Welcome

Strengthening NGO Resilience during Covid-19

Resource Mobilization
Logistics

➢ You are **muted**, so you will need to unmute yourself if you want to speak

➢ The **format of the webinar** will be for the panel to **first present** and then we will cover **Q&A afterwards**, but please do post your questions in the **question channel** throughout the presentation

➢ The presentation will be **recorded** and we will share that by email

Please open a **browser** or get your **phone** out.
How To

- Click here to unmute and ask a question (Red is muted)
- Click here to “raise your hand” with an issue
- Click here to Open the Questions tab
- Type your question here and then hit “send” to submit
www.menti.com

Access code – 41 89 16
Resource mobilization during a global crisis

Situational analysis & survival strategies for African civil society organizations during the coronavirus pandemic

Tom Winslow, Humentum Associate Consultant, Johannesburg
COVID-19 in Africa: Situation Report

The first case reported in Algeria on 25 February and spread to 30 African countries in first month.

WHO Regional Office for Africa data indicates there were 63,126 reported cases, 23,749 confirmed recoveries, and 2,386 confirmed deaths in 53 African countries.

Nearly 75% of all cases confined to 8 African countries – Algeria, Cameroon, Ghana, Nigeria, Coite d’Ivoire, Senegal and South Africa – but local transmissions spreading quickly to other countries.

South Africa accounts for more than 11,350 cases or 18% of the total in Africa.

Source: WHO Africa Regional Office data as at 13 May 2020
WHO African Regional Office estimates:

• Between 29 and 44 million Africans could get infected with the virus in the first year of the pandemic alone if containment measures fail.

• Up to 190,000 could die of COVID 19

• Between 3.6 million and 5.5 million patients would require hospitalisation; and between 82,000 and 167,000 would be severe cases; between 52,000 and 107,000 would require critical care emergency breathing support

• There are an average of 9 intensive care beds for every 1 million people in 47 African countries – far below what’s required.
The World Bank is predicting that this pandemic will trigger the first recession in Sub-Saharan Africa in 25 years.

An additional 40-60 million people worldwide may be pushed into extreme poverty – at least 23 million in Sub-Saharan Africa - the hardest hit region in in terms of increased poverty.

Remittances flows to Africa may decline by $11 billion or 23% in 2020.

Revenues collected by African governments are expected to be 12% lower this year.

Debt has a proportion of GDP will continue to rise by at least 2.7 percentage points.

ILO predicts that almost 1.6 billion workers in the informal economy face immediate danger of loss of livelihoods.
Financial impacts on CSOs globally

- Global economic recession
- Massive job losses
- Huge loss of livelihoods
- Failed businesses and closures
- Declining tax revenues
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- Global economic recession
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- Less wealth for individuals to donate to charities
- Less wealth for companies to for social investments
- Less revenue for governments to spend on aid and relief.
- Smaller endowments hit by stock market losses
COVID-19 Financial Impacts on CSOs

In the USA, recent survey from Nonprofit Finance Fund found that most non-profits (60%) are experiencing destabilising conditions that threaten their long-term financial stability.

More non-profits (64%) expect to experience continued threats in the months ahead.

COVID-19 Financial Impacts on CSOs

In the UK, 40% of international development charities surveyed by BOND said they will collapse within 6 months without new support.

Last month, the UK government created a £750 million rescue package to provide relief to the out the country’s non-profit charities.

‘Forty percent of international development charities ‘could fold in the next six months’ Third Sector, 7 May 2020.'
COVID-19 Impacts on African CSOs

‘The Triple Whammy’

✓ Radical disruption in operations
✓ Increased demand for services
✓ Traditional revenue streams under threat
Fundraising survival strategies

1. Shift mindsets for new reality

2.

3.

4.

5.
Fundraising survival strategies

1. Shift mindsets for new reality
2. Review revenue streams most affected by crisis
3.
4.
5.
Fundraising survival strategies

1. Shift mindsets for new reality

2. Review revenue streams most affected by crisis

3. Accelerate digitisation and online giving.

4.

5.
Fundraising survival strategies

1. Shift mindsets for new reality
2. Review revenue streams most affected by crisis
3. Accelerate digitisation and online giving.
4. Communicate, communicate, communicate
5. 
Fundraising survival strategies

1. Shift mindsets for new reality
2. Review revenue streams most affected by crisis
3. Accelerate digitisation and online giving.
4. Communicate, communicate, communicate
5. Demonstrate your relevance to the current crisis
Fundraising survival strategies

6. Promote localisation agenda

7.

8.

9.

10.
Fundraising survival strategies

6. Promote localisation in crisis response

7. Intensify collaboration and partnerships

8.

9.

10.
Fundraising survival strategies

6. Promote localisation in crisis response
7. Intensify collaboration and partnerships
8. Advocate for public resources collectively
9.
10.
Fundraising survival strategies

6. Promote localisation in crisis response

7. Intensify collaboration and partnerships

8. Advocate for public resources collectively

9. Hold off tapping into financial reserves

10.
Fundraising survival strategies

6. Promote localisation in crisis response
7. Intensify collaboration and partnerships
8. Advocate for public resources collectively
9. Rainy day financial reserves
10. Now is the time to invest in fundraising
What can we learn from past recessions?

‘Many households continue giving during recessions and non profits can continue raising funds for many causes during periods of economic downturn.’

Based on research conducted by Indiana University Lilly Family School of Philanthropy
Resource mobilization during a global crisis

Where are the traditional emergency donors in this crisis?

Fahreen Chudasama, Humentum Associate Consultant, Nairobi
Who are the traditional humanitarian donors?
Who else is funding COVID-19?
COVID-19 Funding in East Africa

Analysis of funding opportunities, 1 January to 10 May 2020

FUNDING ACTIVITY SUMMARY STATISTICS

- Total Initiatives: 79
- Known Value: $174,701.39M
- Country Specific Initiatives (%): 36.7%
- Multi-Region Initiatives (%): 63.3%

GEOGRAPHIC FOOTPRINT

FUNDERS

- World Bank (WB): 14
- Private Sector (Private Sector): 13
- African Union: 4

COVID-19 FOCUS AREAS

- Response: 50
- Health systems: 20
- Economic: 7
- Equipment: 4
- Prevention: 4

Funding activity content offers early information on development funding opportunities and news related to major donors, foundations, private sector entities, media, and philanthropies. These are sourced from press releases, media outlets, donor country strategy reports, and more.
COVID-19 Funding in Southern Africa

Funding activity content offers early information on development funding opportunities and news related to major donors, foundations, private sector entities, media, and philanthropies. These are sourced from press releases, media outlets, donor country strategy reports, and more.

**FUNDING ACTIVITY SUMMARY STATISTICS**

- **Total Initiatives**: 7
- **Known Value**: $42,187.00M
- **Country Specific Initiatives (%)**: 42.9%
- **Multi-Region Initiatives (%)**: 57.1%

**GEOGRAPHIC FOOTPRINT**

**FUNDERS**

- Government (GN): 30
- Private Sector (Private Sector): 25
- United States Agency for International Development (USAID): 18
- Foundation (Foundation): 11

**COVID-19 FOCUS AREAS**

- Response: 4
COVID-19 Funding in West Africa

Funding activity content offers early information on development funding opportunities and news related to major donors, foundations, private sector entities, media, and philanthropies. These are sourced from press releases, media outlets, donor country strategy reports, and more.

- **TOTAL INITIATIVES**: 39
- **UNKNOWN VALUE**: $153.70M
- **COUNTRY SPECIFIC INITIATIVES (%)**: 71.8%
- **MULTI-REGION INITIATIVES (%)**: 28.2%

**Funders**
- Private Sector (Private Sector): 39
- Government (GN): 38
- World Bank (WB): 38
- United States Agency for International Development (USAID): 22

**COVID-19 Focus Areas**
- Response: 33
- Economic: 3
- Health systems: 2
- Detection: 1
- Education: 1
- Equipment: 1
What is the above telling us?

- Majority of the funding is from the World Bank, IMF, IFC to Governments

- Rest of the funding is from bilateral donors, foundations and the private sector

- Funding is primarily for strengthening detection, isolation, treatment efforts, and provision of PPE’s
Specific COVID-19 Opportunities for Civil Society in East Africa

- DFID – RRF (Global)
- DFID – UNILEVER (Global)
- UNCHR and UNICEF (Country Specific)
- World Bank – Governments (National)*
- African Development Bank – Governments (National)*
- Existing traditional humanitarian and long term donors (ECHO, UN Agencies, DFID, SIDA, GAC, USAID-OFDA, BPRM)*
Recommended Strategies for African CSO’s (COVID-19 Funding)

• Identify and partner with some of the larger NGO’s/INGO’s
• Identify and build partnerships with Private Sector donors
• Develop and/or strengthen existing partnerships with local and national government ministries
• Leverage on the localization agenda
• Use existing contracts to re-direct grant funding toward COVID-19 responses
• Negotiate top-ups on existing grants
Resource mobilization during a global crisis

New opportunities for funding for Africa CSOs

Rose Maruru, CEO of Epic Africa, Senegal
Resource mobilization during a global crisis

How African CSOs are adjusting to the new normal

Jacqueline Lidonde, Executive Director of VoluCulture, Nairobi
How is Covid19 affecting African CSO’S

• Disruption in day to day operations that affected staff and programs offered to beneficiaries.

• Onsite volunteerism was severely affected.

• Donations dipped with more donors funding immediate needs in their own countries. Local CSO’s focused on local fundraising.

• Increased costs as many organizations were forced to switch to virtual operations. Organizations have to allocate more money to technology and telecommunications.

• Lack of an emergency management strategic plan.

• Emerging technological challenges.

• Marketing and communication challenges especially in areas of social media.
Peer-to-peer fundraising by reaching out to their friends, family members, and colleagues for donations. Leveraging social media especially WhatsApp Status and Facebook.

Lifesong Kenya to raise $579/Ksh.57,923. To provide food for children who are in their After-School Program.

Dignified Children International raised $790/Ksh. 79,000.

Dear beloved friends and supporters, we want to say thank you, from the bottom of our hearts, for answering our call for help.

Because of so many kind donations, we were able to raise $790.00/Ksh.79,000 (Kenyan shilling) and 52 children at the Bewomi Children's Home now have almost three weeks worth of food, supplies, and firewood!

The money has also helped us to do the same for many children and their families in Tambayia village. Once we receive the full report we will share! We will continue our efforts to keep the children we serve healthy and safe throughout this time of uncertainty. Thank you, and God bless you all!

#onechildatatime
Collaborations – Between CSO’s

The fundraising campaign was created to support families' continued learning and livelihoods. “For 2,500ksh ($25), 75 households gain holistic support. Parents get help to adapt and grow their businesses. Children get engaging and fun learning activities. All of this will be delivered via a text message chatbot, at no cost to families. Help children continue learning and parents grow their businesses.”

The crowdfunding campaign is live on the Global Giving platform. The organizations have a goal of raising $20,000, they have raised $2,996.00 as on May 11th.
Collaborations- CSO’s and Corporations

SOMO Project and SWVL
Support for their beneficiaries. Somo is supporting their beneficiaries by leveraging their corporate partner relationships to sell products created by their entrepreneurs.

SHOFCO, AMREF and Kenya Breweries
Leveraging strategic positioning. SHOFCO distributed hand sanitizers to the informal settlements of Kibera, Kawangware & Mukuru kwa Njenga slums in Nairobi.
Dinner and Dance

In celebration of their third anniversary, Good Kenya Foundation hosted a virtual Dinner and Dance on 5th May 2020 at 8:00pm Facebook and Instagram live. They raised over $550

Rise of Shop for Good

Partnership between SHOFCO and Jumia.
Any questions ????
Thank You

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