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29 May 2014

Dear Friends,

Advocacy can be a powerful tool to create change within a community or country, but the act of lobbying government officials or interacting with the media can seem like a daunting task. This week's Newsflash provides guides on the basics of advocacy for CBOs and how it can be utilized to advance a goal or mission. These guides provide practical knowledge, steps, and tips to make advocacy seem less daunting. We hope you enjoy this week's edition of the Newsflash!

Sincerely,

The Firelight Team

*(Resource) Advocacy Series: Building Relationships with Government*

*(Toolkit) Advocacy In Action: A Toolkit to Support NGOs and CBOs Responding to HIV/AIDS*

*(Call for Proposals) Data for Life Prize*

*(Call for Proposals) Power Africa Off-Grid Energy Challenge*

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(Resource) Advocacy Series: Building Relationships with Government

The purpose of this publication is to explore how NGOs can develop skills and messages in order to better persuade members of the government to implement a goal or policy. The publication addresses how to effectively craft a message to be used during advocacy or lobbying. It also focuses on how to deliver that message, how to target the best person in government to lobby, how to lobby, and how to draft policy. This guide is a introduction to the powerful tool of advocacy and how to best utilize it for your organization's mission and vision.

To access this guide, visit <http://bit.ly/1ogV2KE> and scroll to the bottom of the page to download.

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(Toolkit) Advocacy In Action: A Toolkit to Support NGOs and CBOs Responding to HIV/AIDS

This toolkit, produced jointly by the Alliance and the International Council of AIDS Service Organizations, shows NGOs and CBOs how they can use advocacy to influence people in power, to create an environment that protects the rights, health and welfare of everyone, whether HIV positive or negative. It sets out to build practical skills, provide a training resource and continue learning. The guide aims to help CBOs develop a clear understanding

of what advocacy is and how it can support the work of your organization. While the toolkit focuses specifically on HIV/AIDS issues, many of the practical advice and skills can be applied to many other areas and issues. The toolkit can be used in a workshop setting or just as a learning resource for staff.

The toolkit addresses the basics of what is advocacy, why CBOs should use advocacy as a tool alongside their traditional programming, and how CBOs can effectively advocate. It goes into further depth to provide practical tools on how to prepare a position paper or a press release, how to engage with the media, how to lobby government officials, and even how to advocate through drama.

To download this toolkit, visit <http://bit.ly/1jEJBgk>

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### (Call for Proposals) Data for Life Prize

The Whole New World Foundation (WNWF) has recently launched Data for Life Prize Program of \$100,000. The prize is aimed at identifying and strengthening under-recognized life-saving interventions (in the sector of child mortality) that are highly impactful, scalable, and cost-effective, but currently lack scientific evidence of their impact. The Prize is open to anyone who is in a position to save children's lives but lacks the means to quantitatively assess the impact of their work. Practitioners fighting to reduce child mortality as well as researchers in this area are encouraged to apply for the Data for Life Prize.

The program will help identify the best approaches for reducing child mortality by supporting accurate, scientific evaluation of the number of lives that they save.

Two winners will receive \$50,000 each to fund meticulous, independent, year-long field studies of their chosen intervention. Applicants must be aware that the prize funds may only be used for charitable purposes, subject to expenditure responsibility.

### Eligibility Criteria

- Applicants can be any organization or person. Individuals, commercial companies, non-profit, community, and governmental organizations, worldwide are eligible for the grant prize.
- Applicants should propose studies that will yield previously unavailable proof demonstrating the efficacy of programs that deserve much greater support.
- Child mortality researcher, epidemiologist, or public health student or professional, can apply for the prize partnering with a practitioner (someone directly conducting a life-saving intervention) to develop an application for the Prize.

**The deadline for submission is 18 June 2014.** For more information and to apply, visit: <http://bit.ly/1gTMERF>

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(Call for Proposals) Power Africa Off-Grid Energy Challenge

The United States African Development Foundation (USADF) is pleased to partner with General Electric Africa (GE) and the United State Agency for International Development (USAID) in requesting proposals for the Power Africa Off-Grid Energy Challenge Round Two. In 2014, proposals of up to US \$100,000 per award will be considered and approximately eighteen awards are anticipated.

**Applicants must be located and have their projects implemented in one of the following countries:**

- Kenya
- Nigeria
- Tanzania
- Ghana
- Ethiopia
- Liberia

Projects are to be focused on increasing sustainable energy access – particularly off-grid solutions – extending the delivery of electrification to un-served and underserved communities in the target countries. The type of renewable energy technologies to be proposed may include, but not limited to, solar, biogas, biomass, hydro, wind, direct use geothermal and hybrid systems. In this second round of competition, eighteen winning proposals – approximately three per country - will be selected, with the funding of each proposal up to a maximum of US \$100,000.

**ELIGIBILITY CRITERIA**

USADF will consider proposals from 100% African owned and 100% African managed enterprises, associations or organizations. The organizations must not be government owned or operated in any way. Applicants may be developers of their own technology and/or may be acquiring and implementing technology developed elsewhere. Applicants need to be legally registered in the project country, demonstrate the capacity to track and manage the project resources and operate in good standing with their local government. Projects are not to exceed 12 months in duration.

Winning projects must:

- Further develop, scale up or extend use of proven technologies for off –grid energy.
- Benefit marginalized or low income rural or urban populations currently underserved by utility companies.
- Demonstrate financial sustainability or the potential for financial sustainability.
- Have a proven track record of experience or project sponsors or partners with a

- proven track record of related experience.
- Proposals are to be limited to a maximum of US\$100,000. Leveraged funds from other sources are encouraged. These other sources of funds must be adequately documented to be considered.
  - Project must be located within the country of application.

**The deadline for submission is 20 June 2014.** For more information and to apply, visit: <http://1.usa.gov/1oWEGJE>

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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](mailto:newsletter@firelightfoundation.org)

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