

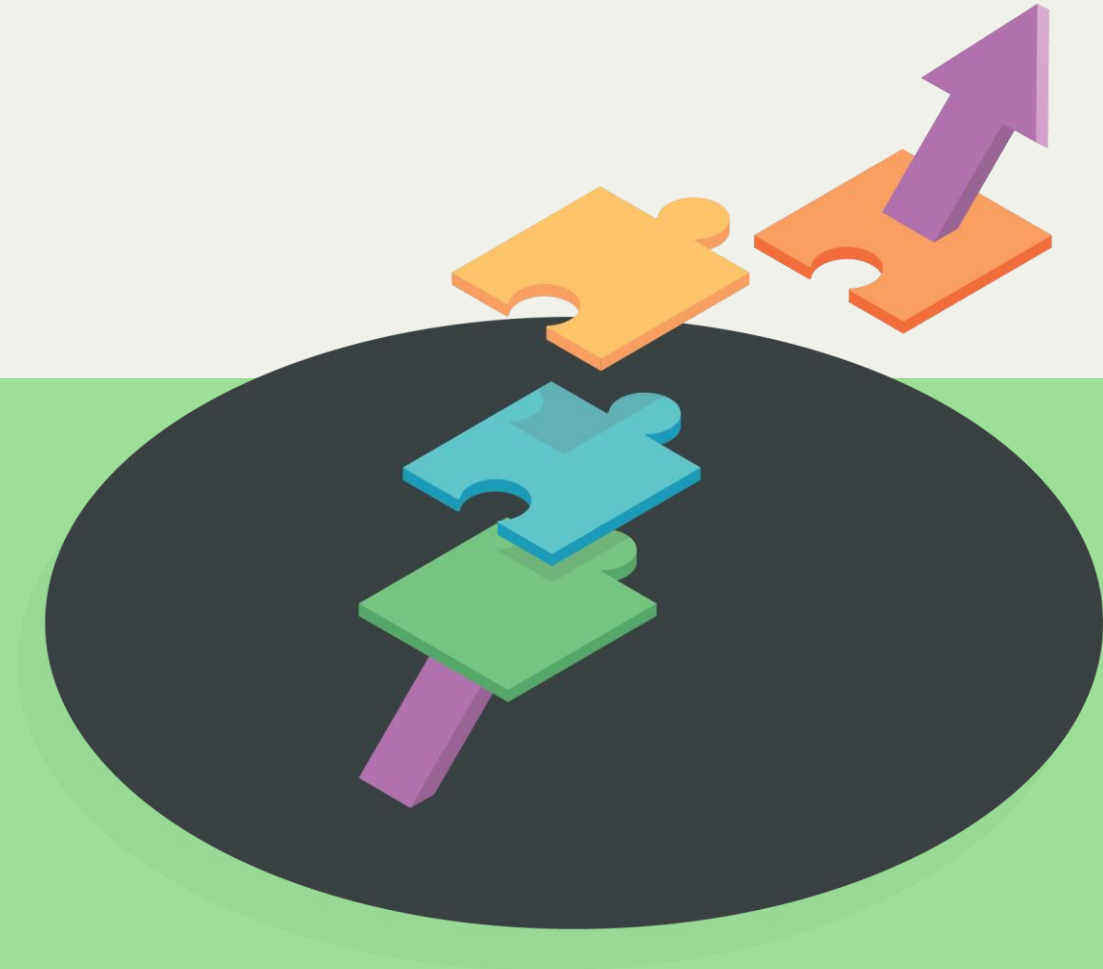


**Humanitarian  
Leadership  
Academy**

## **The Shift:**

# **Building Capabilities for Resource Mobilisation**

**27<sup>th</sup> September 2023**





Humanitarian  
Leadership  
Academy

## Building Capabilities for Resource Mobilisation

'The Shift' series



In partnership with...





**Alaa Albakour**

Community Resilience Manager, Violet  
Syria & Co-founder, LocalisedAction



**Esther Grieder**

Global Communities & Partnerships  
Lead, HLA

# Speakers



Corine Aartman  
Change the Game  
Academy



Sharon Olang  
Change the Game  
Academy



Namatsi Lukoye &  
Willem Malaba  
ESPA

# Speakers



Carlotta Chialastri  
Lightful



Roisin McGovern  
Lightful



Andrea Isita  
PSYDEH



Katie Freund  
PSYDEH

# Agenda

- 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**

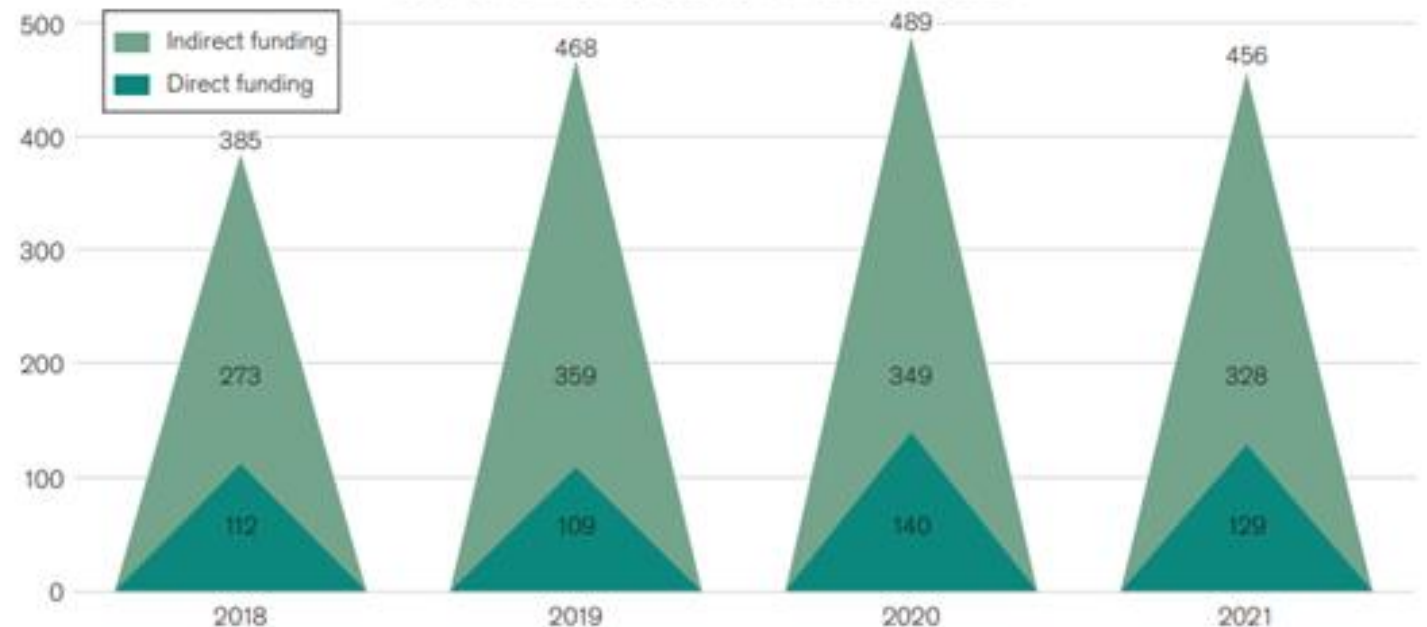


## From the State of the Humanitarian Sector (SOHS) report (ALNAP, 2022)

- 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%

**Figure 15: Total direct and indirect funding to national and local NGOs, 2018–2021**

Direct and indirect funding to national and local actors decreased by nearly 10% in 2021 to \$129 million and \$328 million respectively. Direct funding accounted for around 40% of the share received by local and national actors in the same period.





Donor giving  
practices



Digital  
resource  
mobilisation

Due  
diligence  
processes

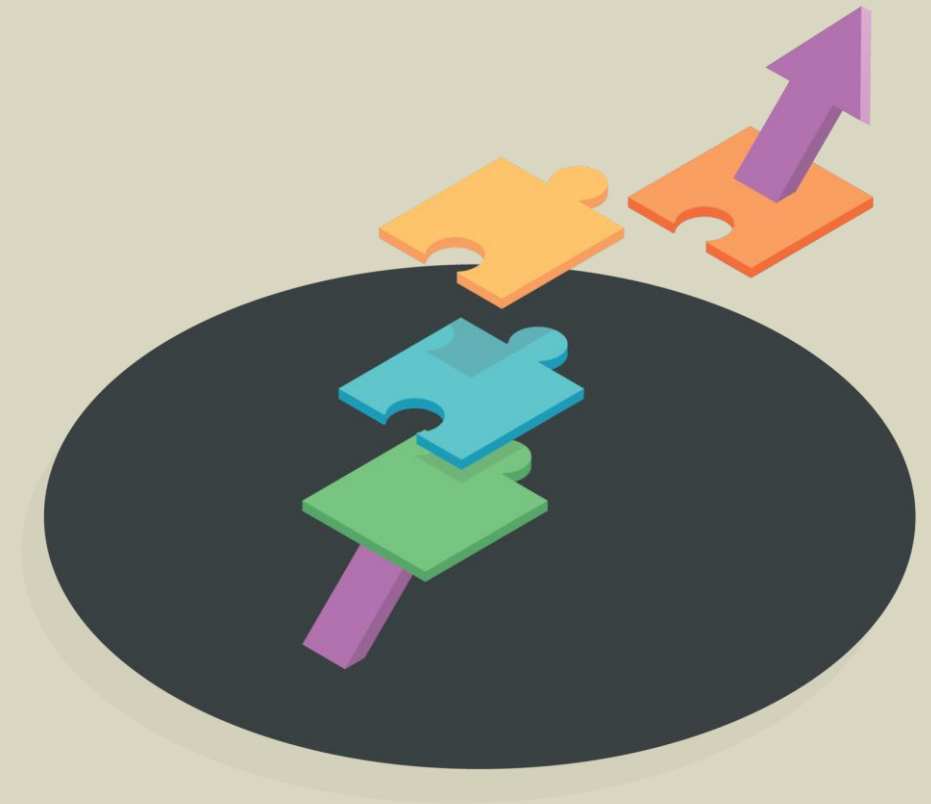


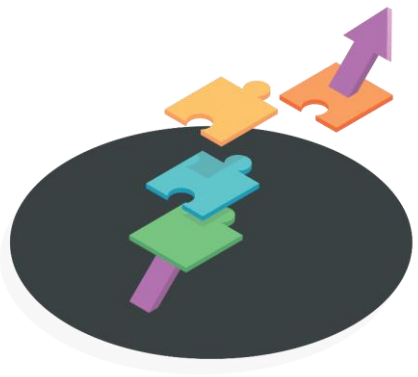
Local  
resource  
mobilisation



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

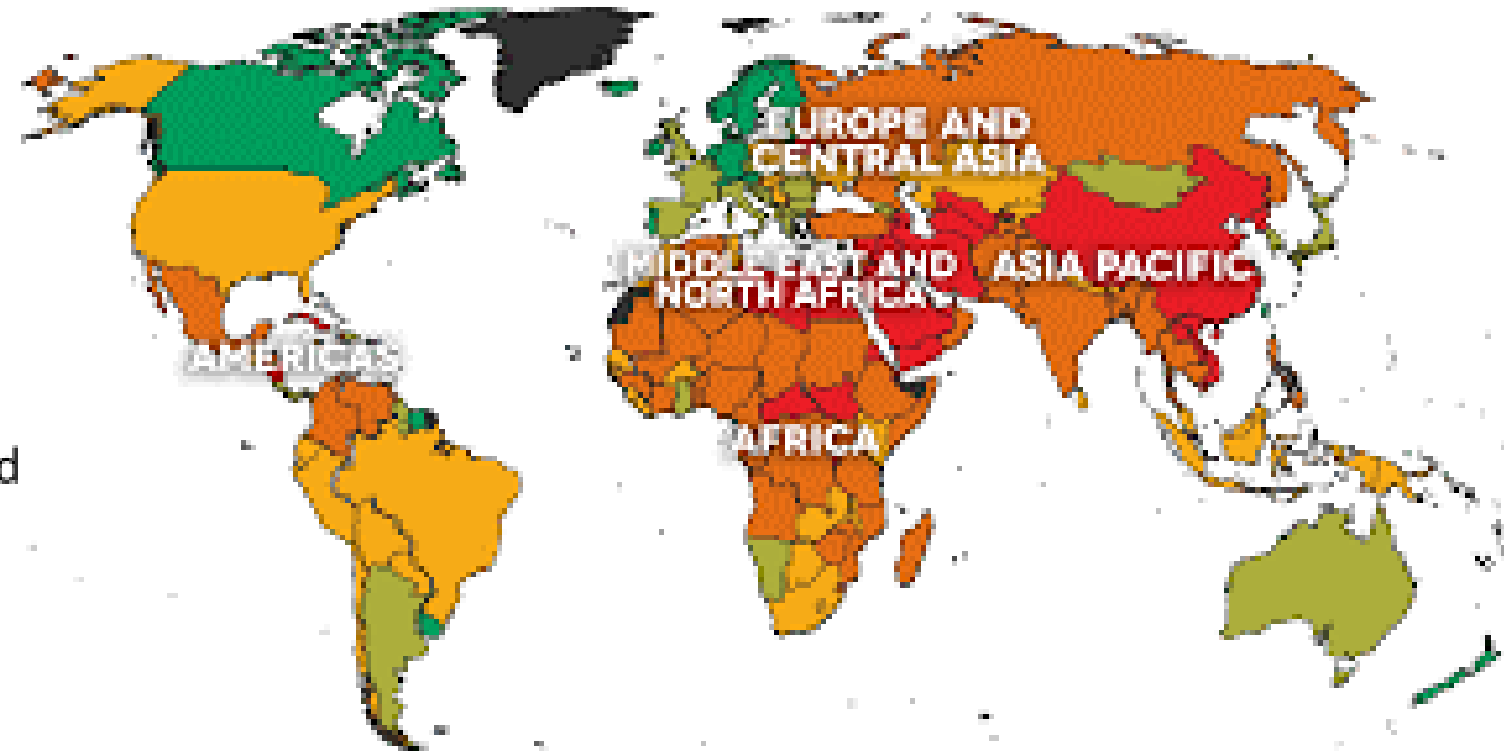
Low-income communities most affected by climate and pandemic crises >>  
many back in poverty

## 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



Civic space: from open (green) to closed (red)

# The change we envision for social organisations



## 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



- Domestic
- Individuals
- Local companies
- Volunteers
- Local government



## 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

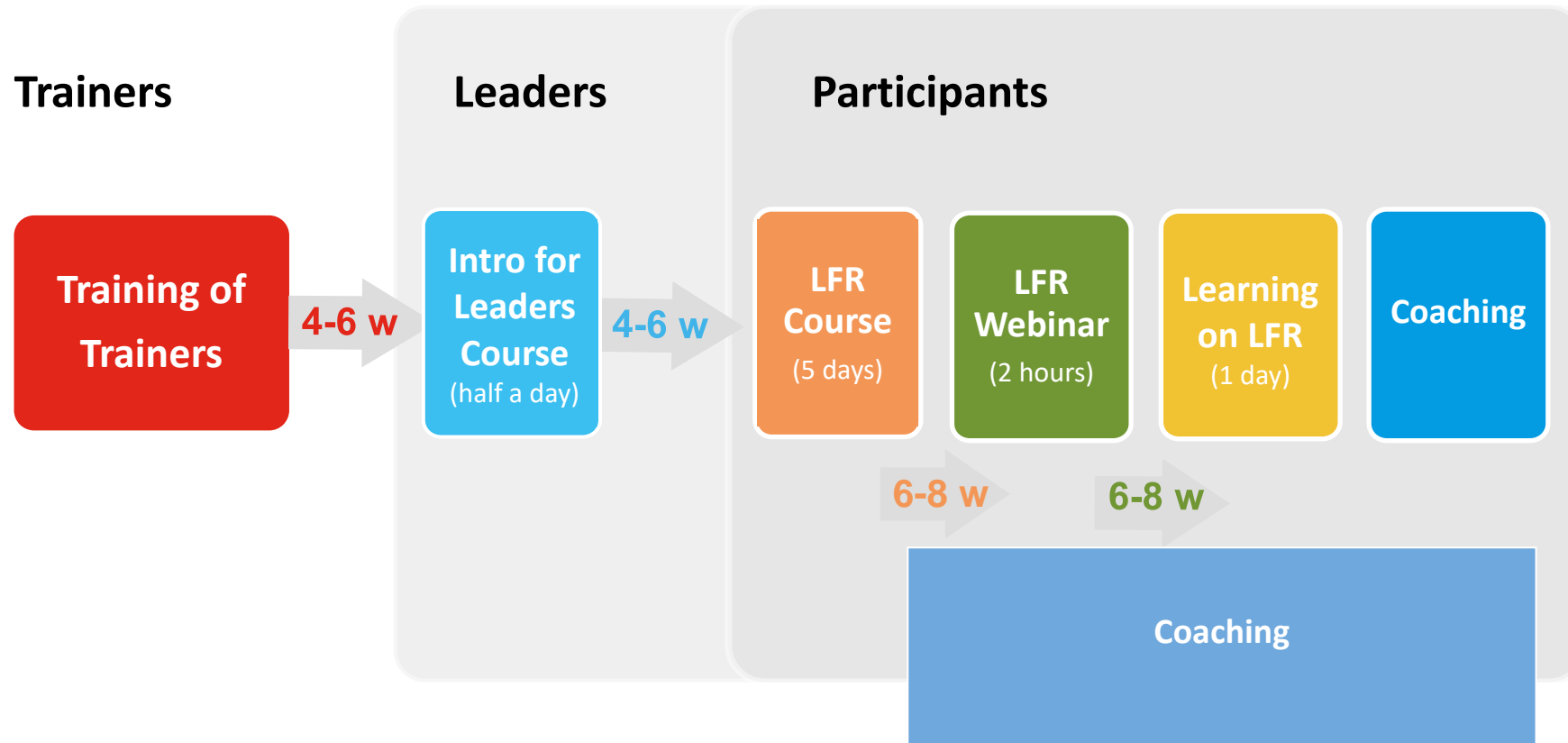


### 3. Training/coaching In online classroom

- low cost
- with e-coaching



# LFR A-LEVEL TRAJECTORY CTGA







# Environmental Sustainability Promoted by ART - ESPA

## 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



[www.changethegameacademy.org](http://www.changethegameacademy.org)

[info@changethegameacademy.org](mailto:info@changethegameacademy.org)



CTGAcademy



Fundraising Booster app



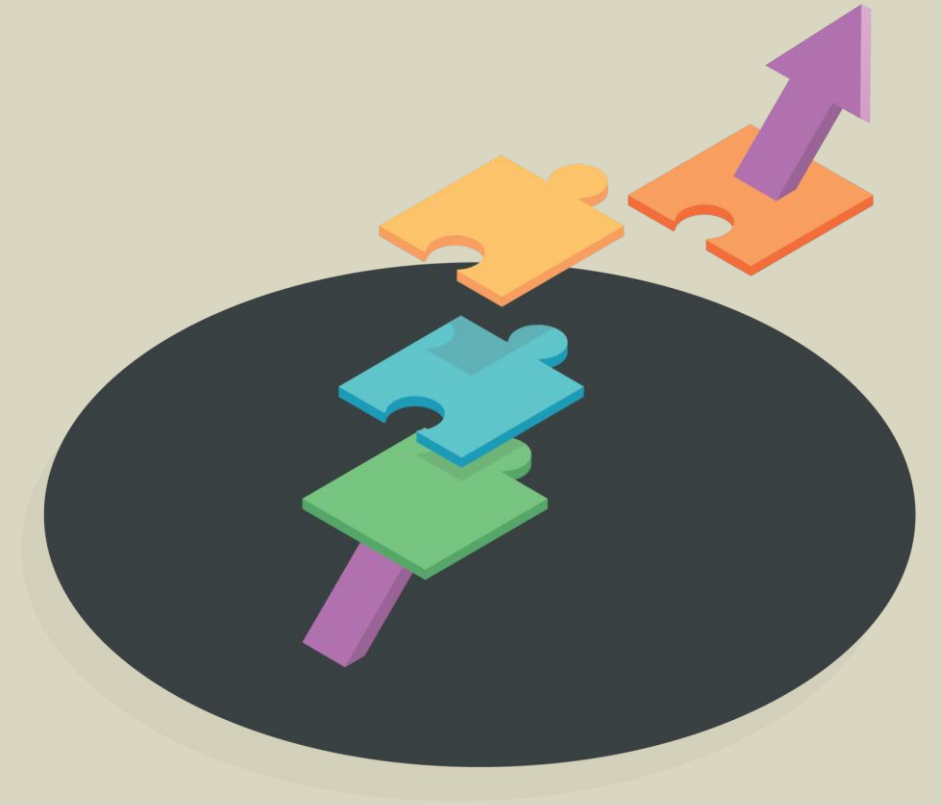
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@Espa Kenya



## 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.

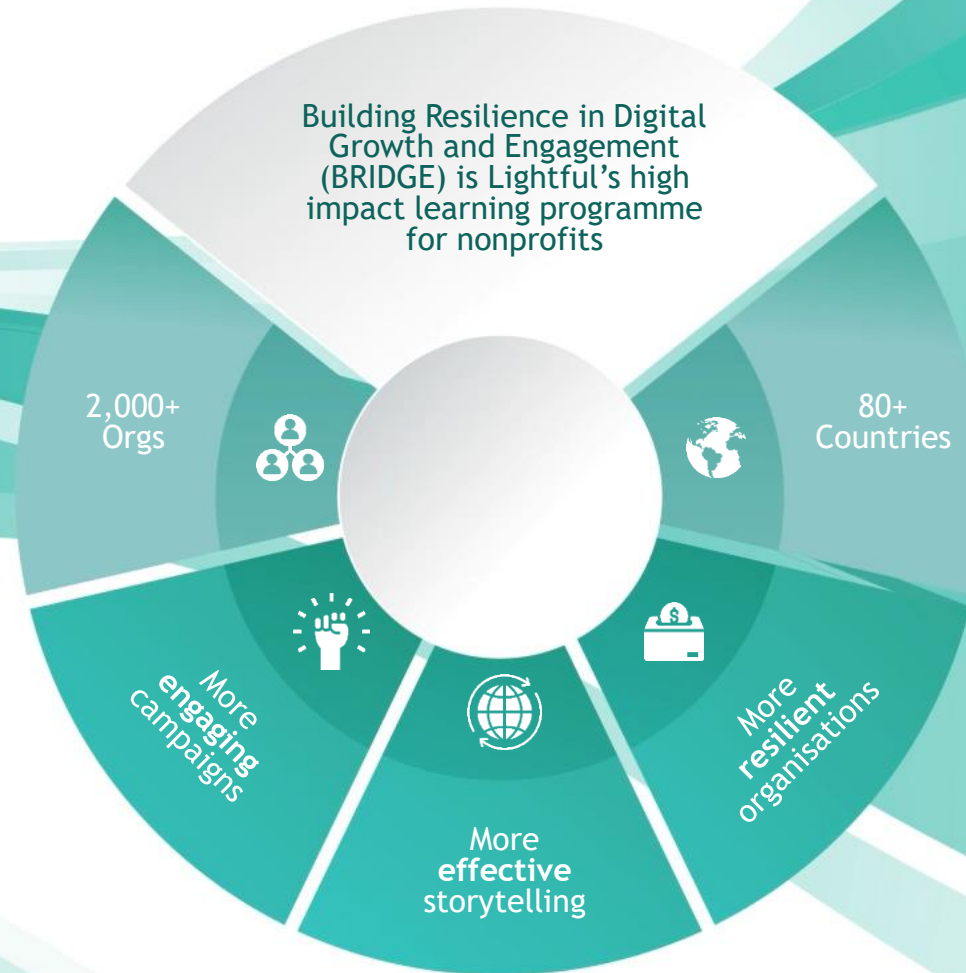
”

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**



# BRIDGE impact

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

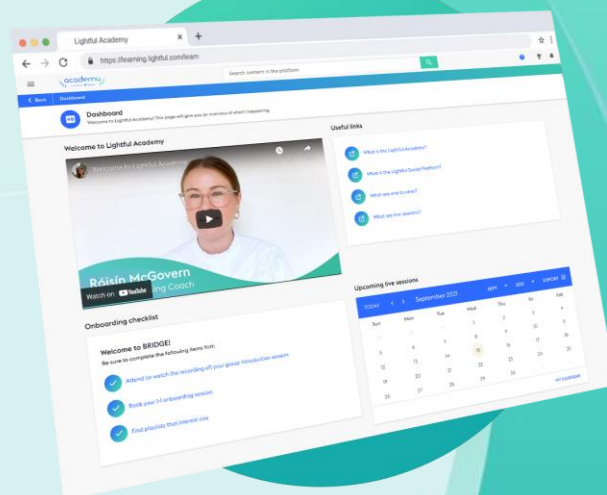


# BRIDGE methodology



1. Masterclass

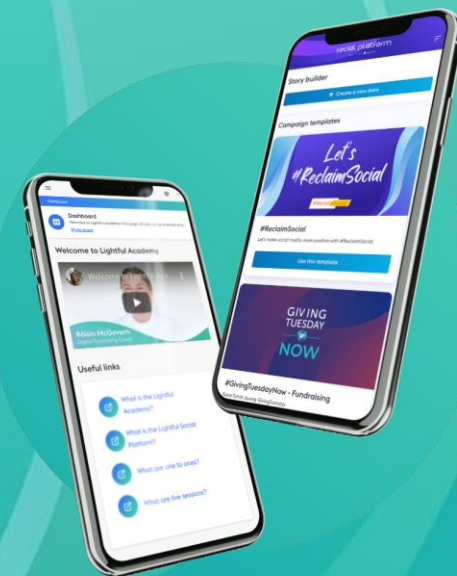
2. Coaching



4. Tools



3. E-learning



# 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).

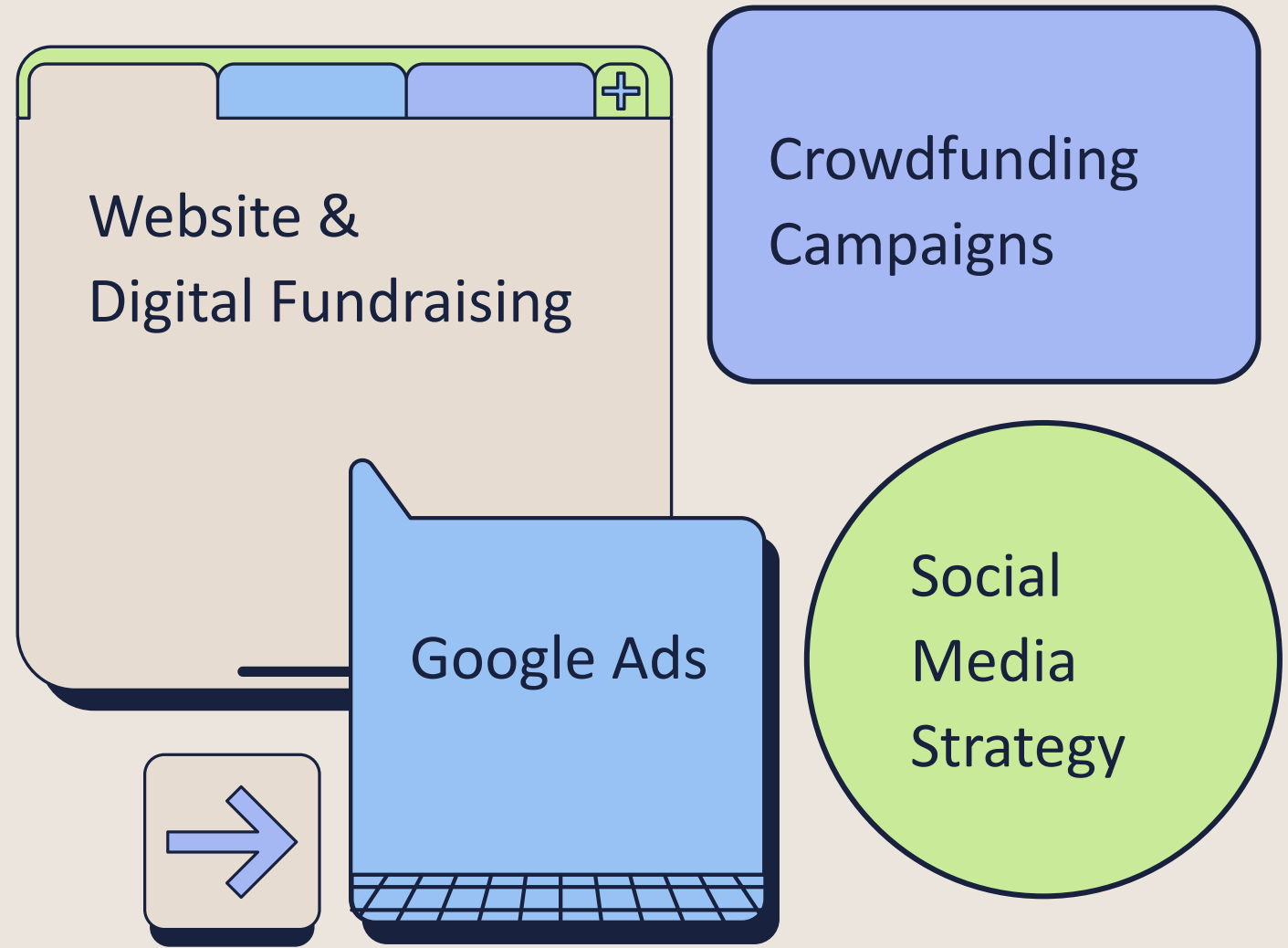






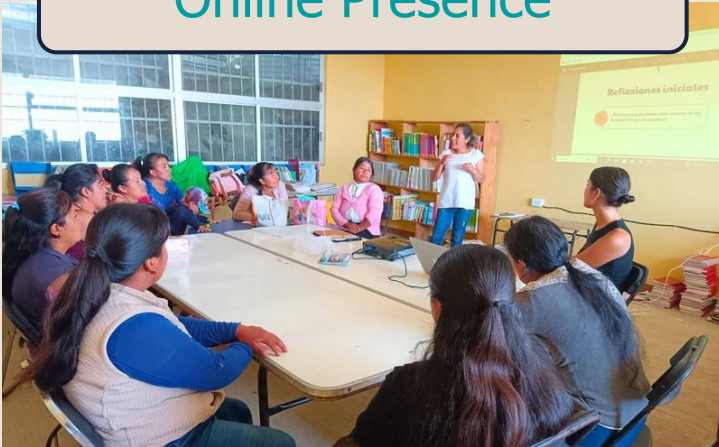
# Our Lightful BRIDGE Experience

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



# 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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**Katie Freund**

Head of Strategic Partnerships  
& Learning



**Andrea Isita**

Digital Communications  
Coordinator



**Thanks!**

**Questions &  
discussion**



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<https://www.humanitarianleadershipacademy.org/>

