

February 23, 2012

Dear Friends,

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

Sincerely,

The Firelight Team

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(Call for Applications) Skoll Awards: Core Grant Support and Noncash Award

The Skoll Foundation has announced the opening of the 2013 application process for the Skoll Awards for Social Entrepreneurship given out each year to select social entrepreneurs who are solving the world's most pressing problems. The award gives a core support grant to the organization over a period of three years in addition to a noncash award to the social entrepreneur, which is presented every spring at the Skoll World forum.

As many of the world's most pressing problems are exacerbated by the inequality existing between the rich and the poor, the Skoll Foundation's focus is on the issue areas of economic and social equity, environmental sustainability, health, institutional responsibility, peace and security and tolerance, justice and human rights. The awards are offered to the organization and the social entrepreneur for presenting a tested and proven social innovation addressing problems in the above-mentioned issue areas.

The criteria for applicants demands that the applying organizations should have the potential to create an impact; it should have a proven approach that can be applied elsewhere; it should have its own innovation that can lead to address the social and/or environmental problems; it should be able to leverage partnership with the Foundation; it should be led by a visionary social entrepreneur; and of course, there should be sustainability in its institution and its idea.

NGOs across all countries are invited to submit applications. However, organizations such as those inclined towards religious or ideological doctrines, lobbying, film financing, political campaigns etc are eligible to apply.

In order to apply to this opportunity, organizations have to first take up an

eligibility quiz available at the Skoll Foundation's website. If the applicant successfully passes the quiz, then he or she can enter to submit the online application.

Deadline for Submissions: March 1, 2012.

For more go to: <http://www.skollfoundation.org/about/skoll-awards/>

(Call for Papers) FAO Call for Papers and Grant Opportunity

The Food and Agriculture Organization of the United Nations (FAO) and Cornell International Institute for Food Agriculture and Development (CIIFAD) in collaboration with the International Association of Agricultural Economists (IAAE) is hosting an international symposium on "Inclusive Agro-Enterprise Development", as part of the technical program of IAAE's Triennial Conference of 2012.

The symposium aims to bring together leading scholars, government officials, private sector representatives and development practitioners to discuss innovative approaches to promote inclusive agro-enterprise development. The goal is to offer a platform whereby novel international experiences in agro-enterprise development policies and support institutions can be discussed, lessons can be learned and recommendations can be made to improve the effectiveness of agro-enterprise investment promotion initiatives by governments and development organizations.

- Areas of special interest for discussion include:
- Business models linking producers and buyers
- Agro-industry clusters, agribusiness incubators and agro-food parks
- Agro-based growth corridors and special economic zones
- Technical and financial support for small and medium enterprises
- Collective action and producer associations/ cooperatives
- Risk management approaches and tools for small-holders
- Pro-poor investment promotion policies and mechanisms
- Incentives for micro and missing-middle investors
- Infrastructure investments to enhance market integration

Potential contributors to the symposium can send a proposal consisting of an extended abstract (250 – 400 words) and a brief resume.

Professionals from developing countries who have their contributions accepted for presentation at the symposium are eligible to a grant of a maximum of US\$2,500 (two thousand and five hundred dollars), to help defray their costs of participation in the IAAE event. The grants will be provided to a number of

selected participants, upon submission of a technical paper to be prepared in accordance with FAO guidelines, to be later communicated to authors. The selected papers and a synthesis of the symposium discussions and deliberations will be published as a joint FAO – Cornell University book.

Deadline for Submission of an extended abstract (max 400 words): February 28, 2012

For more go to: <http://news.capri.cgiar.org/2012/01/call-for-papers-grant-applications.html>

(Call for Nominations) International Children's Peace Prize 2012

The International Children's Peace Prize is an initiative of KidsRights and is presented annually to a child for his or her devotion to children's rights, anywhere in the world. The goal of the Prize is twofold: it is a sign of recognition for the winners, and it also offers the winner a platform to promote his or her ideals and causes. In this way, the messages that these young heroes convey can reach a broader public, thereby making a greater impact in the promotion of children's rights.

The Children's Peace Prize is accompanied by an award of €100,000 to be invested in projects closely connected to the winner's area of devotion. Nominees for the Children's Peace Prize can come from any person, in any country, with knowledge of an exceptional child dedicated to promoting children's rights. An independent Expert Committee assesses the applications and selects the final nominees.

This year the International Children's Peace Prize will be celebrated around the Day of the Rights of the Child: the 20th of November 2012. We would like to invite you to inform us about the children you meet and work with and whom you feel might be a good candidate for this Prize. Any boy or girl between 12 and 18 years old who has a clear history of standing up and fighting for the rights of him/herself and other children can be nominated for the International Children's Peace Prize. It is important that the child has an active approach in accomplishing his or her goal.

KidsRights calls out to everyone worldwide to nominate a child who would

deserve the International Children's Peace Prize. The deadline for sending in nomination forms is 1st March 2012. The nominations can be send to info@childrenspeaceprize.org

Deadline for Submission: March 1, 2012

For more go to: www.childrenspeaceprize.org

How to train NGO staff in Fundraising

Fundraising is the lifeline activity for any NGO, yet it is the most challenging task for us all. This is because there are so few resources available and too many seekers reaching them out. In such cases, only organizations that are competitive, responsive and creative succeed. With so much free knowledge available over the internet, it is possible for anyone with curiosity and interest to undertake research and development activities. Fundraising can be part of our local staff work if they are slightly trained in seeking and managing information.

Below are few tasks to be covered during the orientation session of the fundraising staff:

- Let the fundraising staff revisit the objectives, mission and the present work of the organization. This facilitates a process of understanding. Then ask the staff to search donor organizations which also have similar objectives and mission – the search can be done over the internet or from your own office files.
- Allow the fundraising staff to browse through previous proposals and concept notes. Allow him or her sometime to read and understand them.
- Let the person understand the current work of the organization with a new perspective. Since the person is taking a new responsibility, he or she may be needing a fresh perspective to the existing situation. Let the person freely visit the running projects of the organization.
- Share the list of any donor opportunities you have so that the person gets acquainted to it.
- Let the staff read through guidelines and priorities of some donor agencies
- Allow the person to spend some time over the internet and find some general and relevant information relating to fundraising for NGOs in developing countries (remember that general fundraising search on the internet can throw up results which are irrelevant to organizations in developing countries. This difference has to be conveyed to the staff).
- Introduce the person to this website – www.fundsforngos.org, which has an excellent collection of resources of various funding opportunities for NGOs. Let the person subscribe to the online newsletter.

Below are some things that should never be done in a good fundraising job:

- DO NOT post random one or two-line messages on websites and online forums, requesting donations or funds. This is a bad practice and gives a negative impression about your organization.
- DO NOT send or forward emails to donor agencies asking for funds pointlessly.
- DO NOT respond to scam emails that promise money or lottery funds – these are dangerous traps laid online to cheat users. Just ignore such messages and NEVER respond to them. Remember, no donor will offer money to your organization without seeing your work.
- DO NOT copy proposals from other organizations and sending them. Although you can use proposals made by others as references, do not copy them. It will spoil the reputation of your organization tremendously especially when
- DO NOT send unrelated funding queries or unsolicited proposals. It is not a good idea to request funds for human rights awareness from a donor that only provides grants for livestock development.
- DO NOT keep posting your bank account details online hoping that there will be donations dropping in it. Nobody will donate your organization by seeing just your bank account. In fact, displaying your bank details can expose you to scammers who can exploit this information against your organization's interest.

Develop a list of Donor Organizations!

One of the first tasks of the fundraising staff is to develop a list of donor organizations which may be interested in supporting the programs of the organization. Some donors may be listed in your own files, some are available online. Although donor databases exist everywhere, they need to be customized to the needs of your region and the work of your organization.

Below are links to lists of donor agencies with complete information about their priorities and programs, which can be used to start with. You can also visit their website links given for each agency. There are also other tremendous sources of information available online.

<http://www.fundsforngos.org/foundation-funds-for-ngos/>

<http://www.fundsforngos.org/foundation-funds-for-ngos/>

Once the list is prepared, place it on your table or on the desktop of your computer so that it is easily accessible. You can bookmark the donor sites or subscribe to them so that you receive regular information about them. This can be your donor database. Attached is an example of what information you can

keep in the database.

Develop your Web Presence

Like job recruiters trying to search information online about potential employees before appointing them, donors also try to find online as much details about an NGO before funding it. In fact, one of the preliminary stages of funding NGOs by some donors is to find them over the internet and then initiate contact with them to discuss possible partnerships.

So first of all, is your organization's name available on the internet? Anywhere? If the name of your organization is listed, then check out if it gives a positive impression to your work. Someone who may have volunteered with your organization or someone who researched in your project area may have may have uploaded information about your organization. It is important to ensure that all the information available on your organization is positive and it does not give any negative impression about your work.

In this context, the Fundraising staff can be involved in:

- Participating in web forums, social media networks like facebook twitter etc and online discussions by putting up messages such as the perspective of the organization over an issue or raising concerns for a cause. We have Developmentprofessionals.org where organizations can register, build their profiles, make friends, organize groups and participate in forums.
- Developing a website or a blog. In many cases, NGOs register a website and upload 5-6 pages on it and just forget it. This is not a good business practice. Websites should be made with attractive designs and should be updated regularly. Blogs can help organizations network and remain in touch with friends and partners across the globe. The fundraising staff can be involved in regularly updating the blog and also putting up multimedia like videos and images defining the work of the organization.
- Register at donor websites. Since now submission of proposals is accepted online by several donor organizations, it may be required for applicants to register first at their website before submitting the application. European Commission which has PADOR and US Government's international funding, which accepts proposals through grants.gov, have made online registration of applicants mandatory. The fundraising staff can register the organization in these databases.

Check out How Fundraising staff can write project proposals here: <http://www.fundsforngos.org/free-resources-for-ngos/how-fundraising-staff->

[can-write-project-proposals/](#)

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.