



## 3-day Residential Programme

# Fundraising & Resource Mobilization

18-20 June 2024



### Programme Objective:

Better glimpse of the Fund Raising & Resource Mobilization and partnership management and expanding the reach of the NGOs, CSOs and Corporate.

### Course Concept:

NGOs are slowly finding it difficult to keep their team and envisioned programmes alive due to a serious resource crunch. As a result, in a situation where foreign contribution is ever on the decrease, especially in the southern states of India, the role of NGOs in partnering with the Government Schemes, CSR funding (Public & Private sector), and Local Donors & the local communities is becoming more and more important.

Many options are open and somehow all options are used by professional big NGOs. Medium and small NGOs and Community based organizations (CBOs) are left with no options except to move out of NGOs mode to Social Entrepreneur's mode slowly. Even this requires some fund for this transition to happen.

How can NGOs move out from traditional INGO, Funding Agencies to alternate resources from Government, Private donors or mobilize from the local communities?

Accessing Alternative Resources (AAR) is becoming more and more significant today as a source of Project management for the various Community development programmes being implemented by the NGOs.

### Alternate funding sources:

- CSR funding-Public & Private sector
- Government funding
- Local Body & PRI funding
- Private funding
- Community funding
- Crowd funding

## Programme content:

### To facilitate the participants to acquire:

- A clear understanding of the concept of accessing alternative resources.
- How to find and Contact donors and how to approach funds.
- How to position your organization.
- Ability to access the Government Schemes, CSR funding (Public & Private sector), and Local Donors & the local communities funds for development tasks
- Connecting resources to sustainable Development Goals (SDG) and developing partnership

### The Learning Outcome:

- A learning that helps you to change and ignite the corporate world around you.
- Develop a new perception of fundraising and resource mobilisation from the Government Schemes, CSR funding (Public & Private sector), and Local Donors & the local communities.
- Innovating ways to influence the lives of the vulnerable around the project areas and sponsors' sectorial interests.
- Acquire a mind-set which makes you feel that you are part of a bigger social network than the cubicle of your corporate/NGO office.
- Learn better planning and operational strategies in fundraising and resource mobilisation.
- At the end of this programme, feel you are part of a change agent.

**Facilitators:** Dr. Paul and Dr. Prema are highly experienced professionals in the field of Fundraising, policy research and analytical studies. Their work includes more than 60 Monitoring, Evaluation, Baseline, Community Needs Assessment, and Impact Assessment studies. They have a diverse range of project clients, including international organizations like the World Bank, ADB, UNDP, UNICEF, ILO, BMZ, and DFID, as well as national entities like CARITAS India, the State & Government of India, and various NGOs and INGOs.

For online registration, please click <https://forms.gle/xuoWyMidmx3aRrYX6> to register. Your registration will be confirmed by mail. This workshop is limited to 20 participants only.

For more details kindly visit [www.kkfindia.com](http://www.kkfindia.com) or write to [trainings.desk1@kkid.org](mailto:trainings.desk1@kkid.org) or call **9047698422**.