retention is an important practice for nonprofits that help to support their current donor engagement.

Tips for Donor Retention

- **Know your donor:** Understanding the donor is the first step towards donor retention. You should know your donors and their intentions to invest in social causes. You need to make sure that your donor has the potential to invest in this particular social issue.
- **Develop donor retention strategies:** It is important to develop a donor retention strategy. Donations are not a one-time transaction, and the relationship between the donor and the organization is not only for a single time. It is a primary step towards building a meaningful relationship. To develop this meaningful relationship, it is essential to vision a long-term engagement with the donor.
- **Simplify the giving process:** To maintain and promote donor engagement, you should make the giving process as simple as possible with the view of showing the donors that you respect their time. You should not include tons of personal information in the donation form of the donors as they do not enjoy the process. So, you can simplify your giving pages by only asking them for necessary information such as names, contact information, and payment details. This simplifies the donation process.

- **Practice donor segmentation:** Donor segmentation plays a vital role in donor retention. Donor segmentation is the process of grouping donors based on shared characteristics. When you create a donor segment, it will be easy for you to share relevant information with each group. Donors are more likely to engage with your message if they're relevant.
- **Make your donor's first giving experience a good one:** As a non-profit organization, it is your responsibility to make your donor's first giving experience a good one. You should realize that it is a donor's decision to leave a nonprofit can occur as soon as they've made their first decision. You should not make your giving process time-consuming to make your donor's first giving experience a good one. You can turn your donors into loyal supporters if you are able to make your donor's first giving experience a good one.
- **Have a clear communication strategy:** It is necessary for NGOs to understand the need of meaningful communication with the donors. Your communication channels are essential aspects of your overall nonprofit digital and donor retention strategy. It is important to strengthen your digital relationships with supporters by reaching them across multiple channels.
- **Use a language understandable to your donor:** Your communication with the donor should be free from the use of jargon or any heavy terms. You should use a language that is understandable for the donor to make them feel a part of your organization.
- **Thank your donors frequently and genuinely:** Donor churn is the consequence that takes place when donors do not hear from the nonprofit or do not feel appreciated for their contribution. So, thanking your donor and sending them a thank you letter is the possible way to prevent this outcome.
- **Ask for donor's feedback:** The relationship between the donor and the organization should be two-way. When the donors contribute their hard earned money for your cause, you can return the favor by asking for their feedback and working to incorporate their comments into your future activities.
- **Show the impacts of donor's gift:** After the donation, the donors may want to know about how your organization used the funds. By informing supporters of the impact of their donations, you cultivate transparency and trust, which often leads to improved donor retention.
- **Keep in touch with your donors:** In order to prevent donor churn, you should keep in touch with the donor. You should show appreciation and respond to their queries promptly and value follow-up. You can also report the results of their contribution to keep in touch with the donors.

If you follow these donor retention tips, you will be able to increase the rate of donor retention which is considered a step towards success in the context of fundraising. The high rate of donor retention in a nonprofit means that the nonprofit can establish a high level of mutual trust and respect with the majority of its supporters.

Help us Build Houses for Dwarfs (Little People) of Nepal

My name is (Ms) Sundari Mishra. My height is just 47 inches. I represent the Dwarf community of Nepal. You may have never given a thought that the life of people with Dwarfism is exhausting both physically and mentally. I face mockery and discrimination all day long. Because of my short stature, I face challenges in traveling, using public toilets, or even using my kitchen. On the other hand, when I use infrastructure designed for regular stature, my health status deteriorates as the premature bones accelerate.

Due to limited opportunities in income generation, often, I have to struggle to meet my ends. I am just an example of thousands of Nepali dwarf brothers and sisters. There are many things that we, dwarf people, can work together and fulfill our needs independently. I am raising funds collectively for these good deeds along with different organizations to establish a Learning Centre that will accommodate and provide training to people like me which would eventually help us to generate income for better living.

This center will typically be designed to meet the physical requirements of Dwarf people and will be friendly to us such as bathroom stall locks, kitchen slabs, stairs, etc. This Centre will be operated by a team of Dwarf people to train and accommodate the hundreds of Nepali Dwarfs.

We, Creative Dwarf Women Association, are seeking generous hands to be part of this noble cause. I am very overwhelmed that the **ICA Nepal** has encouraged me to share this good cause with you all. Your small help can help the dwarf people get access to unlimited equipment and basic human needs which now they can only wish for.



To donate, please follow the link

<https://www.gofundme.com/f/help-sundari-to-build-dwarf-learning-centre>

Your little support would make a huge difference in the lives of the Dwarf people of Nepal.

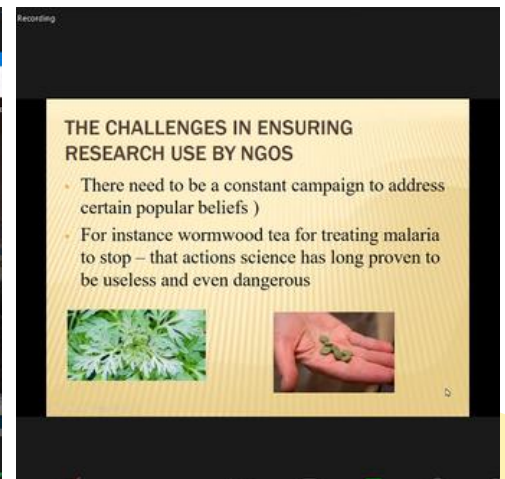
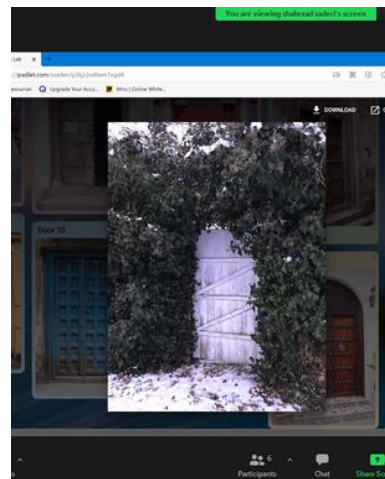
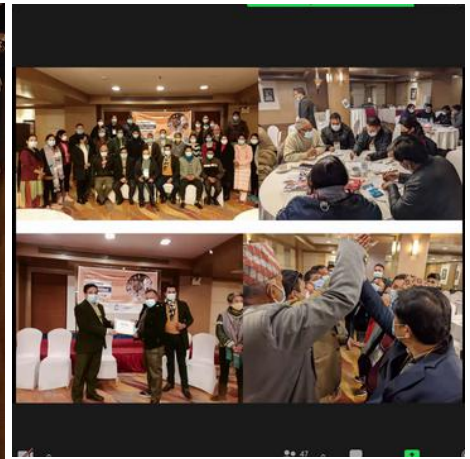
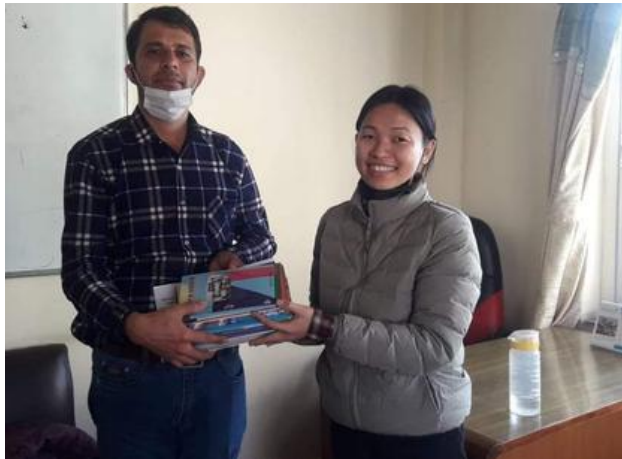
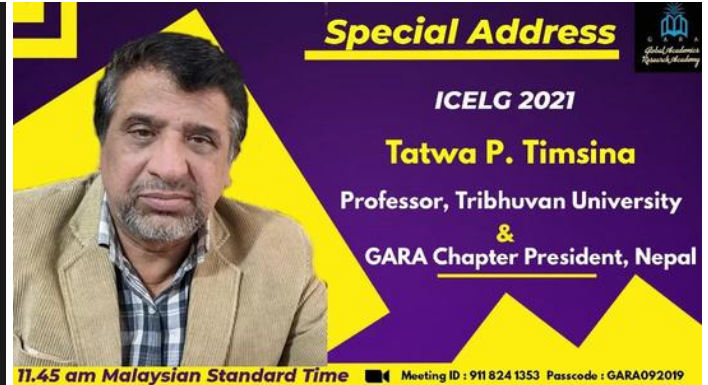
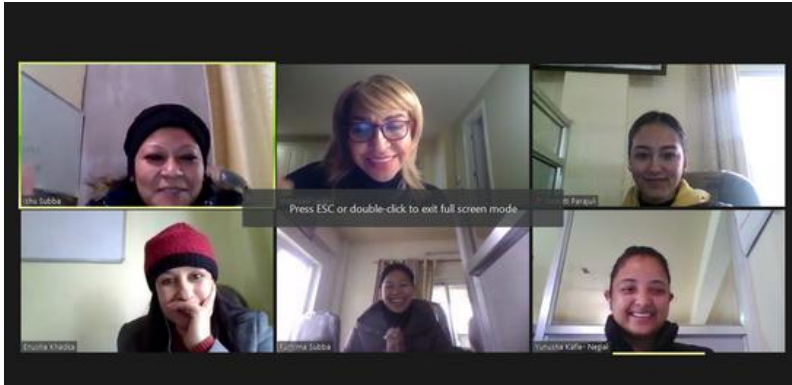
You may write to our President directly.

Email him: sharada.dhital@gmail.com

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

-Hank Rosso, The Fund Raising School

Fundraising for NGOs Activities in Brief



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