

Workshop on fundraising WCIC

Wednesday the 17th of January 2006

Introduction of lecturer:

Trained as a social anthropologist – did fieldwork in Eastern Europe among businessmen.

Last five years worked with women's rights and violence against women in Denmark. Worked from an activist's point of view (not a scientist's): ***Something is wrong and we need to change it!***

In Denmark 40.000 women suffer from domestic violence every year, and politicians and the average person in the street believe that domestic violence is something that goes on in other parts of the world.

Worked at Dannerhuset when I first met Yveline. I now work as a volunteer at Dannerhuset coordinating Dannerhuset's involvement with WCIC.

My permanent position is at a center for immigrant women in Copenhagen. Immigrant women are among the poorest women in Denmark. We help securing their rights, finding jobs for them, help with visas, make them feel less lonely etc.

Part of my responsibilities at the center is to fundraise money for the center – which brings us to today's subject of fundraising.

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What is fundraising:

General introduction to fundraising:

Every NGO in the world spends a lot of time trying to find money! Some of the big NGOs even have their own fundraising departments.

Fundraising should therefore be included as one of WCIC's activities. You should discuss who is responsible for which fundraising activities and discuss the progress of fundraising regularly. Develop a fundraising strategy / plan for WCIC.

Fundraising consists of more than writing and sending applications.

Successful fundraising is linked to how an NGO documents and presents its main goals, activities, and results. And it is also linked to an organization's ability to reinvent itself and come up with new project ideas within the general framework of the organization.

Definition of fundraising:

I have defined 5 elements of the fundraising process. These elements or activities are all linked and interrelated. During the workshop we will go through these 5 elements and discuss what this means for WCIC.

The 5 elements are:

- 1) A good project and new ideas
- 2) Documentation of activities and results
- 3) How you tell your story
- 4) Application lingua and methods
- 5) The application process

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1) A good project and new ideas

WCIC is already a good project!

It is useful, it fills a void in the society and makes a difference in many women's and their families lives.

This is however not enough. WCIC needs to plan for the future.

You need to constantly discuss ideas for new projects. Many of the ideas may never amount to anything, but it starts a process that eventually will result in concrete project proposal.

Ideas:

Develop a *prison project* organized by WCIC.

You are already doing it by your weekly visits to the women's prison in Douala. But we can formulate it as a project within WCIC, which helps accomplish WCIC's main aim to help poor women suffering from violence and to improve women's rights in Cameroon.

The prison project:

Weekly visits to the Douala prison by 1-2 lawyers, in order to contact and counsel the women.

Registration of cases in the courts.

Defend selected women in court.

Awareness rising: Write reports and articles about the prison conditions for women.

Make a separate budget for the prison project that also will be part of the WCIC-budget for 2008.

If you all think this is a good idea, we may be able to send an application by the 1st of October 2007...

Any other ideas?

Budget for 2008:

Part of planning for the future is starting to work on a budget for WCIC as a whole already now. What do you need money for in 2008, what was not included in this year's budget, money to run the prison project etc.

The budget process is a useful process as it makes you go through your activities in detail - so it is part of developing your project.

Every project application also needs a budget! You may have to adopt the budget to each application format.

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2) Documentation of activities and results

Documenting and illustrating your activities, results and effects is essential. If you do not do so it will be difficult to prove that your work is important.

You have several tools to help you with this work:

- 1) Statistics
To be filled out every time you advice or counsel a woman. You should not wait until you open a file.
Statistics can be made into diagrams, which looks good in reports and help illustrate the results of your work (show the examples).
- 2) Poverty screening
To be filled out for the women you help through the court system.
- 3) Yearly reports
The first report will be made in French and English after my trip. It will be a report about your activities for 2006. The report should be posted on your website, sent as attachments accompanying applications, sent to partners and be available in paper format at the center.
- 4) WCIC-message
Make 2 or 3 in 2007 to inform about WCIC. Should also be available on the websites and distributed widely.
- 5) Websites
www.womennotallowed.org - fundraising website made by the Cameroon-group in Dannerhuset.
www.womencic.org - the center's own website. This should be improved. Yveline and Fabrice have made arrangements, which Yveline may have informed you of.

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3) How you tell your story

Getting money has to do with how you are able to sell your story!

You should always be able to answer the following:

WCIC is...

WCIC's main aim is...

WCIC helps...

WCIC's results are...

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4) Application lingua and methods

Every application has its own format, guidelines and method.

The most widely used method is *Logical Framework Analysis* (originally an American method). LFA is a planning tool used for aid and development projects (but also for other types of projects).

For an example of a project matrix (see separate document)

Other fundraising methods:

The gift card – already sold for over 300.000 cfa. Yveline and I agreed that the money should cover court fees / registration fees.

African party in Denmark after the summer focusing on women's rights in Western Africa. Events like this gives visibility, but not necessarily a lot of money.

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5) The application process

This is jungle – you need to spend time on researching on the Internet in order to find places to apply. When you find something relevant, always contact the agency / fund and ask questions about it and describe your own project. Read the guidelines thoroughly and answer all the questions!

Some suggestions:

DANIDA (The Danish Aid Agency): the prison project

The foreign ministry in Denmark

UNIFEM: United Nations Development Fund for Women, Trust to eliminate violence against women. The guidelines for 2007 have not yet been posted on the Internet, but you should look for them: www.unifem.org/gender_issues/violence_against_women/

The French Development Agency

Contact private companies:

French businesses in Cameroon.

Danish businesses in Cameroon: Maersk (traditionally they only support art and culture, but we should try to contact them).

Methods of contacting businesses (example – there are many ways of doing it):

- 1) Write a short and precise formal letter: suggest that you schedule a meeting or invite them for lunch at the center.
- 2) Address the letter to the right person / department – this could be the PR department.
- 3) Some of the international companies have formulated ethical guidelines for their business. If you are able to find these guidelines, you can plan your letter accordingly.
- 4) Follow up on the letter – call.
- 5) The meeting:
 - Be on time
 - Turn off your mobile