

## **THE CASE STATEMENT FOR FRIEND AND FAMILY FUNDRAISING**

### **A. Introduction**

One of the most important factors in the work and sustainability of an organization is the availability of resources to support its operations in a continuous and self-reliant way. Resource shortage is one of the critical constraints to the work of Ethiopian CSO's. It is not only resources limitations but also the capacity to access and generate necessary resources is an additional problem.

It is of utmost importance that an organization has sufficient funds and other resources to match the requirement of fulfilling its mission. It is also of equal importance that all available resources are used for the intended purpose, the most economic and in the best possible way, i.e. directed towards activities that will help the organization to meet its objectives.

#### **Vision:**

The vision of the organization is to see women, children, adolescents and youths living a healthy, happy and decent life in Ethiopia.

#### **Mission:**

BDO has the mission to care and empower the disadvantaged and vulnerable women, children, adolescents and youths in Addis Ababa, Amhara and Oromiya regions by improving the child care takers knowledge and skills in child development, care, education and rights; empowering women, girls, and youths through life skills education, supporting to create economic opportunities, and protecting their health and rights through community actions and policy advocacy.

#### **Goals:**

The goals of the organization is to contribute to the improvement of health and well-being; quality education including life skills education; employability of women and youths and appropriate care and development of children and adolescents.

#### **Objectives:**

- To identify effective fundraising strategies and tactics to get funding for organizational development and project implementation.
- To create alliance and cooperation with partners.
- To enhance the knowledge and skill of the organization staffs and the board members in project management, fundraising and advocacy.
- To identify, prioritize, plan, and implement development projects on the target population.
- To initiate and develop strategic plan for the organization for the coming three years.

#### **Organization History:**

Bridge for Development Organization (BDO) was established as a non for profit community service organization that believes the ever increasing young population groups (women, children, adolescents and the youth) are at risk; and specifically, women and girls being vulnerable to high risk situations, poverty and complex socio economic impacts and gender factors; children and adolescents lacking age appropriate care, development and follow ups; and youths being vulnerable and engaged in high risk behaviors, rampant unemployment and migration and lack of livelihoods because lack of equity in economic and social services and presence of deep rooted poverty.

BDO is board led, non-political, non for profit, non-sectarian and non-governmental local charity organization newly established in October 2019, licensed by Agency for Civic Society Organization with registry # 4509.

We have the passion to develop BDO through fund development and to change the lives of disadvantaged and vulnerable young communities through our legitimacy, accountability and transparency in action.

### **Services and programs:**

- Child development, protection, care, and education.
- Women and girls protection, health, life skills education, and empowerment.
- Adolescent and youth health, life skills education and empowerment.
- Advocacy

### **Organizational Structure:**

- The constituencies of BDO are the Board, the management (staffs), the beneficiary and the strategic partners.
- The Board is the highest organ of the organization
- The management functions are led by the Executive Director
- BDO has the following basic departments: HR/Finance, programs and projects, and fundraising. But IT and communication officers will part of our future plans.

### **B. Accomplishments:**

- Currently there is no accomplishment related to community projects, however, different concept papers have been written and we are trying to find donors.
- As BDO is an emerging entity and we required to develop our systems and management various capacity building tasks have been accomplished.
- The following are the major tasks that we have done from Oct. 2019 to Sep. 2020

#### **1. Governance**

- Developed bylaw, vision, and mission.
- Formed executive committee
- Received legal status on October 21/2019
- Board meeting have been conducted

#### **2. Management Practices**

- Developed organizational structure
- Produced organizational stamp
- Printed basic vouchers like check payment, petty cash payment, goods receiving and disbursement notes.
- Prepared of draft accounting and personnel manual and formats
- Preliminary project ideas are identified and six project concept notes were written.
- Bank account opened
- INGOs and Embassies were requested for material donations and capacity building
- Quarter four 2019 performance and annual 2020 plan review and approval meeting was done
- POB rented
- Primary strategic planning document/form filled.
- Material donation and capacity building support request letter have been written 10 Embassies, 13 INGO, and one university.

- Office space donated from volunteer
- Concept paper on Strategic Planning Training has been sent to 6 INGO to sponsoring
- Web site development finalized

### **3. Human Resources**

- Two executive committee members have been declined and replaced by others
- Volunteer engagement concept paper finalized and submitted to different donors for supporting

### **4. Financial Resources**

- Birr 10, 054.00 (US 279.00) was collected from staffs, friend and family member and used for operating costs. Balance at hand is Birr 920.3 (US 26.00)

### **5. External Relations**

- Experience sharing visits done to NGOs (FHIDO, HIDA and HE).
- Application for membership requested to CCRDA (biggest umbrella organization of NGOs in Ethiopia)
- Thank you letters written to money and material donors
- Attended meeting at performance review of ChSA (charities and societies agency of Ethiopia)

### **6. Sustainability**

- Friend and family Fund raising plan of 2020 was finalized

### **7. Major Challenges**

- Getting experienced volunteers
- Shortage of money for operating expenses
- Shortage of some office furniture and equipment
- Inadequacy of money for GOC (General Operating Cost)
- Lack of capacity building supports
- Minimal support from board members on FR and others because of competing priorities
- The existence of Corona pandemic restricted external relation tasks

### **C. Meeting the community needs in the future:**

Based on the mission of the organization, we believe that there are numerous services/projects that should be planned and implemented.

- Women and girls

In the case of women and girls, we look as priority services that include IGAs, SRH care, GBV prevention and LSE. These services are critical to their health, economic empowerment and self-confidence of women and girls.

- Children

The future of children is dependent on early childhood appropriate care, parenting and education. So, improving the quality of childhood care and education and after school care opportunities, safety services will be beneficial.

- Youths

There are diverse socio economic problems and challenges to fill the needs, and we select priority services that BDO should intervene. Therefore, creating opportunities of employability, skill based trainings, SRH, re engaging school dropouts and so forth.

### **D. Future vision over the next 3 years:**

BDO plans to do and improve its capacity to develop the organization and managing projects.

- Developing sustainable financial source
- Creating competent human resource
- Improved organizational management with improved IT
- Linkage and network with diversified partnership
- Engagement in beneficial project implementation
- Be credible, transparent and accountable to stakeholders and partners

#### **E. Leaderships: Future trends**

- Creating to harmonious relationships and supporting each other (board and staffs)
- Developing new experience and talents of the employees
- Create opportunities for improved board engagement
- Access to training to improve organizational and project management
- Utilization of up to date IT

#### **F. Financial Status:**

- Birr 10, 054.00 (US 279.00) was collected from staffs, friend and family member and used for operating costs.
  - Current budget
- Birr 1, 642 180 is projected budget for 2021 for operating cost.

#### **G. The Need of Friends and Family Financial Support:**

Dedicated supporters are crucial for BDO to build its capacity and accomplish its mission. Therefore, we seek an individual support in kind, in knowledge and in finance it is critical to survival and service provision for the needy. And currently, the specific financial needs of BDO from individual supporters are:

- To cover general operating costs
- To purchase critical office equipment (like printer, furniture, overhead projector, etc.)
- To implement projects

#### **H. The benefits of donations to the supporters are:**

- Supporters wish the beneficiary community's lives changed
- Supporters need the organization to grow as community asset.
- Supporters have the passion for the organization mission get accomplished

#### **I. The Goal of the Current Fundraising from Family, Friends, Board and Staffs.**

- To raising Birr 150,000.00
- Identifying potential annual donors that can pledge for annual contribution # 50
- Recruiting and documenting potential donors for future fundraising
- Receiving material donation if available

#### **J. Conclusion:**

BDO will not be successful without the generous support of you. Thank you in advance for your thoughtful donation to BDO and to the many women, children, and youths in the community who rely on us for important services. Every donation makes a difference and takes us one step closer to building our capacity to serve the disadvantaged.