

Keys to Fundraising Success and Capacity Building
Kathmandu, Nepal
10 June 2019

Background:

The share of foreign aid in the national budget was 22% in FY 2017/18, compared to nearly 29% in FY 2016/17. It shows that, Nepal now faces the challenge of mobilizing more resources for, inter alia, graduating to the developing country status by 2022, achieving Sustainable Development Goals by 2030, and fulfilling the universally recognized economic, cultural and social rights that are now enshrined as fundamental rights in the Constitution¹.

I/NGOs are playing crucial roles in Nepal, however financial distress and vulnerability are common for many I/NGOs leaders, with more organizations closing as a result of these financial constraints after 2017.

I/NGOs working in Nepal had also learned a critical lesson about the importance of revenue diversification during the global recession in early 2000 and early 2010. Organizations that were dependent on just one or two funding sources had to fight for their survival. ***The lesson is age-old: Don't put all of your funding eggs in one basket.***

As resources becoming more limited and demand increases, the topics of how to raise and grow funding sources and sustain a program are of utmost importance. Therefore, I/NGOs have to take concrete and deliberate efforts to diversified revenue stream to mitigate the risk of losing any single source of funding. Considering these challenges, Nepal Center for philanthropy and Development(NCPD) has designed a one day training the "***Keys to Fundraising Success and Capacity Building***" for the executive level human resource or I/NGOs in Nepal.

The participants of the training will able to explore and tab new funding opportunities for the sustainability. It offers international experts with good track records, tailored training content considering the need of I/NGOs in Nepal and co learning and effective networking environment with experts and leaders from development fraternity.

Objectives: To enable I/NGOs executives for diversifying funding opportunities for their organization.

Date: 10 June, 2019

Venue: Hotel Greenwich, Bakhundol, Sanepa, Lalitpur, Nepal

Topic of the training: "Key to Successful Fundraising and Capacity Building"

¹ Development Cooperation Report 2018, Nepal

Key Subtopics of the training are as follows:

- 1) **Donor management** - how do you retain existing donors and identify new ones?.
- 2) **Story telling.** How do you showcase your INGO/ NGO?
- 3) **Small and Big Fundraising Ideas.**
- 4) **Using PR and Social Media** to Brand your INGO / NGO. How donors react and what do they want?

Participants' eligibility:

Persons working in I/NGOs at an executive level and interested in fundraising and resource mobilization would be an assets for effective mutual learning, sharing and translating it organizational fundraising work.

Language: The one day training will be held in English language.

Seats available: 30 seats (50% for NGOs)

Registration fee: INGO 8500/- and NGOs 6500/- (Including all taxes) It covers training materials, lunch, and internationally recognized Certified Fund Raising Executive certificate

Registration process: Please visit our website www.ncpd.org.np or email us at info@ncpd.org.np by 23 May, 2019. The seats will be secured on first come first served basis.

Introduction of organizer: Nepal Center for Philanthropy and Development (NCPD) is a organization dedicated to promote the capacity of nonprofit organizations, philanthropies, and private sectors so they could enhance their impact and sustainability. NCPD is also a trusted ambassador and strategic partners of Asia Philanthropy Award, Korean Society of Philanthropy, International Council of Non Profit Management and participating members of the Certified Fund Raising Executive International.

NCPD has also successfully organized 1st National Philanthropy and fundraising Conference from 27-28, February, 2019.

Introduction of trainer- Dr. Aliyah Karen - Dr. Aliyah Karan is Ph.D from International Royal Academy of United Nations and MBA in Human Resources Management from Nottingham Trent UK. She is heading the Medicare Charitable Foundation from last 21 years which runs two charitable arms; the Heart Charity Fund and the Kidney Charity Fund in Malaysia.

Dr. Karen has spoken in numerous prestigious conferences and also raised more than RM50 million. She is also awarded with numerous prestigious awards from across the world and recently awarded with the Most Inspiring Woman Icon and Malaysian Biz Woman Icon 2019. You could find about Dr. Aliya Karen at www.ncpd.org.np

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