INFORMATION BRIEF

1. Introduction

KCDF is a Kenyan public foundation established in 1997 to support communities to initiate and drive their development agenda by harnessing and growing their resources as well as securing their basic rights and services. KCDF works nationally to promote growth, resilience, and sustainability of communities through capacity development, social investments, local resource mobilization and availing grants that leverage community contributions.

In line with our theory of change, KCDF appreciates that rapid and enduring change is possible when communities are able to initiate their own solutions to development challenges affecting them and harness and grow resources. It is however difficult to realize such kind of change if majority civil society organizations are not engaging and mobilizing resources from likeminded stakeholders. In recognition of this need, KCDF in partnership with Wilde Ganzen rolled out a project that seeks to strengthen the capacity of grassroot organizations in Fund-raising with more emphasis on local resource mobilization, documentation, communication & marketing.

2. A b o u t Change the Game Academy (CtGA)

KCDF in partnership with Wilde Ganzen have launched an ambitious Programme dubbed 'Change the Game' aiming at building the capacities of a broad range of organizations at the grassroots level. The programme envisages to create an online portal for learning, providing online courses as well as to design classroom courses for specialized training and training of trainers.

The focus of the Change-the Game Academy (as the learning support Programme will be called) are on the following components:

Fund-raising/ local resource mobilization which is a process of raising diverse types of support for your organization. Support can include both cash and in-kind donations/gifts and involves building and maintaining relationships between your organization and the people/corporates/institutions who give you money and support your aims and activities.

Claim- making/ Advocacy & Policy Influencing focuses on all possible actions to influence decision making or policies affecting grassroots level organizations, their beneficiaries and their work.

Organization development (OD) /Organizational Capacity which is a deliberately planned, organization-wide effort to increase an organization's effectiveness and/or efficiency and/or to enable the organization to achieve its strategic goals. Focus will be given to enhancing participant's capacity in Governance and Leadership, Organizational planning & programming, and Fiscal management.

3. A b o u t Local Fundraising/ Local Resource Mobilization component of CtGA

The Local Fundraising/ Local Resource Mobilization component of CtGA seeks to deliver a comprehensive training program that will help community organizations to strengthen their capacity in Fund-raising with more emphasis on local resource mobilization, documentation, communication & marketing.

There is a growing need to grow the capacities of civil society organizations to mobilize incountry resources. International funding available for CSOs and NGOs in middle income countries is decreasing. Donor agencies are changing their priorities or even withdrawing. Meanwhile, pressure on civil society is increasing worldwide, and its space to operate as an independent development actor is diminishing in many places. More than ever, it is important to raise funds and other forms of support locally. Be it from members of the middle class, companies, local and national governments or from poor communities themselves.

Modules and toolkits (in local resource mobilization) will be offered through Blended learning[1].

The following modules to be covered by TOTs and target civil society organizations consist of theory (know- how), exercises, tools kits, examples and resources/ reference materials.

3.1. Modules:
i.   Why Raise Funds / Mobilize Local Recourses Locally? ii. Effective fundraising with individuals
iii. Effective fundraising with companies
iv. Fundraising Plan for a Project
v.   Action Plan for a local Fundraising Event
vi. Effective Fundraising Communication

3.2. Toolkits
i.   Work plan creator
ii. Leaflet Creator
iii. SWOT analysis generator iv. A pool of other examples, case stories and toolkits

3.3. Objectives of this Local Fundraising Training:
This course is meant for organizations with limited experience in local fundraising. But even if an organization and or individual has more experience, they will still find the information, tools and exercises offered in this course useful. Change the Game Academy uses the blended learning approach: a combination of face to face courses, full e-learning courses, separate e-learning modules and toolkits and collective and individual coaching. E- learning courses, modules and toolkits.

3.4. Nomination of the Fundraising champions
i.   Experience as a fundraiser is an added advantage.
ii. Working knowledge of their organization's mandate and mission to the community.

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[1] B**lended learning** is a combination of online and face-to-face learning experiences when teaching participants. In blended-learning courses, for example, participants might attend a workshop taught by a facilitator in a traditional classroom setting, while also independently completing online components of the course outside of the classroom. In this case, in-class time (face to face) is supplemented by online learning experiences

iii.   Be available to help the community and or participating organization to mobilize resources towards solving community development challenges or implement priority projects with support from local donors.

3.5.   Criteria for Selection

The following criterial which looks at the participating organization and the nominated trainees (who will be trained to become Local Fundraising Champions will be used:

3.5.1.   Organization level:

i.   Organizations working in any of the following sectors: Education; Water and Sanitation, Environment and Natural Resources Management, Livelihoods will get priority

ii.   Organizations that demonstrate interest in diversifying their income sources to include local fundraising

iii.   Organizations willing to work with a diverse mix of local stakeholders in solving community problems and or development challenges.

iv.   Organizations willing to facilitate local fundraising activities while ensuring the participation of communities.

v.   Commit to nominate and allow two staff members or community members to consistently participate in modules two to four and follow up practical engagements for the duration of the training. *Participation in a local Fundraising training course is strictly not transferable for consistency purposes.

3.5.2.   Staff/ Individual Level:

The two staff nominated should be/ have:

i.   Working knowledge of their organization's mandate and mission to the community.

ii.   Experience in working in the priority areas of focus of Health care; Education; Water and Sanitation.

iii.   Working knowledge on the legal and political dimensions of the county of operation.

iv.   Be available to help the community and or participating organization to fundraise locally   towards solving community development challenges or implement priority projects

v.   Available for the duration of the training program and remain available to commit themselves to training other members of the nominating organization and to take a leading role in championing or complimenting local fundraising.

3.6. Duration of Training

The training trajectory is scheduled to take a period of three to six months. Trainings are organized in four blocks (see table below) with breaks in between for practical engagements. Training will be done concurrent to the priority project that organization fundraises for.

Module	Brief Overview of modules/block
1) Leaders meeting	This is a day's meeting for the leadership of the organizations. The aim is to brief the leaders on the on the objectives of the programme
2) A Level LFR training (LFR Champions Training)	This a five days training for the local fundraising champions. The training equips the participants with the requisite knowledge, skills and attitude to mobilize resources locally.
3) Webinar/conference call	This is a 2hour skype/phone session with the participating organizations to share on experience and progress and plan for the actual fundraising event
4) Learning & Evaluation	This is a day's session that provides a platform to reflect on the actions undertaken, share experiences and best practices.

3.7. Training Results/ Outcomes

At the end of the six modules, participants (**two from each participating organization**) will be trained through blended learning facilitated by the consultant (s) / TOTs to:

i. Have the basic knowledge and skills to fundraise locally for a local project for their nominating organization.
ii. Be able to determine the resources needed for projects and to match these with potential donors.
iii. Know the basics of effective fundraising and be able to draft an action plan and budget for fundraising activities.
iv. Be able to link branding, communication to local resource mobilization thereof using the same to fundraise for and or champion local fundraising for their organization.
v. Organizations are able to identify current resource gaps and to equip themselves (organization wide) with knowledge skills and the right attitude to raise resources with a focus on local resource mobilization and community fundraising.
vi. Organizations and host communities to reflect on their sustainability, fund raising & resource mobilization in practice.
vii. Organizations are able to draw and implement action plans that will actualize their resource mobilization targets through local fundraising (Ultimately).