

LOCAL FUNDRAISING (LFR)

INTRODUCTORY WORKSHOP TO CSO LEADERS

ONLINE, 28th MAY 2021

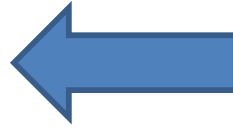
BY: CCC

1. A quick overview of the global philanthropy

- Video Presentation
- Discussion

2. The Local Fundraising in Cambodia Context for CSOs

- Challenges
- Opportunity



Aims to empower SHGs, CBOs, and NGOs all over the world, but especially in low- and middle-income countries, to learn to raise funds locally (through courses on Local Fundraising, LFR).

The Success of Wilde Ganzen Foundation's program called Action for Children (AfC), funded by the Dutch government (2007 – 2015) that successfully trained over 900 SHGs, CBOs and NGOs to raise funds locally in Brazil, India, Kenya and South Africa.

Based on the conclusions of an intensive evaluation,² Wilde Ganzen and its partners decided to make the materials available worldwide.

CCC, THE NATIONAL PARTNER FOR LOCAL FUNDRAISING IN CAMBODIA



8 trainers from CCC were successfully trained.



LFR Curriculums were contextualized



Course 1: June 17-21, 2019

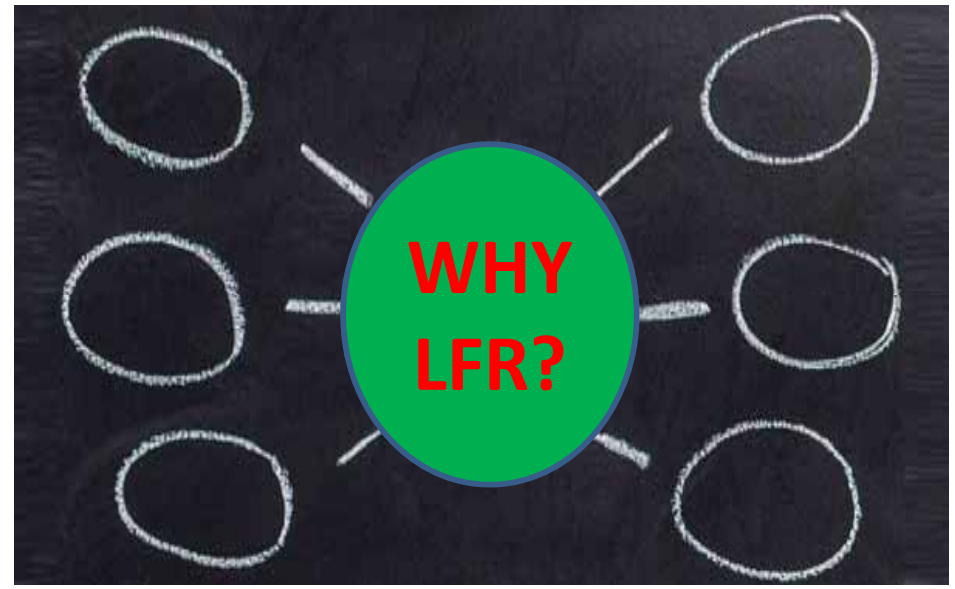


Course 2: July 22-26, 2019



Reflection and Graduation Day – October 10, 2019

OVERVIEW OF THE GLOBAL PHILANTHROPY



WHY LFR IS NECESSARY FOR CSOs?

The worldwide
landscape of
development aid is
also changing

International funding
to the development
organizations in the
global south, is
changing and in many
cases, decreasing

**WHY
LFR?**

The threats are many
– the needs are clear,
aid agencies are
changing their
thematic and
geographical focus

There are large
scale withdraws of
grant from
emerging
economies like
India, Brazil, and
South Africa

WHY LFR IS NECESSARY FOR CSOs?

As the result of this financial pressure, the CSO's space to operate as an independent development actor is diminishing in many places

LFR helps
CSOs

To be less vulnerable to the pressure from the government,

To strengthen CSO's public image in order to build good relationship with the community and other stakeholders

THE POTENTIAL FOR LFR IS RAPIDLY INCREASING

1. Middle classes in countries like India, Brazil and Kenya are growing, and are becoming the sources of income and other forms of supports to CSOs

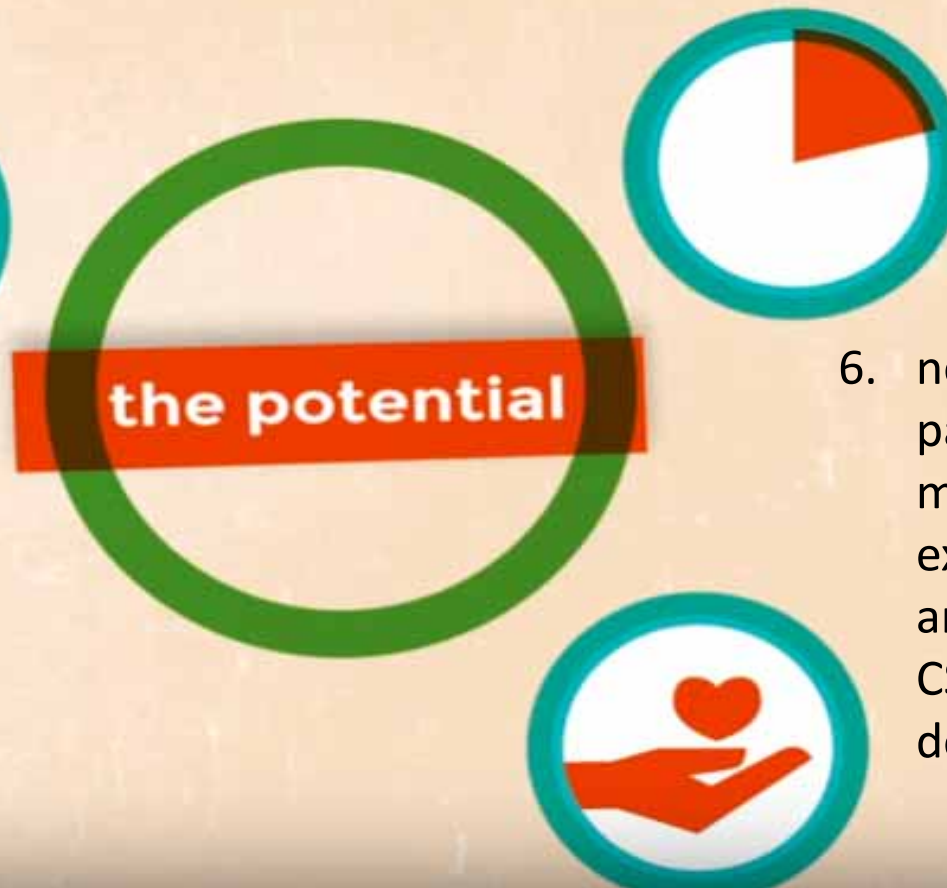
The infographic features a central green circle with a red banner across it containing the text "the potential". To the left, a teal circle contains a green banknote with a white dollar sign. To the right, a teal circle contains a pie chart with a red slice. Below the central circle, a teal circle contains a red hand holding a red heart. The background is a light beige color.

2. Emerging economy are surging ahead in giving, for example more Indians are donating money to charity in typical month than anywhere else in the world
3. Brazil ranked No.8 in total number of people giving money to charity (34 million),

THE POTENTIAL FOR LFR IS RAPIDLY INCREASING

4. Kenya ranked 33rd out of 135 in the world giving index (you could say that Kenya has a strong giving culture), India has surpassed the USA with as many as 157 million people volunteering in a typical month and has the first ranking, Brazil ranked No.9 in number of people volunteering

5. Emerging economy, the corporate private sector is booming, more and more companies take their responsibilities towards society through corporate social responsibility, therefore companies are the growing sources of income for NGOs

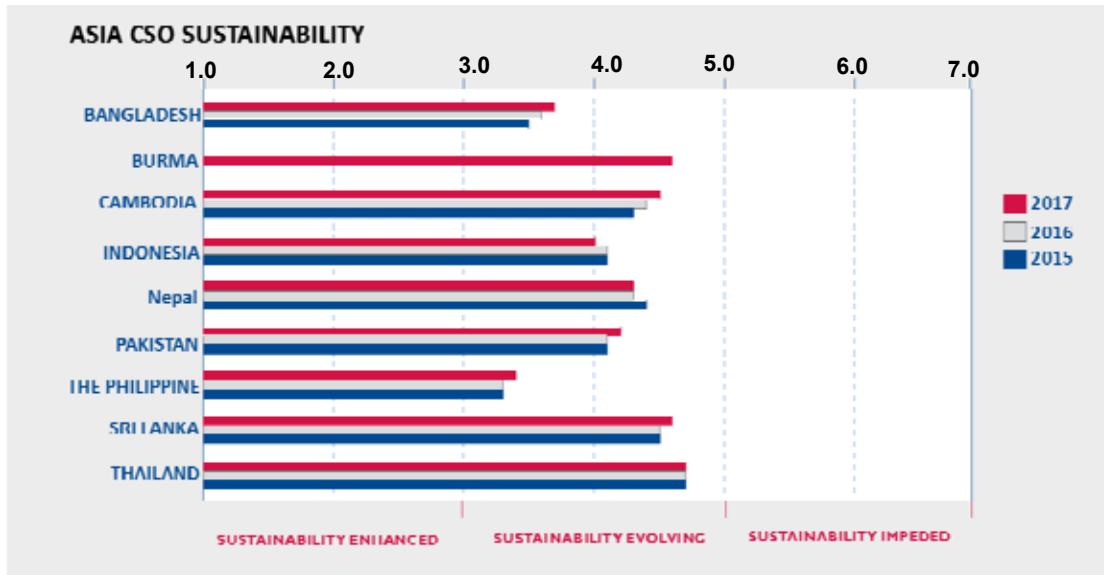


6. new technology in particularly social media offers new exciting low-cost ways and effective tool for CSOs to involve donors and publics

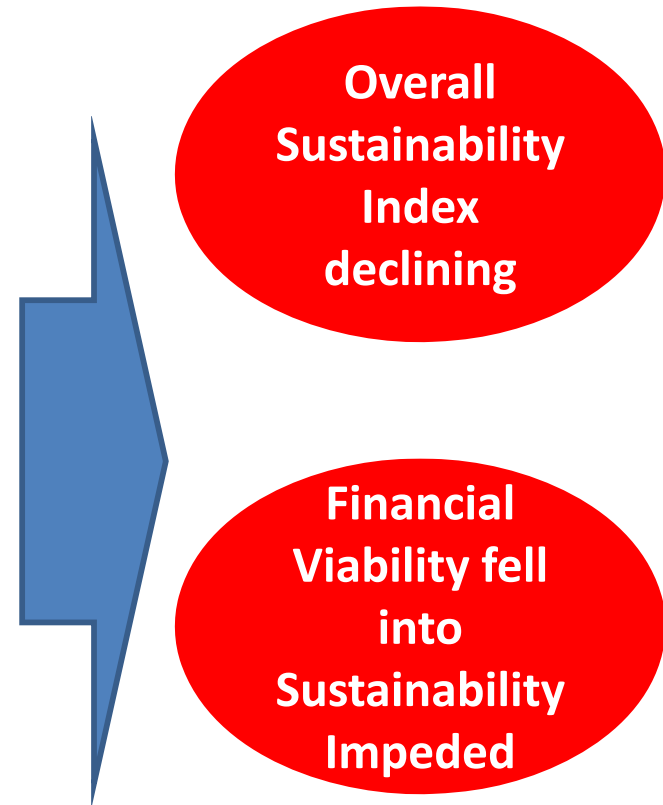
THE LFR IN CAMBODIAN CONTEXT

CSO's Sustainability Dimensions:

- Legal environment, Organizational Capacity, Financial Viability, Advocacy, Service Provision, Sectoral Infrastructure, Public Image



	2014	2015	2016	2017
Legal environment	4.1	4.3	4.6	4.9
Organizational Capacity	3.8	3.8	3.9	3.9
Financial Viability	4.9	5.0	5.1	5.2
Advocacy	4.4	4.4	4.5	4.7
Service Provision	4.1	4.1	4.1	4.2
Sectoral Infrastructure	4.2	4.2	4.2	4.3
Public Image	4.0	4.1	4.1	4.3



LFR IS RELIGIOUSLY AND PRACTICALLY POSITIVE

Religious LFR



Everyday Life



Custom and Tradition



SUCCESSFUL LFR IN THE PRESENT DAYS

Border Clashes in 2008



Kuntha Bopha Hospital

Smart Axiata's Mega Concert



Komar Angkor Hospital



Angkor
International Half
Marathon



**TAP ON
THESE OPPORTUNITIES
AND
DIVERSIFY INCOME SOURCE
FOR
RISK MITIGATION**

Relevant Motives of giving

As the result of this financial pressure, the CSO's space to operate as an independent development actor is diminishing in many places

THANK YOU