

Training in Organization, Governance Fund-raising and Resource Mobilization



Conscience International (CI) Training Report

May 3, 2013 - Fajara (The Gambia)

Facilitated by
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FORWARD

The recent global crisis has had a major impact on the work of start-up charitable organizations and small NGOs in The Gambia, with a number of donors cutting the overall aid support and others unable to meet their pledges. Funding to non profits will increasingly become more competitive in the coming years. The initiative by CI to hold organization, governance, fund-raising and resource mobilization training is timely and strategic as it is likely to mitigate this. However capacity building in organization, governance, fund-raising and resource mobilization needs to be done in a coherent and consistent manner over a period of time to make it worthwhile.

Having had the opportunity to meet and exchange ideas with so many volunteers and staff of start-up charitable organizations and small NGOs at this event has been rewarding and motivating for Conscience International (CI) to continuously work towards their capacity to run and sustain programs in their organizations.

I want to use this opportunity to thank all participants for their attendance, their valuable input and the outstanding development work they do. Through collaborative efforts we shall achieve the aim of transforming lives in the end.

Our appreciation also goes out to the resource persons from Conscience International (CI) for the insight provided on issues pertinent to the work of start-up charitable organizations and small NGOs. Continued information sharing is key to strengthening the capacity of staff and volunteers and henceforth increases their ability to develop, implement and sustain programs at grassroots level.

I further thank all the staff members at CI who worked tirelessly to make this workshop happen and also helped compile this crucial report.

In the next coming years CI will continue to provide capacity building training for staff and volunteers of start-up charitable organizations and NGOs and providing support to those urgently in need.



Shaka Ceesay

Director

Conscience International (CI)

INTRODUCTION

Conscience International (CI) is an independent, non-partisan and non-profit human rights and development organization working in The Gambia with affiliated organizations in Liberia and Sierra Leone.

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.

We work in a number of ways at a grassroots level, using one or more of the following methods to improve circumstances in the communities we serve.

STUDY, RESEARCH & DOCUMENTATION

We monitor research and document human rights abuses and neglect of basic developments needs (education, health and environment) through the publication of reports and the formation of partnerships.

ADVOCACY

We develop effective media linkages, raising awareness of human rights and development situations to activists, decision-makers and other stakeholders within The Gambia, Sierra Leone, and Liberia to ensure better attention and timely action.

CAPACITY BUILDING

We equip our staff, other human rights activists and development practitioners with skills that enable them to enhance the efficiency of their work. We train on human rights norms and current development priorities as well as in the field of fundraising and resource mobilization.

EDUCATION

Through workshops and communications, we educate on the topics of gender based violence, peace building & leadership, adult literacy and Information and Communication Technologies (ICTs), environmental protection and economic justice. We are also increasing the knowledge of widely neglected health areas that are a particular source of human rights violations and underfunding, such as tuberculosis (TB) and mental health.

LITIGATION

We conduct legal research, advice and assistance for cases led before the courts, sub-regional and complaints mechanisms that involve issues of human rights abuses.

PARTNERSHIP

We promote information sharing, partnership building and expertise at a local, national and international level to influence policy, encourage activism and achieve human rights and development objectives.

TRAINING IN ORGANIZATION, GOVERNANCE, FUND-RAISING AND RESOURCE MOBILIZATION

It is under its capacity building programme that Conscience International (CI) organized a day workshop for staff and volunteers of start-up charitable organizations and small NGOs taking place on the 3rd May 2013 at Conscience International (CI) Library – Fajara, The Gambia. The workshop attracted a total of 24 participants working in human rights and development organizations from the Kanifing Municipal Council (KMC). The main objectives of the workshop were to build hands on skills in the following areas;

1. Organization and governance
2. Fundraising and Resource Mobilization
3. Media mobilization in Development Work

Approach and Participation

The workshop was participative in nature and built on the experiences and skills of the participants. Combination of lectures, didactics exercise, role plays, group working and Question and Answer approaches. All participants to the Workshop were supported by Conscience International (CI) to meet the full cost of their participation. Conscience International (CI) provided the venue, meals and refreshments, Training and Writing Materials and handouts.

Welcome and Introductions

The participants were welcome to the workshop by Mr. Shaka Ceesay, Director of Conscience International (CI) and asked to introduce themselves by name, position, organization, and what they do. It was then followed by an expectations session. The participants gave their expectations as follows:

- To learn how to manage and sustain a charitable organization
- To learn how to work with the media in promoting their work
- To learn how to develop strategic fundraising plans
- To learn other methodologies of mobilizing resources
- To gain and share skills in resource mobilization
- To learn what is new in resource mobilization
- How to diversify resource mobilization
- Key aspects of resource mobilization

The Trainers took these expectations into consideration as they facilitated the workshop.

Introduction to Organization and Governance

The session was facilitated by Mr. Shaka Ceesay and provided an overview of the importance of organization and governance in start-up charitable organizations and small NGOs. Organizations grow when they are organized and have good structures. Program officers and leaders of start-up charitable organizations and small NGOs need to appreciate that organization, good governance and fundraising is an art that must be mastered. No matter the good intention and the vision of the start-up charitable

organization and small NGO founders may have, the driving force for the organization is proposal writing, fundraising and effective project management skills. Most donors funding programmes in Africa are already concerned about exit strategies and sustainability for many projects under implementation. One of the ways to guarantee sustainability is capacity building in the organization management and fundraising area as funds have become very competitive.

Introduction to Fund-raising and Resource Mobilization

The session was facilitated by Ms. Phyllis Machuka and gave an overview of fund raising-raising and resource mobilization. Fund-raising and Resource mobilization entails how an organization goes about in acquiring the finances, material and human resources needed to fulfill its mandate. Resource mobilization is more than just fundraising. Fundraising suggests that someone else has the funds and approaches needs to be devised to access the funds. Resource Mobilization includes two other concepts - first that non financial resources are important, and second, that certain resources can be generated by the organization or community rather than be accessed from other sources. Resource Mobilization entails a partnership broader than fundraising and avoids the power dynamics of the giver –recipient, hence empowering the partners organizations and beneficiaries.

Introduction to Role of the Media in NGO Work

The facilitator, Mr. Madi Njie first started the session by talking about how to harness the “Power” of the Media, considering its importance to the work of NGOs.

It is good that we understand that the mass media are channels, such as newspapers, magazines, radio, television, or the internet; used to communicate information to large groups of people. By regularly conveying information to important audiences, from the general public to government and international decision makers, the media plays a large role in shaping public debate. This role also helps NGOs and charitable organizations to tell its audience what they have been doing, challenges they are faced with, update them on their current activities and future plans. Therefore the media are among the most important allies to the NGO and charity communities.

Establishing good relationships with journalists is an integral part of any effective media outreach campaign to strengthen and promote work of NGOs and Charitable organizations.

Some ways in which the media can be of importance to NGOs include writing articles that:

- Create an environment for public dialogue and understanding, with a view to effect positive change
- Convey general information, serving as a public education tool
- Set light on popular misconceptions about an issue of importance for the public to know about
- Comment on an issue, providing an alternative viewpoint

EVALUATION

Participants were asked to fill in an evaluation form on the workshop to assess their satisfaction as well as aid future planning on organization, governance and resource mobilization training.

Expectations

The participants listed the following as the main aims of attending the workshop:

- To acquire hands on skills in managing and sustaining and organization
- To acquire better skills in writing winning proposals
- Develop skills and learn new techniques in fundraising
- Increase partnerships and network
- Get insight on alternative resource mobilization tools
- Broaden knowledge on potential partners for resource mobilization

Satisfaction

Asked whether the workshop helped them achieve their goals, 98% of the participants indicated that the workshop fully achieved their aim and that knowledge of the subject, delivery of content by the facilitators and involvement of participants was satisfactory. The rest 2 % stated that the workshop only partly fulfilled their aims.

Most of the delegates expressed the need for additional training courses on specific topics and longer training periods to allow for extensive training. The most common were training on proposal writing and financial management.

Way forward/ Recommendations

1. CI to schedule more workshops.
2. CI to specifically support individual NGOs in Proposal writing
3. CI to disseminate information on funding opportunities
4. Encourage participants to enroll in the Network for Development Initiatives – a registered organization that share information and share experience on resource mobilization opportunities with other start-up charitable organizations and small NGOs.

CONCLUSION

The effort by CI to organize this workshop on organization, governance and resource mobilization should be commended, acquiring skills is a critical step in managing and sustaining development focused organizations and projects. CI has gathered a wealth of experience in the field of human rights and development. This makes CI very attractive and open to partners.

CI under the leadership of Mr. Shaka Ceesay has taken a proactive approach towards resource mobilization. There is potential for the organization to provide mentorship to the other development focused organizations in The Gambia and beyond on the area of resource mobilization. This cross learning will hopefully lead to more resources being raised within the The Gambia. The group was very participative and dynamic which made it easier to run the workshop.

Annex I

WORKSHOP PROGRAMME

09:00 to 09:30 **Registration of Participants**

Prayers (Christian & Muslim)

Opening Remarks: Mr. Shaka Ceesay, Director of Conscience International (CI)

House Keeping: Mr. Shaka Ceesay, Director of Conscience International (CI)

09:30 to 10:30

Presentation: ORGANIZATION AND GOVERNANCE

Facilitator: Mr. Shaka Ceesay, Director of Conscience International (CI)

Description of activity: Mr. Shaka Ceesay will facilitate discussion on the importance of organization and governance followed by questions and answers session.

10:31 to 10:50

TEA BREAK

10:51 to 12:40

Presentation: FUND-RAISING AND RESOURCE MOBILIZATION

Facilitators: Ms. Phyllis Machuka, Finance & Administrator of Conscience International (CI) & Mr. Shaka Ceesay, Director of Conscience International (CI)

Description of activity: Ms. Machuka and Mr. Ceesay will both facilitate training sessions on different topics focusing on fund-raising and resource mobilization.

12:41 to 12:55

Presentation: ROLE OF THE MEDIA IN NGO WORK

Facilitator: Mr. Madi Njie, Freelance Journalist

Description of activity: Mr. Madi Njie will facilitate a training session on the role of the media in NGO work.

12:56 to 13:00

Vote of thanks

Giver: Ms. Fatoumata Darboe, Secretary of Conscience International (CI)

Description of activity: Ms. Fatoumata Darboe will close the workshop with a vote of thanks.

Annex II

LIST OF PARTICIPANTS

No	Name	Organization & Address	Tel	Email
1	Fred Efosa	Youths and Children Foundation - Bakoteh	7794807	youthsandchildrengambia@gmail.com
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Annex III

ORGANIZATION CONTACT

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