

26, April 2012

Dear Friends,

We hope you enjoy this week's edition of the Newsflash!

Sincerely,

The Firelight Team

(Call for Proposals) Transnational Research Call for Improved Livelihoods in the Sub-Saharan Africa

(Call for Proposals) Call for Proposals- Pre-Solicitation Notice – Africa Child and Family Initiative

(Call for Proposals) Call for Expressions of Interest for Microsavings and Payments Innovation Initiative

(Resource) Different Types of Promotional Material or Documents for NGOs

(Call for Proposals) Transnational Research Call for Improved Livelihoods in the Sub-Saharan Africa

This first ERA-ARD II Transnational Research Call provides new opportunities for researchers and other stakeholders (farmers, farmer organizations, NGOs, policy makers, etc.) to take part in multilateral research cooperation in the field of sustainable and climate change resilient intensification of agricultural production.

The main objective of the ERA-ARD II Transnational Research Call is to contribute to improved livelihoods of smallholders and rural communities in Sub-Saharan Africa (SSA) through sustainable and climate-smart intensification of agricultural systems.

The call also aims to support and fund projects that will strengthen collaboration and networking with on-going projects and existing thematic networks.

Each research consortium must be transnational and consist of a minimum of 3 independent legal entities in partnerships from 3 different countries of which at least 1 is from the ERA-ARD II Consortium Member countries and 2 from countries on the “DAC List of ODA Recipients”

The research consortium must be led by an institution in an ERA-ARD Consortium member country. Consortia are also encouraged to include more than one European partner.

Deadline for Submission: 22 May 2012

For more go to: <http://www.era-ard.org/joint-calls/open-call>

(Call for Proposals) Call for Proposals- Pre-Solicitation Notice – Africa Child and Family Initiative

University Research Co., LLC (URC) has released a pre-solicitation notice for its Africa Child and Family Initiative under the USAID-funded Health Care Improvement Project. This initiative will require the services of one or more organizations based in Africa and experienced in evidence-based child and family protection systems. URC anticipates awarding up to three fixed-price one-year subcontracts not to exceed \$150,000 each.

Eligibility-

- Is registered in the countries where it proposes to operate
- Has existing offices in the countries where it proposes to operate
- Is one of the following types of entity:
 - Public and state controlled institution of higher education
 - Private institution of higher education
 - Non-profit organization
 - For-profit organization

Deadline for Submission: 6 August 2012

For more go to: <http://www.hciproject.org/africa-child-family-initiative>

(Call for Proposals) Call for Expressions of Interest for Microsavings and Payments Innovation Initiative

Call for Expressions of Interest are invited by the Microsavings and Payments Innovation Initiative (MPII) to conduct thorough, field-based research on savings products and services, as well as payments and money transfer channels for the world's poor and financially excluded. EOI submissions for Round 2 are due Friday, May 4, 2012 by 11:59 pm, Eastern Daylight Time.

The Microsavings and Payments Innovation Initiative (MPII) invites Expressions of Interest (EOI) applications. Besides, financial inclusion being a top policy priority across developing countries, relatively little is known about the specific factors which enable people to save as well as transfer money in an effective manner. Recent years have seen a growth in technological innovations enabling novel products including mobile money and new channels as agent banking. Yet, the impact of such innovations on poverty alleviation is still unknown. The Microsavings and Payments Innovation Initiative will fill this gap by building evidence on (1) innovations that most effectively enable improved usage of savings and payments services by the poor (through reduced cost, reduced risk, improved learning, behavioral incentives, regulatory reform and others.

The Microsavings and Payments Innovation Initiative (MPII) awarded 5 grants in the first round of its competitive research fund. Total funding awarded amounted to \$445,000, which will support three randomized evaluations and two diagnostic research projects. Successful applications passed through two stages of evaluation and selection. The first was an Expression of Interest application, for which MPII received 119 applications and invited 27 to submit full proposals.

The 22 full proposals submitted were then vetted and evaluated by the MPII Executive Committee.

A total of \$826,500 will be awarded in at least two subsequent competitive funding rounds. Applicants must either hold a PhD or be a current PhD candidate in a relevant social science or engineering discipline, as economics, statistics, sociology, anthropology, public health, education, computer science and others as well. They must demonstrate experience in field research. All qualified researchers affiliated with universities, think tanks and other research institutions throughout the world are invited to apply. Research projects focused on Sub-Saharan Africa and South Asia are encouraged as are applications from researchers based in those regions or from teams with one or more researchers in those regions.

Deadline for Submission: May 4, 2012

For more go to: http://www.poverty-action.org/microsavings/yaspr_fund/eoi2012

(Resource) Different Types of Promotional Material or Documents for NGOs

NGOs can benefit tremendously from promoting their organizations to their communities and to funding agencies. Promoting the organization helps create a brand image, builds a presence and also attracts the attention of donors. It is a way of connecting with the people around you and communicating the message of the organization.

Connecting with people and communicating a message to them requires some documentation. It could be in form of a brochure, poster or even a website. Such documents create a strong impression in the mind of the people, whether they are beneficiaries or donors. Besides, if a funding agency suddenly requests a proposal, you will save time in compiling all background material of your organization by submitting this promotional material.

Here, we are providing some information for NGOs on how to focus their resources for developing basic promotional material (which are written documents) that can help market their organization.

An organization can have following types of promotional material:

- **Organizational Profile**
- **Brochure**
- **Annual Report**
- **Governing Document**
- **Fact Sheet**
- **Strategic Plan**

1. How NGOs can develop their Organizational Profiles

Organizational profile is a necessary document that gives an introduction to the organization. It is a basic requirement and in the absence of brochures and other promotional material, this could be a single source of marketing document for an NGO. This could also be the first sample of promotional material developed when the NGO has just started off.

There is no set standard in bringing out a profile, but normally, it is two-columned document which has information about the mission/objectives, contact address, contact person, areas of work and short descriptions of achievement undertaken. Generally, the profile should not be more than two or three pages since you will be using it to annex it to several big proposals. Remember that this is not an annual report where you insert pictures, put some designs and write at length about your work.

An example profile can be found here: <http://www.fundsforngos.org/free-resources-for-ngos/ngos-develop-organizational-profiles/>

2. Brochure

A brochure or a pamphlet is a carefully designed promotional material providing information about the organization, its mission, objectives, areas of work, achievements and partners. It can differ from the basic organizational profile since it will be more presentable with attractive designs (in many cases colorful) and pictures reflecting your organization, including its logo will be prominent featured.

Brochures have high advertising value and they can be distributed in meetings and workshops and even attached to documents. They also serve as important introductory documents about your organization.

A brochure can be bi-folded or tri-folded depending upon the volume of information that has to be covered in it. Bi-folded brochures can be folded into halves and tri-folded brochures into thirds. There are other designs also available, but the more sophisticated they are, the more expensive they become.

To get different ideas for your brochure, you can see some amazing visuals at this link.

Ideally, an NGO brochure comprises of the following:

- Organizational Logo
- Background to the Organization: A note about its founder or how it actually came out to be.
- Vision/Mission/Objectives of the Organization
- Areas of work
- Achievements made by the organization listed out.
- A small map of the geographical area where the NGO is working
- List of partner agencies, which can give credibility to the organization
- Complete contact address
- You can add photographs of the founder, any event, beneficiaries of your organization from the community, the staff team and/or any activity that profoundly reflects the vision and work of the NGO.

3. Annual Reports for NGOs

An annual report can be an in-depth and comprehensive report on the activities carried out by the NGO during the previous year. It basically outlines the accomplishments made by the organization but its relevance is not complete unless that audited annual accounts are published in it. Most agencies prefer to read through the annual report to understand the assets, expenditures and grants received by the organization during the previous year.

An annual report has to be published every year and it can comprise of the following information:

- Introductory message by the President or any other leading authority of the organization
- A list of governing body members with their photographs and/or their background information
- Governance Structure and Organizational Chart
- Details of activities and projects carried out by the NGO during the previous year.
- A brief detailing about the achievements made during the previous year, including some case studies and success stories with some interesting photographs
- Finally, without fail, a copy of the annual accounts, preferably audited.

In many cases, NGOs tend to develop bulky annual reports running up to several number of pages. However, in recent times, this has not been found to be a good idea. Concise annual reports are a great trend, where all the above details listed are presented graphically and briefly. It could run up to four to six pages maximum giving a gist of the work undertaken during the previous year, including the financial information presented in graphs or tabular format for a quick

understanding. It could be printed as a large-size brochure.

An example Annual Report can be found here: http://issuu.com/firelightweb/docs/ff_ar_single_pages?mode=embed&layout=http%3A%2F%2Fskin.issuu.com%2Fv%2Fflight%2Flayout.xml&showFlipBtn=true

4. Governing Document for NGOs

The Governing Document consists of information about the structure and governance of the organization, including its aims and objectives. It also details out the powers given to the governing body members and the administrative arrangements that have been put into place.

This kind of document is mostly used for internal purposes, but when it comes to submitting proposals from donor agencies or receiving grants from individual donors, the document can prove to be a great piece of evidence for the transparent system your organization has been following. In some countries, the Governing Document may be part of the NGO registration process itself.

A Governing Document can comprise of articles of incorporation, bylaws, mission and objectives of the organization and the structure of the organization where usually an organizational chart outlines the hierarchy of the governance starting from the Governing Body members to the Director and to the rest of the staff. There can be several committees and sub-committees in between depending upon the size of the organization.

5. Fact Sheet

A fact sheet is quick and concise information about some key elements of the organization and its work. It is mostly presented on a sheet with points mentioned in bulleted form. It can consist of the mission statement, list of activities or projects carried out and the accomplishments made in the recent times, presented mostly in form of data.

This document can be very important if you want to provide a quick overview of the recent achievements made to a donor agency or a partner organization.

A fact sheet can comprise of the following information

- Mission & Objectives of the Organization
- Key areas of work (projects or activities listed in bulleted form) undertaken during the previous year
- Expected Results and/or achievements made (preferably in form of data)
- Partner agencies (if available)
- Contact information

An example Fact Sheet can be found here: <http://hdptcar.net/sites/default/files/Fact-sheet-BINUCA-June-2011-ENG.pdf>

6. Strategic Plan for NGOs

A strategic plan can be a very useful promotional material for an NGO, but more than that it is a very important tool for organizational development. Establishing an organization with a mission and objectives is just one part of the work; running it in the right direction is equally important. A strategic plan really does that; it guides the organization to move towards the same mission and objectives for which it was developed.

As experience suggests, it is not enough for NGOs to just develop mission and objectives. A clear strategic plan strengthens the idea behind the organization and how it can move forward. In proposal formats, you may have noticed how each donor agency wants to make sure that the project being implemented is in line with the organization's strategy. This is where the strategy plan can be very useful.

It is also important to review the strategy plan from time to time.

A strategy plan helps NGOs understand their capacities, problems and resources. An understanding of these areas help organizations analyze their strengths and build upon opportunities. One of the frequently used tools for developing the strategy plan is SWOT (Strengths, Weaknesses, Opportunities, Threats).

To learn more about how to develop a strategic plan, you can refer to this guide: <https://www.civicus.org/new/media/Strategic%20Planning.pdf>

For more on this resource go to: <http://www.fundsforngos.org/free-resources-for-ngos/types-promotional-material-documents-ngos/>

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/newsflash.php>.

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