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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.







































Dear Partner,

Here comes our third newsletter edition! In this issue, we reflect on our past and look towards our future with greater hope. We look back at how our half year has been; the milestones we have achieved as we work towards a sustainable civil society mobilising resources locally and advocating for change.

You will read about our partners' meeting in the Netherlands which was a great success. The partners from 13 countries came together to share ideas on sustainability, development and innovation around Change the Game Academy.

Civil society is currently facing immense pressure in a space where funding is continually shrinking. There is need to strengthen organisations in the south to work towards local ownership and take power in their own hands. This was one of the reasons that Change the Game Academy together with Vice Versa magazine held a debate in The Hague about the #ShiftthePower movement. Read more on this story 'Shifting the Power in Development Cooperation'.

Our latest partner in the Game is South Africa! Following talks and agreements between Wilde Ganzen and Rhiza Babuyile in Johannesburg, we held a Training of Trainers in the country and we will now offer classroom trainings in Mobilising Support and Local Fundraising there. 15 trainers from different organisations across the country were trained and will now pioneer the classroom trainings in the country.

Have you been to our website lately? We ensure that we keep improving the content on our online platform to make it more beneficial to our learners. We have added a few features and toolkits as we aim to make it as interactive as possible. Make sure to check out 'My Dashboard', which will help you track your goals, store your toolkits, and see how you progress daily through the course you choose to take. Also, don't forget that the e-courses are available to you in four languages - English, French, Portuguese and Spanish.

The classroom courses continue to expand and we are now in 14 countries in Africa and Asia, not forgetting our newest partner, South Africa. The trainings are offered by certified trainers who have undergone the Change the Game Academy Training of Trainers. Half way down the year we have witnessed various trainings in the countries focused on both Mobilising Support and Local Fundraising.

Our aim has always been to ensure that organisations are successful in raising funds locally and mobilising other forms of support in order to realise their ambitions and be sustainable over time. Read success stories from our various partners who have trained organisations that are now successfully utilising the resources within their localities as well as advocating for better services for their people.

As always, thank you for supporting Change the Game Academy!

Gloria Chemutai



At a Glance

Presence in 14 Countries



Courses offered in four languages

English, French, Portuguese, Spanish



Classroom courses available in

countries worldwide Trained over

small non-governmental organisations and community based organisations in 14 countries in classroom sessions

Trained over

individuals online

Over worldwide

inspiring stories

Why Change the Game?

For CSO's:

- Diversified funding base, less dependency on foreign funding; More local support, legitimacy and a stronger voice.

For communities:

- Increase of local ownership and bottom-up change;

Change the Game Academy is co-created by:

Foundation - Netherlands

- Wilde Ganzen

- CESE Brazil
 KCDF Kenya
 Smile Foundation India



Civic Engagement Alliance

Within the Civic Engagement Alliance, NGO's/ CBO's/Self Help Groups and women's groups in eight countries have been trained through Change the Game Academy to hold local duty-bearers accountable and to raise funds locally.

Civic Engagement Alliance

Online Learning

- 11 interactive E-learning modules on Mobilising Support and Local Fundraising;
- In total 59 hours of online learning;
- Available in four languages;
- 88 inspiring examples of social changemakers.

Online community Over 290,000 likes on Facebook





Bissiga village in the rural area of Southeast Burkina Faso lays upon fertile land favorable for the production of sweet potatoes. The people of Bissiga depend on rainfed agriculture and during such seasons there is a high production of sweet potatoes that results in the shooting down of prices. The local traders take advantage of the situation and this leads to a misbalance in earnings for the farmers.

Wend-Kondo a CSO in Bissiga is a village initiative that is active in agricultural development and offers microcredit to local women with an aim to fight poverty and protect the environment.

Wend-Kondo mobilizes support to ensure that the people of Bissiga earn a better living from their agriculture. To improve production, they have begun undertaking irrigation in the dry season, employing conservation techniques and this adds value to the sweet potatoes.

Three members of the organization have been involved in the Change the Game Academy trainings for both

Local Fundraising and Mobilizing Support. These skills came in handy in their quest to raise funds for the project. They sought support from the Mayor, the prefect, businessmen, and also pursued technical assistance from the Ministry of Agriculture. Other allies included the local media and an agency for the promotion of export in the capital capital of Ouagadougou. They managed to raise \$3,706 (2,150,000 FCFA) for the project.

After the successful fundraising, Wend-Kondo still continues to hold lobby meetings and support actions. The organization has contacted the National Institute of Environment and Agricultural Research (INERA) who are ready to support them in producing better sweet potato varieties and production equipment.

Actions are still under way to improve production, irrigation in the dry season, and to know the techniques of conservation and transformation of the sweet potato while working with all the parties involved.



Empowerment for **Sustainability** in Ghana

For a long time, most of the Service Awareness Support Organisation's (SASO) engagements were service delivery programmes. According to Sandra Naa Atswei Cobblah, the Coordinator of SASO, that situation was affecting the sustainability of their interventions since their constituents were not owning the projects.

"The Change the Game Academy programme content was relevant and practical for our work. It helped us to restructure our strategy in fund raising and in strengthening our relationships with our beneficiaries. The field visit to SEND Ghana during the training and interaction with its staffs reinforced the learning and made the learnings applicable in our context", said Sandra.

The training has empowered SASO's team by shifting the staff's mindset from service delivery to mobilising support. It honed their capacity in donor identification and profiling and involving beneficiaries throughout the project implementation cycle.



Applying the skills and knowledge from the programme has changed their working approach. "It has helped us to do lots of consultations with our beneficiaries in identifying the problem and finding the solutions together. We now involve more of our beneficiaries in identifying and solving problems. We begin the process with them and empower them for project sustainability", asserted Sandra.

The skills acquired have also led to an improvement in their daily operations and built the confidence level of staff in mobilising resources locally. "We have been able to create new ways to increase our internally generated funds by encouraging members in the community to come on board as ambassadors of change by contributing to projects' activities for the area. These were people we didn't ever think would be of benefit to our cause", she added.

Every year, SASO organises a graduation day - a flagship event of the organisation-with financial support from donors. After participating in the programme in 2018, SASO had its first ever graduation day since its existence (about 7 years) without external donor support.

"Before our school's graduation day, we met as a team to come up with creative ways of raising funds for the event and also to make sure that the budget for the graduation was internally generated for the payments needed for the celebration. We were able to generate funds for material purchased for activities and raised some additional funds (all a total of GHS 1,583 =USD \$ 350) during the celebration. The graduation day was a clear example that resources can be mobilised locally. We didn't withdraw money from our account to make any purchase towards the celebration but rather made gains", she narrated.

The Change the Game Academy programme has enabled SASO, a not-for-profit organisation located in Dansoman, Wiaboman-Panbros in Ghana to be more confident and apt to identify and mobilise resources from within their country. The organisation is poised to use these skills to scale up its work on educating youth and empowering them with skills through intercultural exchanges and capacity building initiatives, to enable them drive inclusive positive change in their communities.



Empowerment for Sustainability

#ShiftthePower!

Vice Versa Special Edition on Change the Game Academy

Civil society organisations working on social change are under pressure worldwide. They are confronted with shrinking civic space to do their work, and face reduced access to foreign funding. Against this background, there is an increasingly louder call to strengthen southern ownership and to change power dynamics within development cooperation. This was the reason for Vice Versa (the Dutch magazine on development cooperation) to publish a special issue on the topic of Local Resource Mobilisation as a strategy to shift power. For this special,

they interviewed participants and partners of the Change the Game Academy as well as organisations and experts working in the field of community philanthropy and advocacy.

Vice Versa is a leading magazine published in the Netherlands. It keeps readers informed of the latest developments, insights and analysis in the field of global cooperation.

Find the special edition here. Vice Versa #Shift the Power.





Fundraising for **Rights** in **Brazil**

The Malungos do Ile Center of Culture and Citizenship, founded in 1994, was born out of the desire to fight racial prejudice, religious intolerance, and to create opportunities for Afro-descendants and curate black history, culture and identity. For its efforts, the Malungos do Ile has been largely successful. One member of the organization, Ana Paula da Silva Nascimento has been the recipient of the Dandara Commendation from Maceió's Municipal Chamber, recognizing her significant contribution to the municipality in its struggles for ethnicracial diversity.

Over the years, Malungos do Ile has looked within its community to raise funds for its projects. For one of its projects, the organization needed to reach more people in the greater Maceio. They were working on a project dubbed "Creation Project", which sought to combat racism, attain public policies, promote pluri-ethnic education and reclaim Afro-Brazilian and Ameridianculture. Unlike their other projects which

were funded by, The Centre for Education Statistics and Evaluation (CESE) which is the central point of education evidence within the NSW Department of Education who work across early childhood, schooling, training and higher education, "Creation Project" wasn't funded. Such an expansive project required funding which they managed to raise for the full target.

In order to raise enough funds, the Malungos do Ile raised funds through a solidarity group and augmented the same through sale of candles on All Saints' Day. This enabled the project, which took four months to continue without any hitch. The project involved several important partnerships with schools, unions, a university, the black movement and the housing movement. The success of the project was evident through the expanded scope, the large number of people reached and how effective the proposal was. It reached a record 1,500 people, triple the number that was initially expected.





Hongera Foundation- Bungoma County

"Master your story and present your ideas concisely. Pitch to both individuals and organisations."

~ Mwachi Tatwa, Director, Hongera Foundation.

Hongera Foundation in Bungoma County in Kenya's Western region is an organization that seeks to equip schools with quality infrastructure so as to enhance the quality of education. When they had to complete three major projects which includes an administration block, a science lab and classrooms, Hongera decided to employ the local fundraising skills its officials learnt from Change the Game Academy. It formed a fundraising team to set the plans in motion. The amount needed for the projects was Kes 11,150,000 (\$110,481).

The fundraising attracted stakeholders from far and wide who contributed to the projects of Hongera. They included the county government, the local community which contributed in cash and in kind, the local Member of Parliament, parents, friends, well-wishers and international donors.

The funds were successfully raised and the projects are currently underway. They raised more money locally in the last one year as compared to the other 10 years they have been working in Kenya.

Development Action Wajir-Netherlands-Wajir County (DAWN)

"With patience, determination and persistence you can overcome challenges and successfully raise funds in your community"

~ Abdi Billow, Executive Director, DAWN

In Wajir, Kenya's north eastern region, 100% transition from primary to secondary school is yet to be attained. This is because of many factors including inadequate infrastructure, political uncertainty, and drought which is a threat to the peoples' livelihoods.

This is where Development Action Wajir-Netherlands (DAWN) operates from in the hope of improving education access. To do this, DAWN has been raising funds locally. To date, they have managed to raise over Kes 4 million (\$40,000) for their project.

They raised the funds from stakeholders including the school board, parents, Community Development Fund (CDF), and the local Member of Parliament. Others include volunteers working 10 hours a week to help with the fundraising and the local community which gave in kind through items like blocks, building materials and tents.



Sheep Care - Soweto, Kayole, Nairobi County

"Initiate and grow profitable investment ventures and ensure that you have a business plan for each. Also gauge your funding options and select the most optimal." ~ ~ Vitalis Ochieng, SheepCare

Sheep Care is an organization based in Kayole, a slum in Nairobi, Kenya. It runs a childhood feeding programme which had a target of raising Kes 500,000 (\$5,000). In order to raise this amount, the organization embarked on various strategies.

It reached out to Kapu Africa which has contributed in kind through delivery of French beans for a period of two years. It also donated a freezer worth Kes 100,000 (\$1,000) for use in the organization. Another company, Mid-west Foodbank delivers rice, lentils and soya beans which also helps in their project. A local Bank contributed Kes 600,000 (\$6,000) to upscale their water filtering machine through Davis and Shirtliff company and matched funding for a van at a cost of Kes 400,000 (\$4,000). They also earn revenue from rabbit farming and a restaurant which they run.

Tele Family

"Local Fundraising has enabled us gain more awareness in the community we work in. Local government officials now know us and are willing to work with us"

~ Yuna Nyachomba, Manager, Tele Family.

Tele Family works with vulnerable children, single mothers and women and youth in the Likoni slum of Mombasa. Their local fundraising plan included financing a vocational training for Youth for a period of one year. Their aim was to create awareness of the importance of providing vocational programs and engaging the local leadership in their programs as well as creating awareness of the causes of their organization.

To raise the funds, they organized a dinner which raised them Kes. 400,000 (\$4,000), received in kind donations which amounted to Kes. 300,000 (\$3,000) and received contributions from beneficiaries, church and friends amounting to Kes. 400,000 (\$4,000). Their international donors contributed Kes. 1,000,000 (\$10,000).

The fundraising for Tele Family was a success as it raised awareness in the community, made them known by the government, improved team work in their organization and enabled them acquire good experience in Local Fundraising.

CtGA Featured on CIVICUS Blog

Read a little snippet of an article appearing on the CIVICUS blog about domestic resource mobilisation and the role Change the Game Academy plays in the arena.

With mentoring and incentives, CSOs venture into raising key resources and support at home.

By Yessenia Soto, Community Engagement Officer on Civil Society Resourcing, CIVICUS

It's something that many in the development and civil society sector have been painfully aware of for several years now. But the reality is hitting home harder than ever.

Official Development Assistance (ODA) – government aid designed primarily to promote the economic development and welfare of developing countries – is steadily decreasing. The Organisation for Economic Co-operation and Development recently announced that ODA fell almost 3% from 2017, with even larger reductions for developing

countries. As foreign aid has long been a significant source of funding for southern CSOs, this news reminds us that civil society can't rely on it in the long term, so, those who haven't started diversifying their resource base, should do it now.

"There will be an end to foreign funding, at least as we now know it," said Robert Wiggers, Manager of Programmes and Policy Development at Wilde Ganzen Foundation (WGF), during one of several panels about the financial sustainability of civil society held at the International Civil Society Week convened in Serbia from April 8-12. At ICSW, various organizations shared why and, most importantly, how CSOs can leverage more support, money and other resources in their own countries and communities to face financial pressures and gradually lessen dependence on ODA and other foreign aid.

To read more, find the full article here.

About CIVICUS

CIVICUS is a global alliance of civil society organisations and activists dedicated to strengthening citizen action and civil society throughout the world.

Learn more about Civicus here.



A Celebration of Progress in Local Fundraising



Gosavi Bahuuddeshiya Sanstha (GBS) which was founded in 2008 in Nashik, Maharashtra state of India works in education and health, providing much needed employment to the community around it. Its projects also include social awareness to the youth, and grassroot level women empowerment.

Following its participation in Change the Game Academy's courses, GBS has utilized the skills in local fundraising. Early this year, GBS organized a mass birthday for 70 children in Nashik on 19th February and used this opportunity to raise funds to support poor and orphaned children in the community.

GBS decided on the date to coincide with the birth anniversary of Chatrapati Shivaji Maharaj, a warrior king of the 17th century still celebrated to date. An approximate 1,000 families were invited to the birthday celebration. GBS had invited potential donors from political, cultural



and business backgrounds who donated generously through cheques and cash. The institution received a total of Rs. 250,000 (\$3,596) from the celebration event.



Ready, Steady, Go!

The Change the Game Academy is on in Sri Lanka

ASM and TIME who are joint Change the Game Academy partners in Sri Lanka, came together in March to organize the first Local Fundraising training in Vavuniya. A second training on Local Fundraising will be held in Galle, later this year while another on Mobilising Support will be held in Trincomalee.

The Vavuniya training was an eye opener to the organizations that attended the training and it led to them to start fundraising locally right away. Take Global Ehsan Relief (GER) Sri Lanka in Trincomalee, Kinniya for instance. It put together a "Charity Vehicle Wash" event immediately after the training. The event was organized in support of vulnerable families including women headed households and orphans during the month of Ramadan. "The recent training boosted our confidence and we learnt great lessons to aid us in implementing local fundraising activities," said Global Ehsan Relief management who hoped that other organisations would follow their example.









Shifting the Power in Development Cooperation': The Debate in the Netherlands

Civil society organizations working on social change in society, are under pressure worldwide. They are confronted with a shrinking space to do their work and face reduced access to foreign funding. Against this background, there is an increasingly louder call to strengthen Southern ownership and to change power dynamics within development cooperation.

Because it is important to have conversations around this topic in the Netherlands, Wilde Ganzen and Vice Versa organized the debate 'Shifting the Power in Development Cooperation' on the 24th of May (during the CtGA partner meeting). This debate was initiated as a follow-

up of the special edition of the Vice Versa magazine on Shifting Power and was attended by around 120 representatives of Dutch NGOs and funders (including the Dutch Ministry of Foreign Affairs.

The most important question was: How can we, as Northern actors, support social change in the South and contribute to strengthening civil society? What is our role? A panel, including Edwin Huizing (Hivos), Clara Bosco (CIVICUS), Viviane Hermida (CESE) and Evelijne Bruning (The Hunger Project), discussed this theme with each other and the audience.

In addition, representatives from KCDF (Kenya) and Smile Foundation (India) shared their experiences with domestic resource mobilization, as a strategy to strengthen southern ownership. Stella Chege from KCDF stressed the importance of local ownership, "Only if communities themselves are drivers of social change and define their own priorities, can change be sustainable. It is crucial to build trust, which is what many organizations that are not rooted in communities fail to do," she said. Swatantra Gupta from Smile Foundation argued that the opportunities for local fundraising are there, specifically, in India where the CSR law provides for corporate funding. "How can we help grassroots organizations to tap into that potential?" he posed.

Conclusions and follow-up

The audience and the members of the panel agreed that there is a big need for shifting power, especially to

make sure that we have a sustainable approach to the work we do. It is important to acknowledge that money, although very important, is not the only source of power. A lady in the audience commented that "It can be painful to lose power that is why we don't want to change as organizations." Viviane Hermida from CESE, Brazil opined that "to be able to shift power, we also have to take the power as Southern organizations," thus emphasizing the need for both parties to make the change. It was acknowledged that challenges around power dynamics are not only related to North-South relationships.

The pressing question that remains is "what is the best strategy to shift power and what role should Northern organizations play?" Therefore, a suitable follow-up should be to determine strategies of how we, Northern and Southern actors, can achieve this change together.







Find out why the fundraising toolkits are amongst the most popular topics on the **www.changethegameacademy.org** website. They contain in-depth knowledge on these four exciting and effective fundraising instruments.

Crowdfunding

Crowdfunding gives NGOs and CBOs a chance to reach an extended audience, reduce time, cost and effort of fundraising. This toolkit will help you to decide if crowdfunding is the way forward for you, and how to organise it.

Donor Relation Management

A donor management system will allow you to easily track the people who donate, to understand their giving patterns and to tailor your communication to their needs. The system and database enables you to handle incoming donations in a professional manner.

Pledge Raising

Pledge raising is one of the most effective tools to generate sustainable support from individual donors. It designed to create a high buy-in among donors and ensure campaign targets are achieved. It is an effective tool in fundraising when there is adequate planning, focus and relationship development touch points.

Proposal Writing

A proposal is an important instrument in securing external funding and partnerships if you want to apply for a substantial gift at an organization or company or you applied for a donation and the donor asked for a proposal.

Interested? Read more here.







Online Platform

www.changethegameacademy.org serves as the main platform for our online courses; Mobilising Support and Local Fundraising. Learners access the online courses through the platform as well as other material, that includes toolkits, examples and change stories from around the world.

The courses are accessible worldwide, free of charge with an aim to get individuals in the civil society sector to participate and gain knowledge and skill to mobilise resources and other kinds of support from their communities.

And, we have something new on the platform! Now you have access to 'My Dashboard', where you can track your goals, store your toolkits, and see how you progress daily through the course you choose to take. It helps to keep you on track and organised throughout! Check it out today!

Classroom Courses: Where are they happening? Check out the calendar on our website!

Date	Days	Location	Subject	Type of event	Language
2019-07-22	10 days	Kisumu, Kenya	Local Fundraising	Classroom course	English
2019-07-22	5 days	Phnom Penh, Cambodia	Local Fundraising	Classroom course	Khmer
2019-08-01	5 days	Galle, Sri Lanka	Local Fundraising	Classroom course	Sinhala
2019-08-27	5 Days	Kolkata India	Local Fundraising	Classroom course	English
2019-09-02	8 days	Nairobi , Kenya	Local Fundraising	Classroom course	English
2019-09-16	5 days	Salvador, Brazil	Mobilising Support	Classroom course	Portugese
2019-10-13	12 days	Mombasa, Kenya	Mobilizing Support	Classroom course	English
2019-10-14	5 Days	Uganda	Mobilising Support	Classroom course	English
2019-12-02	8 days	Kenya	Local Fundraising	Classroom course	English



external finance.

Paul Kagame



Send us new stories and feedback to

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