The Shift:
Building Capabilities for Resource Mobilisation

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Building Capabilities for Resource Mobilisation

‘The Shift’ series

In partnership with...
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Welcome & introductions

Why this topic?

Mobilising networks & preparing organisations to raise funds (Change the Game Academy / ESPA)

Creating a digital identity: Local resource mobilisation in a digital age (Lightful / PSYDEH)

Q & A & discussion
Poll 1 -

What % of total international humanitarian funding goes directly to local and national organisations?

Type your answer in the chat
From the State of the Humanitarian Sector (SOHS) report (ALNAP, 2022)

- During 2018-21, direct funding to local actors fluctuated between 1.2% and 3.3% of all international humanitarian funding

- Both indirect and direct funding to L/NNGOs declined in 2021 to around 1.5%
Donor giving practices

Due diligence processes

Local resource mobilisation

Digital resource mobilisation
How mobilising local resources and support can spur locally-led development

Change the Game Academy & ESPA
The Shift

How mobilising local resources and support can spur locally-led development
Challenges for changemakers – the WHY behind CTGA

Low-income communities most affected by climate and pandemic crises >> many back in poverty

Global developments:
• Repressive governments
• Civil rights under pressure >>
• Inequality in countries grows
• Debate on neo-colonialism just started

Challenges around foreign funding:
• Limited access
• Risk of working on a donor-driven basis
• Risk of government suspicion
The change we envision for social organisations

Financial sustainability
Accountability towards community
Commited communities
Voice towards local government

CSOs empowered in locally-led development

Capacity building in:  

**Mobilising Support**
How to get more support and commitment from stakeholders and decision makers

**Local Fundraising**
How to successfully raise funds and diversify the income of your organisation

**New 2023: Social Accountability**
International
Governments
Foundations and NGO’s

70% or more: +2

10% or less

Domestic
Individuals
Local companies
Volunteers
Local government
Capacity building on Local Fundraising & Mobilising Support

3 alternative routes

1. Face 2 face training in classroom
   - 1 week skills training
   - 6 months of coaching
   - In 15 low & middle income countries

2. Online modules on web portal
   - self-paced learning
   - 18+ interactive e-learning courses
   - free of charge
   - 5 languages

3. Training/coaching in online classroom
   - low cost
   - with e-coaching
LFR A-LEVEL TRAJECTORY CTGA

Trainees
- Training of Trainers
  - Intro for Leaders Course (half a day)
  - 4-6 w

Leaders
- LFR Course (5 days)
- LFR Webinar (2 hours)
- Learning on LFR (1 day)
- 4-6 w

Participants
- Coaching
- Intro for Leaders Course (half a day)
- 6-8 w

Coaching
- 6-8 w
Vision
To maximize the impact of the arts on environmental sustainability, social issues and to inspire climate action

Mission
Providing a global knowledge sharing platform, using arts and games entertain and educate on social issues across cultures
Change the Game Academy Global Alliance of Social Changemaking Organisations
Offering localized capacity building around the world

Brazil
Colombia
Peru

Burkina Faso
Tanzania
Kenya
Ghana
Gambia
Uganda
Ethiopia
South Africa

India
Sri Lanka
Cambodia
Nepal
Indonesia
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CTGAcademy

Fundraising Booster app

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Creating a digital identity: Local resource mobilisation in a digital age

Lightful & PSYDEH
Hi
we are
Lightful!
Challenges from nonprofits

- I worry that we’re too reliant on several key sources of funding - if one dried up, we’d be in trouble.
- Covid-19 nearly shut us down - if we hadn’t received flexible emergency funding we’d have had to close our doors. We really need to diversify our income!
- We had no strategy in place to start using digital - so when lockdown prevented us from running fundraising events, we didn’t know what to do.

Sector research

- 78% of nonprofits say digital is more of a priority to their organisation. [Charity Digital Skills Report, 2023]
- Three out of five nonprofits do not have a formal digital marketing strategy. [The Tapp Network and TechSoup, 2022-3]
- 89% of nonprofits say that Digital Skills will be increasingly important in the next 5 years. [CH Digital Equity PDF]

How donors want to help

- Our partners are demanding more training on core functions such as communications and fundraising.
- We commit to provide 25 per cent of global humanitarian funding to local and national responders by 2020, along with more un-earmarked money, and increased multi-year funding.
- The time of transactional grant-making is over, it’s important we foster sustainability and resilience in the organisations we support.
A proven solution **BRIDGE**

Building Resilience in Digital Growth and Engagement (BRIDGE) is Lightful’s high impact learning programme for nonprofits.
Results and feedback of previous BRIDGE participants and cohorts:

- **2X**: Doubled the number of new online supporters
- **3X**: Tripled the rate of online engagement
- **6X**: Funder’s return on investment
- **64%**: Increase in online fundraising year-on-year
- **95%**: Increased digital confidence and technical abilities
- **100%**: Think it will enable them to raise more funds in the future
BRIDGE: four steps to resilience

- **FUNDRAISING**: Learn how to run effective digital campaigns
- **CAMPAIGNING**: Support organisations to co-design, plan, launch and measure awareness-raising campaigns
- **STORYTELLING**: Become expert digital storytellers
- **STRATEGY**: Design and implement an approach to digital
BRIDGE methodology

1. Masterclass
2. Coaching
3. E-learning
4. Tools
Case Study:
Storytelling through Video
Who are we?

PSYDEH [see-day] is a Mexican grassroots non-profit organization investing in rural and Indigenous women as community leaders to drive sustainable social and economic development.

Our current field programming focuses on cooperative incubation (Red Sierra Madre) and technology & sustainable energy innovation (Tec Para Todos).
Our Lightful BRIDGE Experience

- Elevated digital strategy
- Fundraising success
- Enhanced online presence
- Skill development

Website & Digital Fundraising

Google Ads

Crowdfunding Campaigns

Social Media Strategy
Successes & Challenges

**Online Presence**

Success: 8.1% increase in followers across different social media platforms

Challenge: Converting followers into active partners + interest into investment

**Digital Fundraising**

Success: July Bonus Day with GG saw 2.5x increase in total $$ over last year

Challenge: maintaining necessary flexible-funding through multi-year partnerships

**Shifting Power**

Success: 4 women partner cooperatives utilize social media platforms

Challenge: Integrating technology & economic opportunities
Thank you for your time!

For any follow up queries, please reach out to Katie or Andrea, or through our website and social media pages.

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Thanks!

Questions & discussion
Contact

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Or visit our website
https://www.humanitarianleadershipacademy.org/