



WEST AFRICA CIVIL SOCIETY INSTITUTE

**WILDE GANZEN
FOUNDATION**



**CHANGE
THE GAME
ACADEMY**

CALL FOR APPLICATIONS - LOCAL FUNDRAISING COURSE

Strengthening the Local Fundraising Capacity of CSOs in Ghana

Overview of the Programme

Civil society, together with government and the private sector, constitutes an essential pillar of a well-functioning state. Civil society across West Africa has emerged as a key stakeholder in the development process and a vital force in strengthening governance processes.

In Ghana, civil society continues to grow and evolve. The sector's contribution to democratic development and consolidation has been significant. Nonetheless, civil society organisations across the country and specially those operating at the local level are generally fragile and highly dependent on donor funding mechanisms for survival.

Organisations are under immense pressure to operate, survive and thrive in an increasingly competitive sector, while maintaining independence and continually generating funds to pursue planned operations and command strong recognition and influence¹. Furthermore, CSOs in Ghana are generally in a state where the likelihood of beneficiaries continuing programs and projects after donors' exit looks less than satisfactory.

In response to the challenges, West Africa Civil Society Institute (WACSI) in partnership with Wilde Ganzen Foundation since 2018 has been running the Change the Game Academy Programme aims at empowering Civil Society Organisations (CSOs) specifically Community Based Organisations (CBOs) and Non-Governmental Organisations (NGOs) partners of Wilde Ganzen in Ghana to raise funds locally and to mobilise other kinds of support.

The *Local Fundraising Course* focuses on the importance of raising funds and diversifying the income of an organisation. This includes mapping potential donors and their positions and interests, learning how to approach them and keep them satisfied, how to use different communication materials and techniques, how to organise a fundraising event, and how to plan and budget.

The programme entails a combination of face-to-face training and intensive mentoring programme. After the training phase, participating organisations will develop a fundraising action plan which they can implement through mentoring and coaching assistance from WACSI.

¹ <https://wacsi.org/the-state-of-csos-sustainability-in-ghanavvvv/>

Objectives of the Programme:

The overall objective of the programme is to empower local civil society working at the grassroots to rethink power and resources to ensure that people and communities can drive their own development.

More specifically, the programme seeks to:

- Address local fundraising issues facing community-based organisations and the broader civil society community
- Strengthen the participants' knowledge and skills to successfully raise funds and diversify resource streams at local level
- Explore non-traditional and local fundraising strategies.

The training is scheduled from **from 12 – 16 July 2021**.

Eligibility Criteria:

CSOs that are interested in applying must meet the following criteria:

- Must be a CBO, Self-help group and NGO operating in Ghana;
- Must be legally registered as a non-profit organisation based in Ghana;
- Must have good track record within its community of operation;
- Must have strong leadership and governance structures;
- Must have a minimum of 2 years operational experience;
- Must commit to develop a fundraising plan after the training phase of the programme and be willing to operationalise the plan;
- Must be willing to pay a commitment fee of 600 Cedis after the organisation has been selected.

How to Apply: Kindly complete the online application form <https://www.surveymonkey.com/r/J6PLS7J> by **Friday 28 May 2021**. For any challenge, feel free to contact us via capacitybuilding@wacsi.org and byleandre@wacsi.org.

Due to the volume of applications, only successful organisations will be contacted.