

# THE ANNUAL FINANCIAL MANAGEMENT CONFERENCE FOR NPOs

Venue: SAROVA WHITESANDS BEACH RESORT AND SPA  
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Strength in Numbers – From Need Driven Aid to Sustainable  
Development

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# OUTLINE

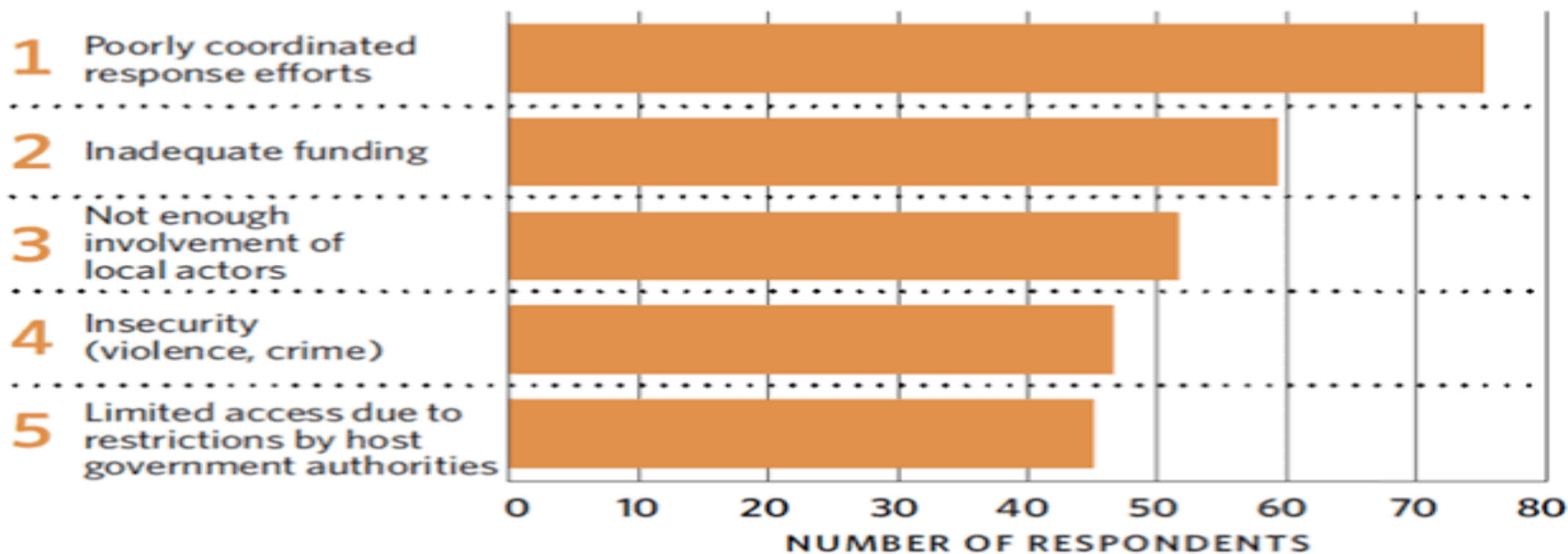


- Are Development Projects in the Aid Industry a Failure?(video)
- [https://www.ted.com/talks/david damberger what happens when an ngo admits failure?utm\\_campaign=tedsread&utm\\_medium=referral&utm\\_source=tedcomshare](https://www.ted.com/talks/david_damberger_what_happens_when_an_ngo_admits_failure?utm_campaign=tedsread&utm_medium=referral&utm_source=tedcomshare)
- Introduction: Hindrances to International Aid
- Sustainability Index
- NGO Strategies for Advancing Sustainability
- Strength in Numbers Strategy
- Conclusion

# INTRODUCTION



## Five Biggest Hindrances to International Aid



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.

Source: *The State of the Humanitarian System*, ALNAP, July 2012.

# SUSTAINABILITY INDEX

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



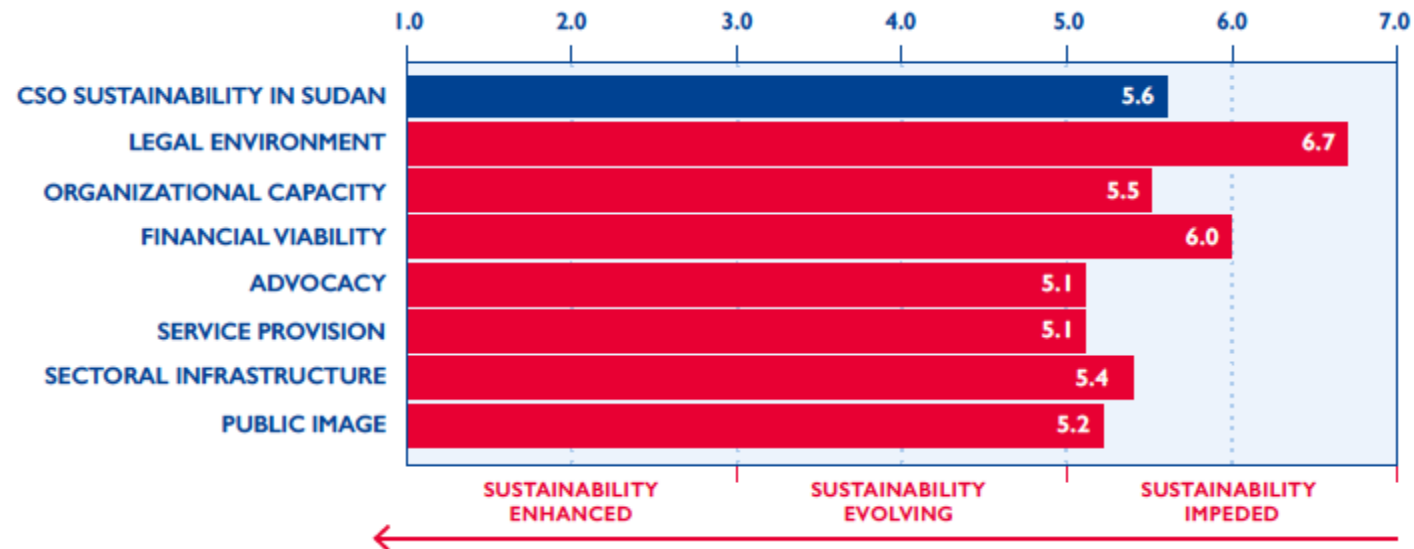
# SUSTAINABILITY INDEX



## SUDAN

**Capital:** Khartoum  
**Population:** 37,345,935  
**GDP per capita (PPP):** \$4,600  
**Human Development Index:** Low (0.502)  
**Freedom in the World:** Not Free (6/100)

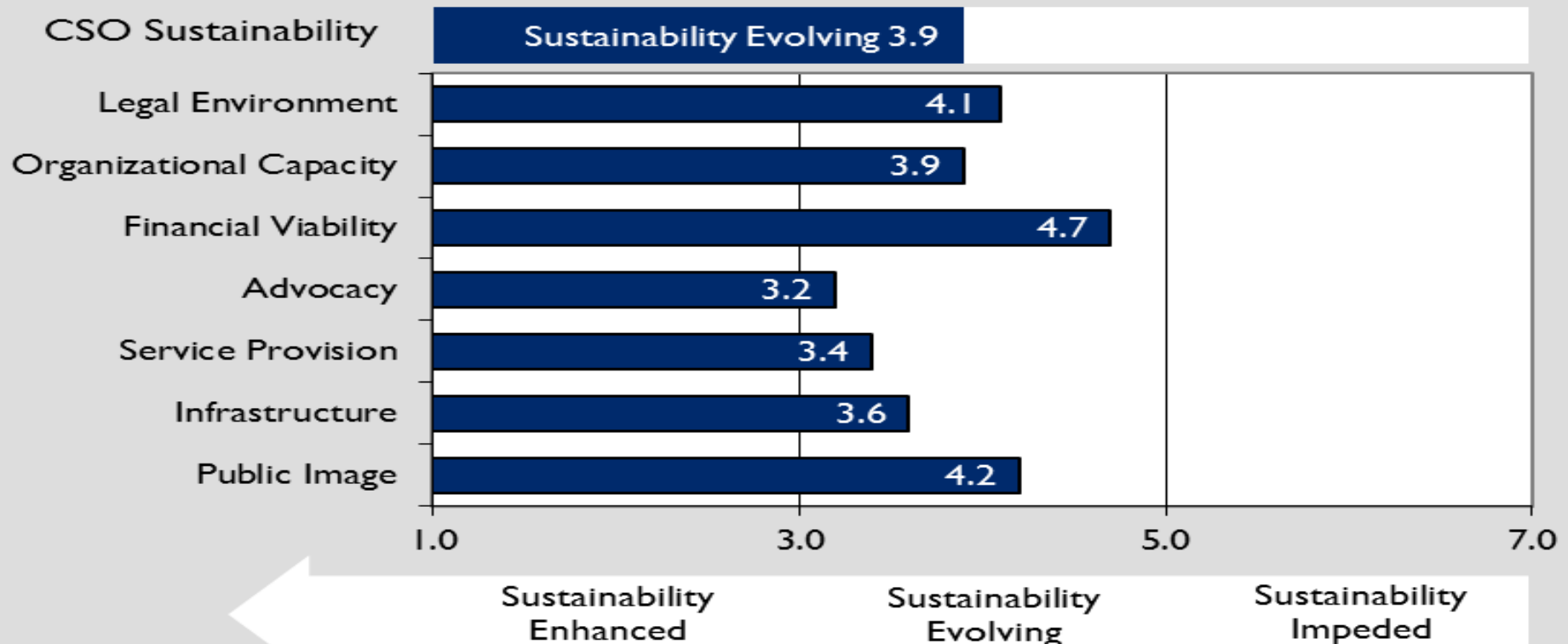
OVERALL CSO SUSTAINABILITY: 5.6



# SUSTAINABILITY INDEX



## 2015 CSO Sustainability Scores for Kenya



# 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

# STRENGTH IN NUMBERS STRATEGY





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# STRENGTH IN NUMBERS STRATEGY



**The strength-in-numbers strategy is about organizations  
coming together voluntarily to form and join  
networks,  
alliances and  
coalitions  
to pursue common objectives**

Publication; **The strength of networks**: the local NGO response to the tsunami in India by Patrick Kilby Coordinator, Master of Applied Anthropology and Participatory Development Program, Australian National University, Australia

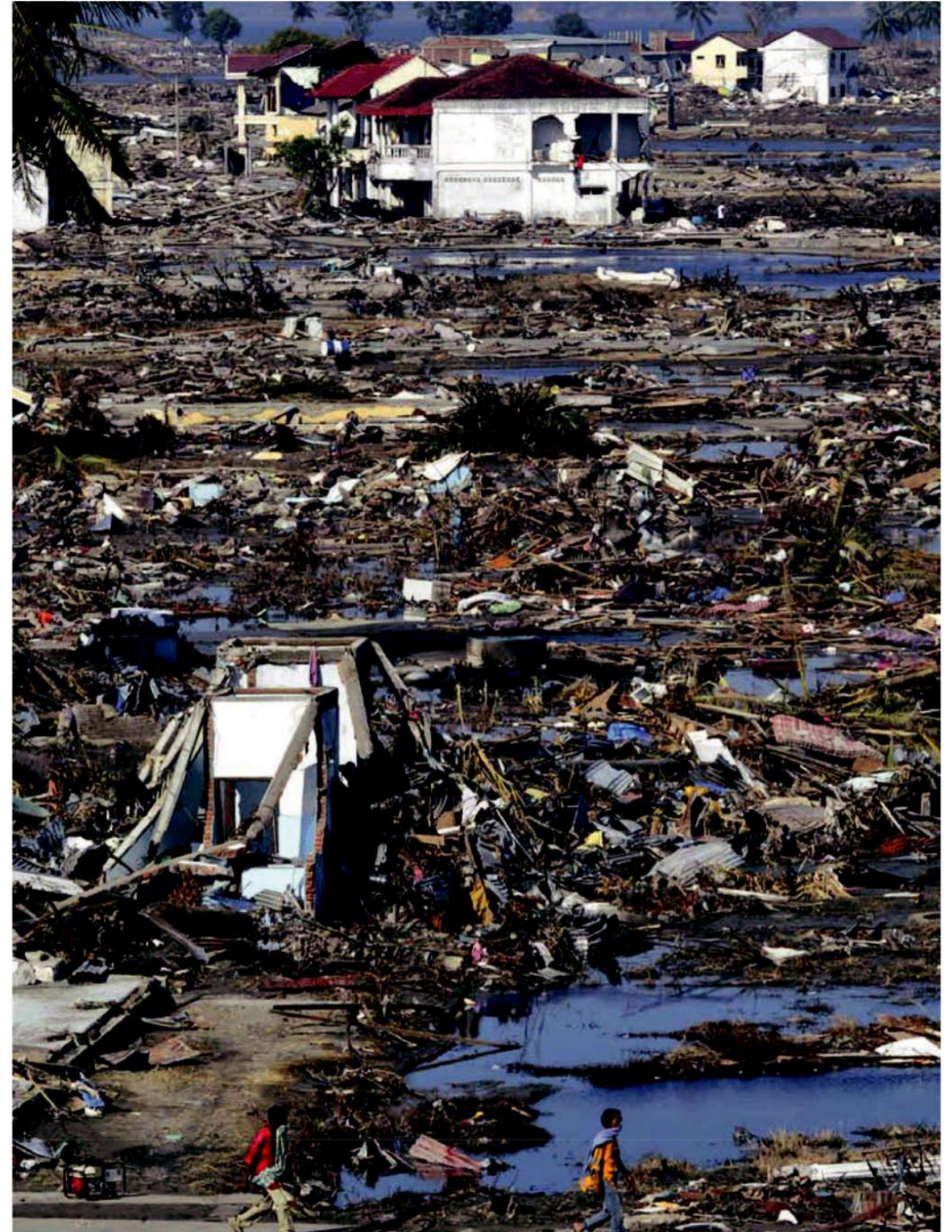
- Network of 12 local non-governmental organisations (NGOs)—the East Coast Development Forum (ECDF)—in the response to the Indian Ocean tsunami ('Asian tsunami') of 26 December 2004
- Needs of affected people were met through a direct relief programme, a rehabilitation programme
- The trust and capacity 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 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

**T**he 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.

**T**he 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

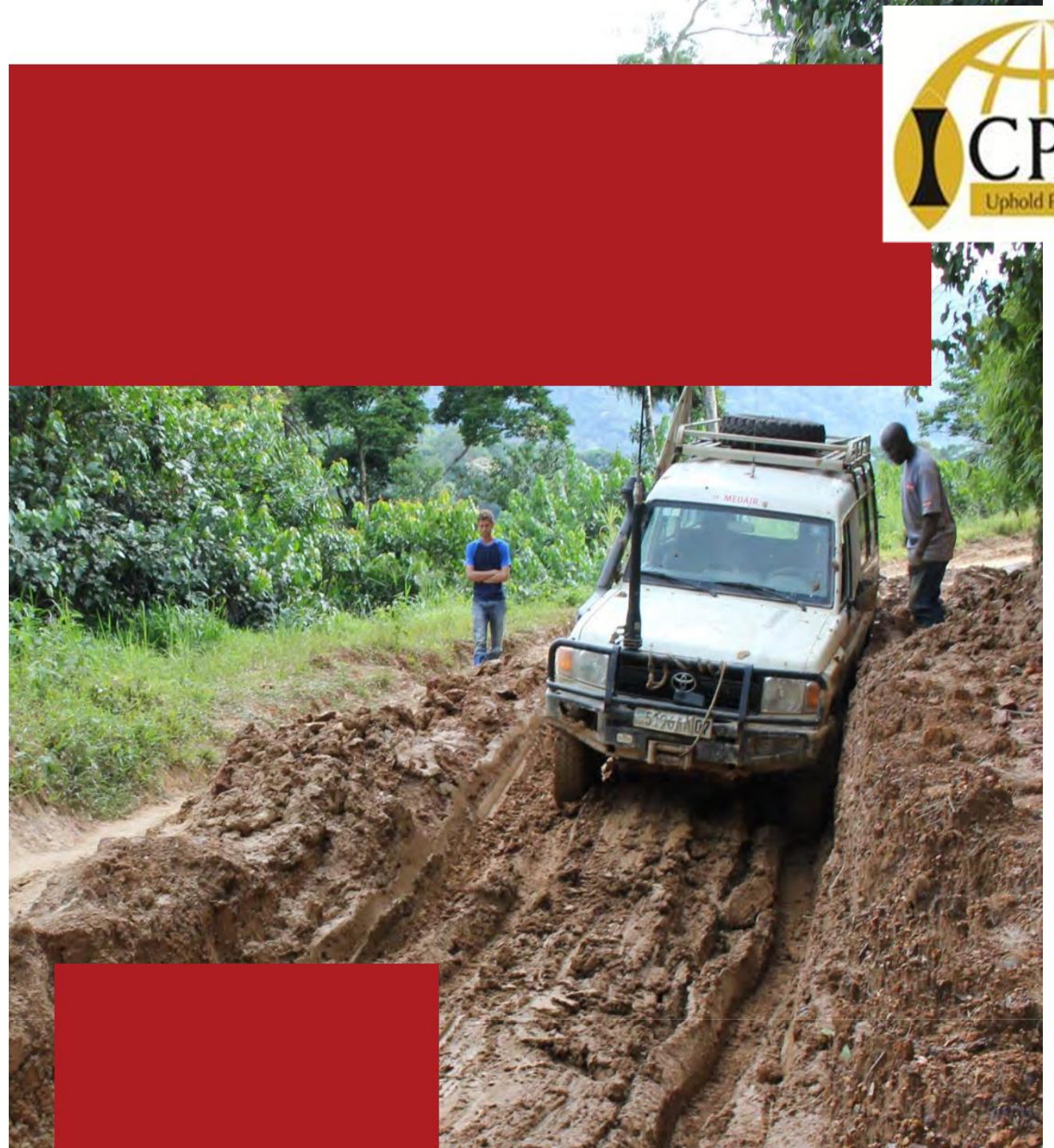
joint tenders; and

## 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.



# Conclusion on Strength in Numbers



**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



**S**ickKids 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.

**T**he 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.

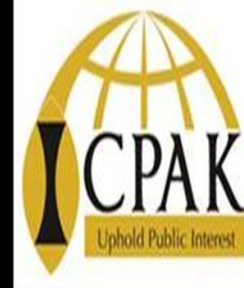
**F**ifty-two influencers were chosen to rally support within their crews. They shared content from personal stories to provocative rally cries across the society. JoinYourCrew.ca was the hub in which people could identify the crew they most relate to and then pledge their support for SickKids through 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.

**T**he 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





**STR**




**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!

Tales from Outside the Classroom