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Strength in Numbers – From Need Driven Aid to Sustainable Development

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OUTLINE

- Are Development Projects in the Aid Industry a Failure? (video)

- Introduction: Hindrances to International Aid
- Sustainability Index
- NGO Strategies for Advancing Sustainability
- Strength in Numbers Strategy
- Conclusion
INTRODUCTION

Five Biggest Hindrances to International Aid

1. Poorly coordinated response efforts
2. Inadequate funding
3. Not enough involvement of local actors
4. Insecurity (violence, crime)
5. Limited access due to restrictions by host government authorities

Based on a survey of 631 international NGO leaders from 183 organizations in 75 countries. Of these, 529 responded to this question by selecting the single biggest hindrance.

The index describes advances and setbacks in seven key dimensions of sustainability in the civil society sector:

- Financial viability
- Legal environment
- Advocacy
- Public Image
- Infrastructure
- Service provision
- Organisational Capacity
The United States Agency for International Development (USAID) is pleased to present the twenty-first edition of the CSO Sustainability Index (CSOSI) for Central and Eastern Europe and Eurasia, covering developments in 2017.

SUDAN

OVERALL CSO SUSTAINABILITY: 5.6
2015 CSO Sustainability Scores for Kenya

<table>
<thead>
<tr>
<th>CSO Sustainability</th>
<th>Sustainability Evolving 3.9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legal Environment</td>
<td>4.1</td>
</tr>
<tr>
<td>Organizational Capacity</td>
<td>3.9</td>
</tr>
<tr>
<td>Financial Viability</td>
<td>4.7</td>
</tr>
<tr>
<td>Advocacy</td>
<td>3.2</td>
</tr>
<tr>
<td>Service Provision</td>
<td>3.4</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>3.6</td>
</tr>
<tr>
<td>Public Image</td>
<td>4.2</td>
</tr>
</tbody>
</table>
NGO STRATEGIES FOR ADVANCING SUSTAINABILITY

➢ Eggs-in-Multiple-Baskets Strategy
➢ Security-Under-Partnership Strategy
➢ Strength-in-Numbers Strategy
➢ Credibility-Building Strategy
➢ Visibility-Enhancing Strategy
➢ Cost-Cutting Strategy

2018 Publication: Facing the Bullet? Non-Governmental Organisations’ (NGOs’) Responses to the Changing Aid Landscape in Ghana
By Albert A. Arhin• Emmanuel Kumi• Mohammed-Anwar Sadat Adam
The strength-in-numbers strategy is about organizations coming together voluntarily to form and join networks, alliances and coalitions to pursue common objectives.
Network of 12 local non-governmental organisations (NGOs)—the East Coast Development Forum (ECDF)—in the response to the Indian Ocean tsunami (‘Asian tsunami’) of 26 December 2004

Needs of affected people were met through a direct relief programme, a rehabilitation programme

The trust and capacity built up through past network activities of the Fisher, Dalit, and tribal communities enabled the ECDF to launch an effective response to the tsunami.

Lesson that emerged: use of similar existing networks
The Strength of Networks

Four days after the tsunami swept across the Indian Ocean, this scene at a housing complex in Banda Aceh, Indonesia mirrors that of thousands of communities across the affected region.

Photo: REUTERS/Beawiharta
The Strength of Networks

19,923 prefabricated temporary shelters were constructed in Indonesia following the tsunami. These materials for shelter were shipped from overseas, helping to prevent illegal logging and protect the already damaged environment.

Photo: IFRC
Construction in Sri Lanka

The Sri Lanka Red Cross Society and the IFRC made a commitment to the government that they would provide 15,000 permanent houses as the Red Cross Red Crescent’s contribution to the assessed total need of 120,000. The process of allocating and securing title to land for new housing, the change in policy concerning the buffer zone and the associated uncertainty all resulted in a slow start to the housing project. Although construction had already started on 2,000 houses, only 167 were completed by the end of 2005.

The original goal was to complete the construction of all the houses by the end of 2008. By the end of October 2007, 12,522 houses had been built. Up until the end of September 2009, this figure had increased to 27,989 houses, highlighting the results of increased construction activity during this period. The result represented 82 per cent of the total construction target as having been met since the total number of housing units to be funded had grown from the initial 15,000 to over 33,892. Of the total number of houses completed by the end of the period, the IFRC had funded the building of 14,290 houses.
The Strength of Networks

A Red Cross housing site in Matara district in Sri Lanka where livelihoods programmes helped to integrate the new settlers with the host community.

November 2006.

Photo: Patrick Fuller / IFRC
Strength in alliances a more efficient Humanitarian Aid : Pooling Logistics Resources
Strength in Alliances

Pooling logistics resources has promising results.

Two examples:

1. The reduction of procurement and supply costs through bulk-procurement systems, whether through procurement centres or offices or joint tenders; and

2. The reduction of transport and storage costs by using the services of a third party or the implementation of shared platforms, managed by an organizational lead.
2019 Strategy Awards: Campaigns find strength in numbers

SickKids and Fondation Emergence rally Canadians to come together in the name of kids health and social prosperity.

By Jennifer Horn
October 29, 2019
Conclusion on Strength in Numbers

SickKids Foundation had a pretty hefty goal. It needed to keep the momentum of its award winning “VS” campaign going and raise 1.3 billion over 10 years for its hospital. However, the previous work had been so successful that anyone who had already donated felt they had “done their job.” So Cossette came up with a solution to persuade the altruistic to give again, while also calling on new donors.

The team found “sub-groups” among donors. They were friends, families and co-workers who had shared experiences with the hospital, and together, they became the faces of a campaign that mobilized “Crews” to join the fight.

Fifty-two influencers were chosen to rally support within their crews. They shared content from personal stories to provocative rally cries across the society. JoinYourCrew.ca was the hub in which people could identify the crew they most relate to and then pledge their support for SickKids through a donation. Print and OOH ads were designed to reference “crews” in neighbouring locations (e.g. “the straight-razors” near barber shops). And finally, an anthemic spot showed crews converging on the site of the future SickKids hospital, calling on Canadians to join the fight.

The campaign managed to raise $68.7 million during the period, topping the previous year by $10 million.
Conclusion on Strength in Numbers
Weeco Recycling Company Director Wang Zhangyin and Kenya PET Recycling Company Chairman John Waithaka sample the pellets in the recycling plant in Athi River. By LUCIE MORANGI | chinadaily.com.cn | Updated: 2019-04-09 00:10
Weeco signed a partnership contract with the Kenya PET Recycling Company (PETCO), a voluntary and independent not-for-profit organization established to regulate the management of post-consumer PET packaging in the country.

"We have entered into the Kenyan market to provide a lasting solution to the challenge posed by post-consumer PET bottles”.

The recycling company converts post-consumer PET (polyethylene terephthalate) packaging into pellets, which are exported to the parent company, Weeco Technology Ltd, in Zhangjiagang, Jiangsu province, north of Shanghai, for the manufacture of polyester clothing fiber.
Thank You for giving us your thyme!