
24 July 2014

Dear Friends,

Firelight is open for new partnerships in Tanzania and Zimbabwe! We are seeking to partner with CBOs to strengthen community-based child protection systems.

Please check out the “Letter of Inquiry” guidelines below and share them widely within your network.

Sincerely,

The Firelight Team

*(Resource) Fund Raising Realities and Strategies: Lessons Learnt at the NGO Cafe
(Article) How to Write a Fundraising Proposal from the Worldwide Fundraisers Handbook
(Call for Letters of Inquiry) Firelight Foundation “Safe Communities, Resilient Children” in
Tanzania and Zimbabwe
(Accepting Applications) Acumen East Africa Fellows Program*

(Resource) Fund Raising Realities and Strategies: Lessons Learnt at the NGO Cafe

The NGO Cafe regularly receives requests for funds and assistance in finding donors, and funding sources. While the Cafe and Global Development Research Center do not have funds for disbursement for NGO activities, the queries received, and the responses sent, has enabled it to record a number of realities and strategies in NGO Fund Raising. This document shares some of the lessons learnt.

A few examples of strategies they suggest:

- Develop a comprehensive long-term programme, but break it into smaller chunk sized bits to seek funding for each part, from the same or sometimes different sources
- Try to seek in-kind contributions from experts, especially from a corporation or company. This puts them in a good light, and enables them to be community-friendly. This can be done in the form of advice, work-time, equipment use etc. Note that this is different from a 'donation'. The relationship between the NGO and the expert is longer and stronger.
- Where possible, bring together a coalition of partners - of other NGOs, universities, research institutions, etc. who contribute different expertise and knowledge, and larger target areas and beneficiary communities.

Read more at: <http://bit.ly/118vxrl>

Article) How to Write a Fundraising Proposal

*from the Worldwide Fundraisers Handbook 2nd edition (2003)
by Michael Norton in association with The Resource Alliance*

Here is an excerpt from the Worldwide Fundraisers Handbook. To read more, visit the site below.

What to raise money for demands a good deal of thought, and there are many points that you will need to consider. Once you have done this, you should try to answer a series of questions.

1. Questions that the donor will need to have answered before deciding to support you.

- What is the problem or the need that is to be met?
- Are there any particular geographic or socio-economic factors which make it important to do something in the area where you plan to work?
- What are the aims and objectives of this project?
- What working methods will be used to meet these aims?
- What are the short and long-term operational plans?
- What are the expected outcomes and achievements of the project?
- Do you have a clear budget for the work, and can you justify all the expenditure?
- And what is going to happen when the funding runs out? Will the project continue on a sustainable basis? Or will you be able to identify and develop alternative sources of funding? Or will the project come to a natural end?
- What sources of funds have you already identified? And what has already been committed to the project? When do you need the money?

You need to answer all of the questions as factually and as honestly as possible. You also need to demonstrate the importance of what you are planning to do and achieve, at the same time as describing your work and telling them about your plans.

2. Fundraising proposals should try to answer the question WHY as well as saying WHAT.

Here are some of the WHY's you need to answer:

- Why is the need important and urgent? And what are the consequences if nothing is done?
- Why are you the right organisation to do something about it?
- Why is the method you have selected the best or the most appropriate or the most cost-effective?

- Why are you likely to be successful? You can demonstrate this by showing some of the skills and resources you will bring, as well as describing your previous successes.

3. There is also the question of 'leverage'. What will the grant that the donor provides achieve over and beyond the actual sum of money given.

Important factors related to leverage:

- What other grants can be mobilised to add to the sum being requested from that particular donor?
- Will you be able to mobilise the efforts and energies of volunteers, and how much value will this add to the work being done? Often this will be considerable and you can show how much you can achieve with a relatively small sum of money.
- Will you be mobilising the local community, and how are they involved? Again, their involvement will make your project that much more effective.
- Will you be collaborating with other organisations and agencies, bringing in additional skills and resources?
- Will the project become self-sustaining in some way? Does the sum requested represent an investment which will continue to bring benefit into the future?
- What are your plans beyond the project, to build on and develop from the work you plan to do during this next phase? This should at least be considered, even if you have no firm plans at this stage.
- If the work is innovative, what plans do you have for dissemination, and is it possible that your success will influence how others address the problem?

Read more at: <http://bit.ly/1zMXb7g>

(Call for Letters of Inquiry) Firelight Foundation "Safe Communities, Resilient Children" in Tanzania and Zimbabwe

BACKGROUND

Firelight Foundation believes in the power of African communities to create lasting change for children and families affected by poverty, HIV, and AIDS. We identify, fund, and strengthen promising community organizations that support the health, resilience, and education of children in Africa.

Firelight partners with community-based organizations (CBOs) for seven years, providing small annual grants of \$1,000 to \$15,000 USD. Throughout the partnership, we engage with our partners in an intensive process to strengthen organizational and programmatic capacity. Our goal is that at the conclusion of the partnership, our partners are in a stronger position in terms of organizational management, resource mobilization, networking, and sound programming. In this initiative, we will focus on building program

competency in child rights, child protection, and programs that build children's emotional health.

FUNDING CRITERIA

Firelight is only able to support a small percentage of the 1,000 or more requests for funding we receive each year. In order for us to focus our efforts in an effective manner, we will only accept letters of inquiry in 2014 from organizations that meet the criteria outlined below.

- Under this request for proposals, Firelight seeks to fund grassroots organizations working to keep children safe in their communities, including within their homes and in schools. We will prioritize organizations already working on **child rights, child protection, or activities that help build children's emotional health**. However, we welcome applications from organizations that work to improve the wellbeing of vulnerable children, families, and communities and want to integrate child protection, child rights, or emotional health into their work.
- We are seeking to fund a cohort of partners in **Shinyanga Region, Tanzania** and in **Zimbabwe** in the following districts: **Kadoma, Kwekwe, Gokwe North, Gokwe South, Nkayi, Lupane, Binga, and Hwange**. Only organizations based in these areas are eligible to apply. Organizations based in other districts/regions will be declined.

In selecting organizations to support, Firelight Foundation looks for evidence of:

- **Leadership and Governance:**
 1. Leadership with vision, knowledge, and facilitative approach
 2. Sound organizational governance including distinct roles between the Board and Director.
 3. Organizations should be registered with the local government
- **Sound Organizational Management**
 1. Basic systems for managing financial resources
 2. Good documentation
 3. Competent staff
 4. Resourceful leveraging of resources
- **Relationship to Community**
 1. Deep understanding of the issues affecting children locally
 2. Knowledge of the local community, its culture, social norms, and key influential leaders
 3. Approaches that tap into local support and resources, and that build family and community capacity
 4. Networking and collaboration with other organizations and relevant government agencies

5. A history of effective community action that spans at least three years
- **Programming Approach**
 1. Holistic support for children that nurtures their whole development
 2. Effective programming with innovative responses to the challenges affecting children's wellbeing
 3. Well articulated goal, strategy, and results to be achieved
 4. An understanding of the links between child protection and other program areas

Firelight does NOT fund: individuals; scholarships for individual use; government entities; organizations or programs designed to influence legislation or elect public officials; organizations or programs solely intended to generate income to individuals; organizations or programs with a charitable or unsustainable approach; orphanages; academic or medical research; fundraising drives; or endowments. Firelight believes strongly in non-discrimination and does not fund programs that limit participation based on race, tribe, religion, gender, or nationality. US-based organizations or branches of international non-governmental organizations are not eligible to apply.

LETTER OF INQUIRY TEMPLATE

If your organization is a charitable organization working on child rights, child protection, or psychosocial support in Shinyanga Region, Tanzania or in the districts of Zimbabwe listed above, we invite you to send a letter of inquiry and provide us with basic information about your organization. **Please limit your letter to five pages.**

ORGANIZATION CONTACT INFORMATION

Please ensure we have complete contact information for your organization, including:

- Full name of your organization (and acronym, if applicable)
- E-mail and postal mailing address (PO Box and street address, if available) and location of proposed activities
- The names and contact information for three people at your organization (name, title, e-mail, phone)
- Organizational registration number and issuing authority

BACKGROUND

1. Tell us your organization's founding story. When did you begin? What inspired the founding of your organization and who was part of the process?
2. Briefly describe your organization's main programs.
3. Describe your approach in implementing your programs.
4. Please share two or three things that you have achieved in the time that you have been operating.
5. Describe how your organization is operated (including board members, management structure, number of paid staff, and number of volunteers).

PROPOSAL FOCUS

1. Describe the situation for children in your community. What problem do you plan to solve?
2. What do you propose to do to solve this problem?
3. What are the main activities will you implement?
4. What results do you expect to see?
5. What are the main challenges that you might encounter?
6. Who are the main actors that are critical to your success?

FINANCIAL INFORMATION

1. How much money are you requesting in US Dollars? (Remember, **Firelight only awards grants of \$1,000 to \$15,000**. Greater requests will be declined.) Please provide a summary of your proposed budget.
2. What was your organization's budget for the most recent financial year? What were the sources of funding?

THE DECISION PROCESS

The deadlines for receiving letters of inquiry are:

Tanzania - 15 August 2014

Zimbabwe - 29 August 2014

We will notify you by **30 September 2014** if we are interested in receiving a full proposal from your organization. Because we are a small foundation with limited resources, we cannot support all of the qualified organizations that submit inquiries. If we decline your request, we will try our best to explain why. We expect funding awards to be made in January 2015. **Please forward all letters of inquiry via e-mail, mail, or fax (e-mail is preferred) to:**

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To view the guidelines on our website,
visit: <http://www.firelightfoundation.org/impact/apply-grant/>

(Accepting Applications) Acumen East Africa Fellows Program

Hundreds of NGOs exist in East Africa, and millions of dollars in foreign assistance reach the region each year, yet many are still living in poverty. 75% of East Africa's population lives in rural areas, most of whom are smallholder farmers living on less than \$2 per day. In urban areas, 60% of the population live in slums and lack basic services like water, sanitation, and electricity.

The next phase of development in East Africa must take a drastically different direction, a direction guided by a new generation of East African leaders who are willing to challenge broken systems, who possess an unwavering moral compass, and who can see opportunity where others see only challenges. Acumen's East Africa Fellows Program is providing the opportunity for emerging leaders to receive world-class training and collaborate with like-minded individuals so that they can be the change that East Africa needs.

Each year, the East Africa Fellows Program brings together 20 emerging leaders from different regions, sectors, and socio-economic backgrounds in East Africa.

The online application consists of:

- Background information
- Resume/CV
- Short & long answer questions

Application Deadline: 8 September 2014

For more information or to apply, visit: <http://bit.ly/1r6FGe9>

As part of the Firelight Foundation's Capacity Building Program, Firelight provides "Newsflashes" to share relevant resources and information with our active grantee-partners via weekly emails and via post on a monthly basis. We hope that by facilitating access to information for grassroots, community-focused organizations, programming for children and families, as well as organizational development, is enhanced. Past editions of the Firelight Newsflash can be found on our website:

<http://www.firelightfoundation.org/resources/newsflash>

We welcome your comments, feedback and ideas for upcoming Newsflashes at newsletter@firelightfoundation.org

For more information contact:

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