



The Shift: Building Capabilities for Local Resource Mobilisation

The % of humanitarian funding directly granted to local & national organisations was 1.5% in 2021, despite the 2016 Grand Bargain commitment to 25%. In this webinar we heard from organisations that are building local resource mobilisation capabilities, in order to increase organisational sustainability and independence, and foster more locally driven and accountable humanitarian response.

Our key take-aways:

It's important to **invest** in resource mobilisation in order to achieve a return. Resource mobilisation activities should be costed and included in annual budgets, and it's necessary to commit to investing over the long term. This is challenging for organisations with limited unrestricted funding.



In our digital age, having a **strong organisational identity online** is important. Branding, and telling the story of your organisation's impact in a way that people can relate to, is key to mobilising support. When budgeting and planning resource mobilisation, think about the digital skills and platforms you need and any related costs.



Each organisation's resource mobilisation strategy will be different, **tailored** to their specific situation. When developing a resource mobilisation plan, think about all of **your assets as an organisation** – your networks, reputation, expertise, and ability to mobilise your community in support of your work.



Mobilising resources requires buy-in and **leadership** from the top of an organisation, to ensure that plans for long term sustainability are prioritised alongside other work. It is also a **collaborative activity** which should involve everyone in your organisation, and ideally also volunteers and the wider community you serve.



Access resources referenced in the webinar:

- [Interview with ESPA](#) (not shown during the webinar for technical reasons)
- [LocalizedAction](#)
- [Kujalink](#)
- [State of the Humanitarian System Report \(ALNAP, 2022\)](#)
- [Sign-up your organisation for Lightful BRIDGE's Open Cohort](#) starting in October.

Contact the organisations:

- [Change the Game Academy](#)
- [ESPA](#)
- [Humanitarian Leadership Academy](#)
- [Lightful](#)
- [PSYDEH](#)
- [Violet Syria](#)