



CONSCIENCE INTERNATIONAL (CI)

ANNUAL STRATEGIC WORK PLAN & BUDGET

FISCAL YEAR 2015

Mr. Shaka Ceesay (Director)
Conscience International (CI)
No. 3 Barra Taal Lane
Sanchaba - Bakau
P. O. Box 4216 Bakau
The Gambia
Tel: +220 4498068 / 9982467 / 8200639
Fax: +220 4498068
E- mail: director@conscience-international.net
ci.gambia@gmail.com
Website: www.conscience-international.net



CONTENT

Introduction	3
About Conscience International (CI)	3
CI Implementation Plan	3
Strategic Goals	4
Gender Equality & Women Empowerment	4
Peace Building and Intercultural Dialogue	5
Seminars and Workshops	5
Fundraising	6
Resources Mobilization	6
Annual Organizational Budget	7
Conclusions	7



INTRODUCTION

This Work Plan outlines the operational programs of Conscience International (CI) for 2015, along with the organizational and support activities which complement operations. It also presents a programs and administrative expenses budget required to implement CI programs in 2015.

The main principles that will guide activities in 2015 are as follows:

- ❖ Focusing on strategic planning and refining of operational processes
- ❖ Ensuring effective and timely implementation of the ongoing projects and raising funds and mobilizing resources for sustainability
- ❖ Increasing the number of new project proposals submitted to donors in order to allow CI to achieve set goals for 2015 and onwards
- ❖ Mainstreaming gender and social equity in CI operations
- ❖ Documenting and disseminating results and knowledge emanating from CI operations
- ❖ Enhancing communications, visibility and outreach
- ❖ Managing resources and institutional concerns
- ❖ Mobilizing additional resources for CI operations from 2016 onwards

About Conscience International (CI):

CI is an independent, non-partisan and non-profit human rights and development focused organization working in The Gambia. CI is functioning as a legally registered Non-Governmental Organization under the NGO Degree of 1996 of the Republic of The Gambia, and has Observer Status with the African Commission on Human and Peoples Rights of the African Union (AU).

Since our founding in year 2003, CI has taken a human rights based approach to address development issues affecting the communities we serve. We believe that all individuals have the right to live with dignity through the attainment of basic needs and the ability to exercise political, cultural and social freedoms. We don't give aid; we create change, empowering communities to stand for their rights.

Our promotional activities stem from Article 1 of the Universal Declaration of Human Rights, which is one of the bases of CI's mandate. We wish to give meaning and actuality to this article which states that "*All human beings are born free and equal in dignity and rights. They are endowed with reason and **conscience** and should act towards one another in a spirit of brotherhood.*"



CI Implementation Plan:

CI programs for 2015 encompass the Gender Equality & Women Empowerment Program, Peace Building and Intercultural Dialogue Program, Capacity Building of CSOs on the Regional and International Human Rights Mechanisms, Community Outreach and Fundraising and Resource Mobilization Program. Through fundraising and resource mobilization efforts, CI implements these programs with local and international partners. This approach enables communities to participate in, and eventually take ownership of our initiatives to sustain programs. CI has created partnerships with local and international institutions, organizations and associations in order to better identify and serve programs' beneficiaries on a complementary basis.

STRATEGIC GOALS

The following strategic goals will serve as the base for programs implementation:

Gender Equality & Women Empowerment

Strategic Objective: *To promote women's and girls' rights through initiating and sustaining projects activities that focus on women and girls' empowerment in the communities and schools of The Gambia.*

The Gender Equality & Women Empowerment Program will reach **5,000** people with skills and information sharing in 2015 by continuing to build on strong community relationships with schools, community women and youth groups. Based on experiences from 2015, CI will scale up small events to larger activities to better craft interventions based on target groups and improve skills and awareness raising clarity. The successful combination of youth groups and smaller educational events for young people and adults will build a more conducive environment for changes in behaviors and perceptions.

Program activities will be tailored to appropriate target groups and will include the following projects:

1. The Light your World project: This is a ICTs and sexual health education project targeting adolescent girls and boys in secondary schools and communities in the KMC and sustain the ICTs and Sexual Health Education Center in Tanji - WCR.
2. Girls Not Brides Campaign: This project will work with young people and families to end forced and early child marriages through awareness raising in secondary schools and communities in the West Coast Region (WCR) and KMC.
3. International Women's Day (workshop – 8 March 2015)
4. Violence Against Women Drama Performances in schools and communities
5. Skills for Women Empowerment (SKIWE) Project
6. Sustain the "Lifelong Vocational Skills and Financial Literacy Center" in Bakau



Peace Building and Intercultural Dialogue

Strategic Objective: *To promote peace building and intercultural dialogue initiatives and conflict prevention services in different communities of The Gambia.*

The Peace Building and Intercultural Dialogue Program strives to promote peace education and strengthen peace building skills and intercultural dialogue in the communities. The program will work with partners to support actively and effectively peace building and intercultural dialogue processes at local and national levels with the aim of contributing to conflict prevention, reconciliation and peace building through various program activities, in particular within the educational area. CI's institutional partnerships will help identify partners and strengthen the Network for Peace and Intercultural Dialogue (NetPID) formed and hosted by CI since July 2014. Through this program, CI plans to reach **2,000** community members across the country in 2015.

Program interventions will be tailored to appropriate target groups and will include the following projects:

1. Sustain and expand the Network for Peace and Intercultural Dialogue (NetPID)
2. Work with Religious Leaders to establish "Religions for peace office"
3. Peacebuilding and intercultural dialogue training in schools and communities
4. Peace and intercultural dialogue workshops for youth and religious leaders
5. Training of Teachers on Albinism Care in their learning environment

Seminars and Workshops

Strategic Objective: *To build the professional capacity of individual citizens and organizations through training, research and technical skills acquisition.*

CI wishes to collaborate with interested partners and donors for the organization of workshops in 2015. Scheduled workshops include but are not limited to:

- ❖ Regional and International Human Rights Mechanisms
- ❖ Millennium Development Goals (MDGs) or Sustainable Development Goals (SDGS)
- ❖ Environmental Sustainability
- ❖ Health Promotion
- ❖ Youth and Migration



Fundraising

Strategic Objective: To increase the sustainability and financial viability of Conscience International (CI).

One of the main activities of focus in 2015 will be **fundraising and resource mobilization** to secure sustained funding for the current fiscal year and beyond. Resource requirements for 2016 onwards will be defined in the new Strategic Plan. No funding commitments by donors have yet been made for 2016, either cash or in-kind contributions.

RESOURCES MOBILIZATION

Staff

CI will recruit more staff as affordable and specialist volunteers are required. We will ensure continual development of skills, knowledge and technology amongst staff and volunteers and becomes a learning organization, with supportive, team-based culture. The organization will maintain and develop professional and effective leadership and governance.

Our Offices

CI offices in The Gambia solicits support, through its partners, the full complement of printing equipments required to facilitate the printing of all its publications within its premises. This will considerably reduce the current huge costs of printing. Among equipment required are laptops, laser printer, digital cameras and facilities for stitching and binding.

Partnership

CI will continue to build reliable relations with key partners for the purpose of implementing initiatives. The organization will seek support for the strengthening of existing programs and activities. Ensure effective performance and develop self sustainability of CI in The Gambia.

Close links will also be established with higher educational institutions and human rights, environmental and development organizations throughout the globe for the provision of interns and exchange programs.



Annual Organizational Budget 2015

Date: 5th January 2015

Fiscal Year Ends: 31st December 2015

GMD THOUSANDS	FYE - 2015	
SUPPORT & REVENUE	GMD	US\$
Personnel	235,038	5,466
Travel & Transportation	55,900	1,300
Equipment	36,550	850
Supplies	53,019	1,233
Contractual Services	73,100	1,700
Programs Costs	2,338,555	54,385
Other Expenses	131,408	3,056
Indirect Costs	27,950	650
TOTAL	2,951,520.00	68,640
Exchange rate as of January 1, 2015	US\$ 1 = GMD 43	

CONCLUSIONS

In preparing this Work Plan, CI has benefited from the eight years of operational experience and lessons learned since the start of full operations in 2006. As well, the future organizational development program, which will put CI in a vantage to improve its operations and institutional effectiveness. These have been taken into account in the preparation of this Work Plan, with corresponding actions noted throughout this plan and defined in a series of Action Plans.

CI is currently in the process of developing new strategic directions to guide its future operations. This work plan and budget has defined the objectives for 2015 and the corresponding actions and funds required achieving these objectives.