

THE **BIG** Picture

A Change the Game Academy
Newsletter Highlighting
Resource Mobilisation and
Claim Making Success Stories.

ISSUE 02 | March 2019



CHANGE
THE GAME
ACADEMY

The logo for Change the Game Academy features the words 'CHANGE', 'THE GAME', and 'ACADEMY' stacked vertically. 'CHANGE' is in blue, 'THE GAME' is in red, and 'ACADEMY' is in grey. A stylized blue leaf-like graphic is positioned behind the text.

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Change the Game Academy aims at building the capacities of a broad range of organisations at grassroot level. The programme supports Community based organisations (CBOs), Self-help groups (SHGs) and Non-Governmental organisations (NGOs) to work towards harnessing and growing their resources as well as securing their basic rights and services from duty bearers.

Our Partners



THE BIG Picture

A Change the Game Academy Newsletter Highlighting Resource Mobilisation and Claim Making Success Stories.

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Dear Partner,

We introduce to you the second issue of the Change the Game Academy (CtGA) newsletter! This issue tells of our progress and documents the success stories gained through training on Local Fundraising and Mobilising Support.

Our work at Change the Game Academy is inspired by organisations in the South who struggle to mobilise resources for their work. Furthermore, there has been a worrying trend over the past decade of governments increasingly limiting the operating space for civil society organisations.

If the organisations in low and middle income countries do not 'claim their space' and become more financially sustainable, we are likely to witness a dangerous decline in their existence and ability to fulfill their mission.

This challenging context asks for bottom-up efforts to bring about change. The solution therefore lies in strengthening the voices of local civil society organisations and helping them build local constituencies.

In this issue therefore, we bring you stories from resilient organisations in Africa and Asia working to improve the livelihoods of their communities through domestic mobilisation of resources and mobilising other forms of support through lobby and advocacy.

Also, learn about our latest partners in Nepal following a Training of Trainers that took place in the country in December last year in preparation for take-off of the courses in the South Asian country.

Find out what is new at Change the Game Academy. We have many things lined in store. Read more in our section on 'what's new'.

We hope that this issue of our stories inspires you in your game-changing journey.

Enjoy the read.

Gloria Chemutai

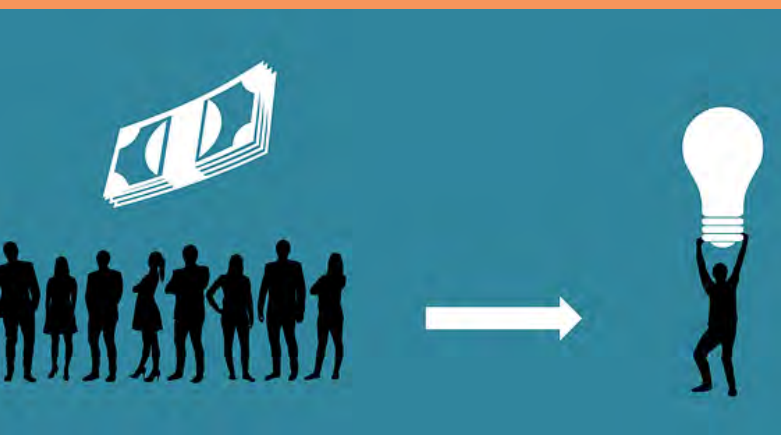
WHAT'S NEW



New module on Mobilising Support

The Mobilising Support module 'Communication skills for mobilising support' is now online! It is currently in English and French and the translation for Spanish and Portuguese is well underway.

This is the fifth module in the course, and learners get to understand how to communicate their mobilising support messages better. In this module, we will zoom in on positioning and delivering skills through listening, framing, writing, presenting and negotiating. You can choose which skills you want to improve so; this course is tailor-made for you.



New toolkit on Crowdfunding

In December 2018 we published the toolkit on Crowdfunding and we are proud to introduce it to you!

If you want to know more about crowdfunding and how to start a successful campaign, this toolkit will show you

how to reach an extended audience, reduce time, cost and the usual effort of fundraising. It attracts not only donors but can also lead to more volunteers. It will also help you to decide if crowdfunding is the way forward for your organisation, and how to organise it.

Crowdfunding is especially useful for an organisation which:

- Lacks resources and the expertise to create, update and maintain a website. A crowdfunding platform provides a microsite to every user.
- Does not (yet) have its own donorbase: using a crowdfunding website gives you access to the already established donorbase and audience of that particular crowdfunding platform.
- Has little funds for pre-investments to be made in a regular campaign.

You can find the course on the CtGA platform. No need to register! <https://www.changethegameacademy.org/shortmodule/crowd-funding/>



Participants of the Training of Trainers held in Nepal in December, 2018.

New Partnerships in Nepal!

Nepal has been on our radar for some time and last year's partnerships saw us establish our presence in the South Asian country. Finding progressive organisations led by the ICCO corporation has made it a strategic location for the Change the Game Academy courses. The country has a great foundation for local resource mobilisation and civil society is becoming stronger in advocating for the rights of the people there.

The partners are now offering the Mobilising Support and Local Fundraising courses in their country following the

Change the Game Academy Training of Trainers that took place in December, 2018. 22 individuals from four partner organisations, including ICCO Nepal, TEWA, Sahakarmi Samaj and Community Self-Reliance Centre(CSRC) were trained. They will, moving forward, offer the trainings to various civil society organisations.

Nepal is ready to Change the Game and we look forward to bringing you stories of change from the country!



Advocacy Actions for Improved Hygiene in Tanzania

Conservation of Nature for Survival (CONASU), a non-governmental organisation (NGO) which works in environmental conservation and community well-being, is one of the Tanzanian organizations which benefitted from training on advocacy for change jointly organized and run by Foundation for Civil Society (FCS) and Change the Game Academy.

The skills gained by CONASU's participation in the Change the Game Academy training, has enabled the organization to integrate advocacy in its water and sanitation programmes.

Through the training, the organization has appreciated the importance of participation of members of the community in their operations. By utilizing advocacy, CONASU engaged beneficiaries in

its interventions and managed to bring about positive change, especially in raising awareness at the grassroots level in partnership with stakeholders that include local government leaders.

Use of advocacy in addressing water shortage

CONASU, through the support of the USA Ambassador to Tanzania Inmi Patterson and other stakeholders, installed water harvesting systems in two dispensaries at Chanjale and Kumbulu villages which are in Gairo district, 200km from Morogoro. Before the intervention, the challenge was that the two dispensaries were in remote areas and lacked access to clean and safe water. This exposed medical personnel, patients and members of the community to the high risk of contracting diseases such as cholera. In this project, the knowledge gained from advocacy for change training helped CONASU in developing a deliberate approach to influence communities to actively participate.

Through advocacy skills, CONASU conducted a series of consultations with members of the community, leaders and local government representatives with the express purpose of mobilising support to bring the project to fruition.

Leonard Kitindi, the Project coordinator, said that they first engaged the district executive director, local government leaders in Gairo and advised them about this intervention. "Then together with local government authority leaders, we called meetings to explain to members of the community the importance of the projects and how they could support," he says.

During the setting up of the project, many agreed to volunteer their labour. They fetched water, got involved in digging and ferrying of materials, including sand and building blocks to the site and those skilled in masonry offered, freely, their services. Improved advocacy also helped CONASU in bringing about good relations with members of the local district government.

Another official, Yusuph Mgoho, the Project Field Officer said that through effective engagement with local government they managed to influence them to be part of the project. "The government offered us transport to the villages where the intervention was taking place. The district also provided the project with a lorry to transport building materials to the site," he says

Community participation saves three million Tanzania shillings

Local government support coupled with labour, freely provided by members of the community, both as a result of positive advocacy enabled CONASU to save money for other projects. "We really appreciate the support we got from the people, both men and women from the two villages because we saved three million Tanzania shillings (USD 1,282) which was used in other activities e.g. buying, among others, building materials," says Mgoho. CONASU ensured that those most affected by water shortage, lack of proper sanitation and hygiene, especially women and girls were closely involved in the project. As a result, 25 women and 12 men participated actively in implementing the project.

Skills gained from advocacy for change, in the course of capacity building, has helped CONASU instill a sense of ownership to members of the community. The project has been handed over to the people through their local leaders and the raising of awareness by CONASU has made members of the community own the project and this is likely to lead to the project's sustainability.





What Learners in Burkina Faso **say**



Diversifying sources of **Income**: Creating **Sustainability** in Uganda

“The resources exist in our communities but we just need to go the extra mile to find them.”

~ *Elijah Muhindo, Raylight Foundation Kasese.*

In partnership with the Uganda NGO forum, about 50 representatives of community based organisations and non-governmental organisations in Uganda were hosted to a two day linking and learning workshop on amongst other things, Local Fundraising and Mobilising support. The training focused on the need to diversify potential sources of income at organizational level as a means of creating sustainability and relevance; how these sources of income can be tapped into; and why it is necessary to do so.

Designed to ‘create appetite’ amongst participants, this workshop covered an introduction to the Change the Game Academy courses. The trainers, shared on the concepts and theory of both Local Fundraising - the need to create meaningful relationships with beneficiaries of their respective interventions, involving them in the decision making/solution finding process as well as the importance to scan the “market” for the right donor/partner; and Mobilising Support - the importance of advocacy and aligning one’s work with the needs of the intended beneficiaries as well as the participation of the relevant stakeholders, especially the leadership.

The highlight of the two days was the motivational talk by Eddy Balina, Executive Director of Non-Violence Project –Uganda, an organization whose mission is to inspire, motivate and engage young people in positive action to make their lives and communities safer and happier. Eddy shared on how the Local Fundraising training he had undertaken changed his mind set on the possibilities, opportunities and resources that were available to and around his organisation. More importantly, Eddy provided the link for participants – from the theories discussed to

the application and practicality. This engagement certainly contributed to the group sessions on the opportunities and challenges for local fundraising in Uganda.

The linking and learning workshop definitely achieved its goal of creating appetite for Change the Game Academy trainings among our partners and left people inspired.



“ It was not easy to convince local people that we need their donations as the money usually comes from outside. However, for a start this is a great result. It is up to us now to provide accountability and show people that we really use their contributions for local development. ”

Mr Sina Lazare of Yanyéma Fada N’Gourma, collected 3.139.500 CFA during a fair market and selling of locally grown products e.g. vegetables and honey.

“ Mobilising support for us is very important because it will allow us to increase awareness in the whole chain of value. ”

Dr. Adama Neyya, plant-pathologist and researcher at the INERA (Institut de l’Environnement et de Recherches Agricoles).

“ The Change the Game Academy programme, through the Mobilisation of Support and Local Resources trainings, is unique and very useful. ”

Maxime Kaboré
journalist in Burkina24

“ Before this course, I did not know the importance of mobilising support, and mobilisation of local resources for the realization of a project that is important to us. I did not know there are well-developed modules for capacity building of our structures. Now, I know that it exists in Burkina and I know where to come to train. ”

Ms. Ouédraogo Bernadette
Head of the GRADE-FRB / Ouaga association.



Local Fundraising unlocks possibilities in Ghana



Staff of Street Children Project with children who have benefited from their programme

Street Children Project (SCP) in Kumasi, Ghana, has seen an increase in funding and support from the community it operates in after applying the techniques and skills acquired during the Change the Game Academy programme. SCP was among nine community-based organisations to benefit from this programme that was jointly organised by WACSI and Change the Game Academy.

Since Ghana became a middle-income country in 2010, many development partners have withdrawn funding from the country. This made it a necessity for civil society in Ghana to mobilise local resources to support their operational costs.

However, like many civil society organisations in Ghana, SCP lacked adequate knowledge and skills to raise funds locally. "It was very difficult for us to raise funds locally. We even organised a stakeholder program the week before the local fundraising course where we were unable to raise funds irrespective of the calibre of people including ministers present at the gathering," Jessica Deh, Programmes Manager at SCP confessed.

Akwasi Prempeh, the Project Administrative Assistant at SCP shared his senior's sentiments on the difficulty of fundraising before the training. "Raising funds locally for the past years was not easy to do within our organisation. I had no idea on how to locally raise funds and also thought raising funds at the local level is not possible with the prevailing economic hardship and the reluctant nature of most citizens to give in support of the works of NGOs/civil society groups", he said.

Prempeh went on to explain that after the training, the knowledge acquired built his interest in raising funds locally to support the organisation's work.

This optimism was sparked by SCP's participation in the Change the Game Academy programme. This has

enabled them to reverse the funding nightmare the organisation experienced and which was threatening the organization's operations.

The programme enabled them to learn how to identify and pitch to potential donors, develop a team and strategy for fundraising and develop constructive partnerships with like-minded organisations. The results obtained after their participation in the programme have been remarkable. SCP raised 11, 243 GHc (USD 1,993) in their first fundraising event after their participation in the programme.

"Currently, after our involvement in this programme for the first time in 2018 the organisation raised about 10,000 GHc (USD 1773) through local donations; which I would score 90%, depicting how effective the organisation mobilised resources locally during the year 2018 to support its activities", added Prempeh.

Prempeh further explained that at the same fundraising event, the CEO of Trinity Cosmetics - a detergent company based in Kumasi signed a one-year contract of supplying bathing soap, washing powder, bleach and liquid soap for the 30 girls in the vocational training centre run by SCP.

The Change the Game Academy programme was a golden opportunity for SCP and has totally changed their financial and operational trajectory.

"This programme has been an eye-opener which helped us to see that what we thought was impossible can actually be done. It is possible to raise local funds and it is possible to provide lasting solutions to the problem of streetism."
~ Deh

Living Positive, Kenya Fundraising for **Women's Health** and **Financial Growth**

The school built by Living Positive Kenya following a successful local fundraising drive.

Nestled in the hilly and picturesque town of Ngong in Kajiado County, Living Positive Kenya (LPK) caters for underprivileged women living with HIV & AIDS. The organization which started out by offering meals to women living with HIV & AIDS and their children in a slum in the town, now reaches many beneficiaries. As the number of women seeking meals increased, founder, Mary Wanderi had to think of ways to expand beyond provision of food.

It graduated into a support group where the women encouraged one another and Mary ensured they accessed counselling services. She then embarked on a journey to establish the current centre in Ngong town, where the women are taken through an 18-month program to transform their lives. The program includes stabilization, skills training and a thriving phase. Here they get the necessary help that they need including psychosocial support and the whereabouts of accessing the necessary medical care.

Local Fundraising

The organisation enrolled for the Local Fundraising course by Change the Game Academy in Kenya offered through Kenya Community Development Foundation (KCDF) to sharpen their skills in fundraising. This was to enable them to raise more resources to run the organisation. Through this, they are now able to supplement their international donation with local giving, having gotten various donations in cash and in kind within their locality through various fundraising efforts.

The course enabled them to understand that funding doesn't have to come from overseas, that you can do it wherever you are. "I was interested in the training, and thereafter sought to implement the lessons from it for the betterment of our organisation," says Velicinia Muthoni, an accountant at LPK.

After the training, they embarked on improving their day

care facility into a fully-fledged school. For this purpose, they wrote a proposal to KCDF for the Pamoja for Change (together for change) matching fund programme. In addition, they raised the rest of the funds needed to complete the project through raffle tickets announced through a local television channel, sale of cakes in church, individual donations and in kind support of free labour from the community. In total they raised Kes 620,000 (USD 6,219) out of the initial target of Kes 460,000 (USD 4,616).

Furthermore, LPK has built a village where homeless women can stay. In addition, due to their contribution to society through improving the lives of HIV positive women and the lobbying and mobilising of support that they have done over time, the local government allocated them a piece of land where they set up the school which now caters for lower primary and which they plan to keep expanding.

Sustainability

To ensure sustainability, the organisation set up a farm where they plant vegetables for consumption by the children in school and also rear chicken for sale. They also have a gift shop where they sell merchandise and the proceeds go back to the women. In addition, they have a guest house where they offer accommodation to their guests at a fee.

Their work has prospered thanks to the good relations they have with the community. "Keep local fundraising constant. Let people know what you do and keep reminding them. As you tell your story, show its benefit to the community," says Mary.

LPK has employed approximately forty people who Mary says are committed to the work of the community around them. They are now at their sixth class which usually has between 10-12 women. They have had 68 women up to date. They have 120 kids at their Salama School presently.





Raising Funds to Re-integrate and Reduce School Drop-outs



Special Attention Project (SAP) is a non-governmental organisation (NGO) in Ghana founded in 2007. The organisation works to improve the lives of children with specific learning difficulties through research, awareness creation, advocacy and training.

It was established in response to a survey in Accra which revealed that many out-of-school-children had learning difficulties. They set out to prepare such children for re-integration into mainstream education and further expanded their scope to include children in school with learning difficulties to prevent them from dropping out.

Since its inception in 2007, SAP had been relying heavily on donor funds from western countries for its operations. Mindful of the negative impact this could have on their organisation should the donors withdraw, they set as core priority to diversify their resource stream for their sustainability. SAP's strategic focus is to become sustainable was to mobilise resources locally. This, for them, is to ensure their long-term survival.

However, due to lack of a structured fundraising plan, low involvement of board and staff members in fundraising activities and poor communication strategy, SAP's efforts of mobilising resources at local level were not yielding results.

To make things happen, SAP saw the Change the Game Academy programme as an opportunity to overcome these challenges. The organisation applied and was selected to participate in the programme organised by West Africa Civil Society institute (WACSI). The programme entails a combination of face to face training and intensive mentoring.

With the skills and knowledge acquired from the programme, SAP has achieved significant results. The organisation has attracted funding locally, increased awareness, built sustained interest in their programmes and developed a favourable image among stakeholders.

Richard Opoku, Project Director of SAP said that their organisation now pursues a well-developed, structured

and comprehensive fundraising plan. "The organisation has strengthened relations with its existing and potential donors through regular and effective communication. There is greater awareness about the role and involvement of board and staff members in fundraising initiatives", he adds.

The programme has enabled SAP to streamline its fundraising activities. The organisation now understands the various processes and stages of a fundraising initiative. The organisation can now decide on fundraising strategies that are effective and where it needs to allocate more time and resources.

Opoku states that SAP now feels confident approaching donors. "SAP has achieved good results thanks to the programme, by applying what was learnt. SAP has equally been able to streamline its fundraising activities. The organisation currently allocates its resources prudently to fundraising activities, in terms of funds and human resource," he asserts.

Following the fundraising process step by step, the organisation was able to raise funds from the Accra Lions Golden Club in 2018. "We started with investigating their interest, reaching out to them to develop personal relations, meeting them to share our vision for children with learning difficulties and inviting them to our project site to have first-hand information thereby rousing their interest. This campaign was memorable because applying some of the fundraising strategies learnt, SAP received GHc 44,392 (USD 7,872) (half in cash and half in kind) from the club", states Opoku.

Through this process, SAP has learned that forging stronger relations with donors requires understanding the donor's mindset and aligning their interests and communicating in their own language. SAP continues to investigate the interest of potential donors, build personal relations and use effective communication to reach out to them to sustain the relationship.



Organisations in India Mobilising Resources and Support Locally

Maxvision Social Welfare Society

The Organisation

Maxvision Social Welfare Society (MSWS) was established in 2004 with a mission to see to the wellbeing of children and the elderly in their society, by providing them with proper facilities in terms of education, medical checkups, food and shelter.

Their service is envisioned towards awakening people and spreading awareness regarding the harsh activities towards the vulnerable, prevailing in the society.

Activities to Raise Funds and Support Mobilisation

MSWS raised funds in the last three years through various ways; Funding by local companies, doctors, high net worth individuals, volunteers as well as door to door collections. In addition, they have acquired a sponsorship through National Child Labor Project (NCLP) (Ministry of Labor).

Raised
 IRN: **19,130,500**
 (USD **278,734**)
 in the past three years

Provided
 financial aid to
300 child labor victims.

Stream lined
279 child laborers out of 300 into Government Schools.

Raised
 awareness about swine flu
40% population in Gurgaon, have been educated through MSWS.

Tibetan Children's Village

The Organization

Tibetan Children's Village (TCV) is a registered, non-profit charitable organization for education and care of Tibetan refugee children in India. From its humble beginnings in 1960, TCV today is an integrated community in exile providing modern education deeply rooted in their rich cultural heritage.

Activities to Raise Funds

- Initiated a fundraising stall during the 58th founding anniversary celebration of TCV Dharamsala in October, 2018.
- Sold Readymade retail edible items to students and the general public who attended the celebrations..Ran a food stall during the Dharamsala International Film Festival in November, 2018.
- Began a TCV membership drive at an annual contribution of IRN 200 per person, to connect people and generate support for the organisation.

The impact

The organisation presently operates five children's villages, six residential schools, four day schools, two vocational training centers, three elderly people homes, three youth hostels, a higher studies scholarship program, an outreach sponsorship program and the Dalai Lama Institute for Higher Education (a college) in Bangalore reaching out to over 12,000 children, youth, elders and co-workers.

Reached
12,000
 children, youth, elders and co-workers



Upcoming Courses

Date	Days	Location	Subject	Type of event	Language
2019-03-18	8 days	Trincomalee, Sri Lanka	Local Fundraising	Classroom course	Sinhala
2019-03-20	7 days	Accra, Ghana	Local Fundraising	Classroom course	English
2019-03-20	7 days	Phnom Penh, Cambodia	Local Fundraising	Classroom course	Khmer
2019-03-27	12 days	Phnom Penh, Cambodia	Mobilising Support	Classroom course	Khmer
2019-04-02	12 days	Trincomalee, Sri Lanka	Mobilising Support	Classroom course	Sinhala
2019-04-05	10 days	Nairobi, Kenya	Local Fundraising	Classroom course	English
2019-04-11	7 days	Banjul, The Gambia	Local Fundraising	Classroom course	English
2019-04-22	5 days	Jinja, Uganda	Local Fundraising	Classroom course	English
2019-05-02	12 days	Nairobi, Kenya	Mobilising Support	Classroom course	English
2019-06-17	5 days	Galle, Sri Lanka	Local Fundraising	Classroom course	Sinhala
2019-06-20	1 day	Utrecht, The Netherlands	Change the Game Academy Dutch Workshop	Workshop	Dutch
2019-07-03	11 days	Accra, Ghana	Mobilising Support	Classroom course	English

Online Courses

Our online courses at www.changethegameacademy.org are accessible worldwide, free of charge. With access to well researched toolkits and examples of change stories from around the world, you stand to gain a wealth of knowledge. The courses currently offered are Mobilising Support and Local Fundraising, aimed at strengthening the capacity of civil society organisations worldwide to mobilise resources and other kinds of support from their communities.



“Change the Game Academy-as the name implies, has made me change how I think about a Mobilising Support action and its solution. During the Training of Trainers in Nepal I learnt to connect the dots & see the bigger picture.”

Upasana Shrestha
TEWA, Nepal



Send us new stories and feedback to

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