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## Evaluatie Workshops Professional Fundraising Techniques

### Feiten en cijfers

Tussen 2005 en 2012 hebben wij aan partners en hun netwerk in Zuid-Afrika workshops over fondsenwerving en netwerken aangeboden. In onderstaande tabel geven we een overzicht van de tussen 2005 en 2012 door Frank Julie Associates gepresenteerde 2-daagse workshops over fondswerving. In 2012 werden tevens vier seminars van elk een dagdeel gehouden. In dit verslag gaan we in op de behaalde resultaten.

Met ingang van 2016 betalen we voor een of meer partners een deel van de kosten van de Change the Game trainingen die ICCO en Wilde Ganzen samen met lokale consultants organiseren.

Jaar	Plaats	Doelgroep	Deelnemers	Kosten in ZAR
2005	Kaapstad	Holiday schools + netwerk	28 stafleden van 10 organisaties uit 6 townships bij Kaapstad en uit Hermanus	8 500
2006	Barrydale	Net vir Pret + Dysselsdorp + netwerk	15 stafleden van 8 organisaties uit Barrydale en Dysselsdorp e.o.	7 590
2007	Kaapstad	Besturen en hoofden van kleuterscholen	40 bestuurders en stafleden van 25 kleuterscholen uit 9 townships bij Kaapstad	8 000
2008	Kaapstad	Besturen en hoofden van kleuterscholen	30 bestuurders en stafleden van 14 kleuterscholen uit 13 townships bij Kaapstad	2 000
2009	Kaapstad	LSP netwerk	21 stafleden van 13 organisaties uit Kaapstad e.o.	10 089
2010		Geen workshop		
2011		Geen workshop		
2012	Kaapstad	Waldorfscholen	22 stafleden van 13 waldorfscholen	8 000
2012	Kaapstad	Al Noor Orphanage + netwerk	28 bestuurders en stafleden van 21 organisaties	1 500
2012	Greyton	Greyton-Genadendal Edufund + netwerk	10 bestuurders en stafleden van 6 organisaties	1 500
2012	Barrydale	Net vir Pret + netwerk	12 bestuurders en stafleden van 3 organisaties	1 500
2012	Hermanus	Puppetry in Education + netwerk	20 bestuurders en stafleden van 20 organisaties	1 500
			<b>TOTAAL 204 bestuurders en stafleden van 129 organisaties</b>	<b>50 179</b>

### Impact

De volgende citaten zeggen iets over de impact van de workshops. Ze zijn afkomstig van deelnemers en uit rapportages. Alle citaten zijn anoniem gemaakt, behalve die van Frank Julie Associates.

1. The workshop was an eye opener for the participants. They realised that they are also fundraisers and that they are addressing a specific need in the community. During the session '*Why people give*' the participants exchanged resources which they were not using at their centres, such as tables and chairs, children's reading books and building materials. <sup>1</sup>

2. The participants acquired knowledge and an understanding on how to network and form a partnership with donors. The highlights of the workshop were: how to respond to a regret letter, writing a fundraising proposal and the eight principles of fundraising.<sup>1</sup>
3. After the fundraising workshop ... in Khayelitsha, Mr X from X Primary School, organized a similar workshop with 40 principals and their deputies.<sup>2</sup> Zie ook onder Concrete resultaten punt 13.
4. One funding proposal was evaluated for a local high school after the workshop.<sup>2</sup>
5. Motivational talks were delivered at 2 schools after the workshop.<sup>2</sup>
6. I [Frank Julie] recently visited School X to provide advice about potential donors for the school.<sup>2</sup>
7. NGO X who attended the workshop later invited me to train about 20 teachers and a few pupils who were part of a special project on how to utilize the school as a hub of community activity.<sup>2</sup>
8. In one workshop a participant from Manenberg shared a model of best practice in terms of collecting preschool fees. The model was typed up and shared with other projects who found it very useful and practical.<sup>2</sup>
9. Recently a workshop took place in Grassy Park, organised by NGO X. About 15 participants attended the workshop.<sup>2</sup>
10. I [Frank Julie] have signed up as a strategic adviser to NGO X to assist with building capacity on a long term basis.<sup>2</sup>
11. He [Frank Julie] visited the project and workshop staff during 4 days and helped to develop a fundraising strategy. He also agreed on continued following-up and supporting the project.<sup>3</sup>
12. Participants agreed to the following: to ensure that their fundraising strategies are in line with their vision and mission statements, to look at various ways of raising funds from all relevant parties, to discuss and amend their accountability and reporting systems.<sup>4</sup>
13. By equipping participants with the essential fundraising techniques and strategies, they will be able to fundraise from the local community and development funders. We believe this will ensure the organisation's sustainability. Many ECD centres rely on school fees as their only source of income, by looking at different methods of accessing funds these centres would be able to provide a better quality ECD service to the children in their community.<sup>4</sup>
14. After the workshop organised by NGO X, School X requested a follow up to discuss a sustainability strategy.
15. [NGO X] linked up with the Department of Labour to assist with job placements of their trainees.<sup>2</sup>
16. We need to include this [fundraising] in forward strategic planning.<sup>3</sup>
17. The project started looking at fundraising in a broader picture than only getting new donors and we started exploring other possibilities.<sup>3</sup>
18. We will in future be concentrating on recruiting more donors ... and will be looking at our Exec Committee selection process, the roles and skills of the board, and increased involvement of our parents in the school. More exposure in the press, starting a monthly newsletter and updating our website.<sup>3</sup>
19. The new skills gained through the workshop, shifted the way management operates. I believe this shift of thinking will have a long term benefit in the life of the project.<sup>3</sup>
20. We know better how to budget, market, utilize well funding and manage well our projects.<sup>3</sup>
21. The workshop gave a lot of information that will be able to assist with future funding approach.<sup>3</sup>
22. The focus on relationships will intensify. No more begging but emphasis on success not on dire needs.<sup>6</sup>
23. Changing the mindset/paradigms of fundraising.<sup>5</sup>
24. Leaves me with a strong feeling of abundance and the knowledge that resources are there in front of our eyes and we are practically tripping over them.<sup>5</sup>
25. Positive energy, empowerment.<sup>5</sup>
26. I feel motivated and inspired to develop our organisation internally and externally.<sup>5</sup>
27. The workshop has been an eye opener. I have learnt how to network, create networks, also to harness the resources around me for the benefit of the school and myself.<sup>5</sup>
28. It was completely inspiring and worthwhile. Fundraising can seem impossible at times but you have given very practical suggestions and tips.<sup>5</sup>
29. This was an inspiration and most of all one of the best learning experiences I have ever had. The networking part I felt that it was one of the biggest information sectors in this workshop.<sup>5</sup>
30. I have a much clearer idea now on how to start the fundraising/networking.<sup>5</sup>
31. I like the slide show as it makes it easier to convince the people in the organization you work with what is important and what information one needs to assemble funding proposals.<sup>5</sup>
32. It was clear from the workshop of the need to support CCE as the only Waldorf-training college - to ensure the ongoing supply of Waldorf trained teachers.<sup>5</sup>

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<sup>1</sup> Progress report to the Stichting Projecten Zuid-Afrika for the three month period 1 January 2007 to 31 March 2007 / Darlene de Jager, Centre for Early Childhood Development, 2007, p. 3-4

<sup>2</sup> Brief report on follow up and impact / Frank Julie, 26 April 2009

<sup>3</sup> Report evaluation of fundraising and proposal writing workshops / Frank Julie, 11 September 2009

<sup>4</sup> Report on fundraising workshop / Centre for Early Childhood Development, 12 June 2008

<sup>5</sup> CCE Feedback SPZA Frank Julie Fundraising Workshop 23 Feb03Mar 2012

33. On behalf of all who attended I wish to thank you and the Board of SPZA for giving us this opportunity of hearing Frank relate so clearly many practical steps we can take to improve and grow our fundraising capacities and thus enable our organisations to become more sustainable and more relevant to the communities in which we live. I also hope that this bringing together of local NGOs will lead to some sort of a forum or structure to promote collectively the varied tasks and roles that we perform - you have helped to start a fire - may it blaze forth for the good of all.

34. I came home so inspired! I have since then ordered the CSI Handbook on his recommendation, and find that so helpful. I have also found all kinds of sponsors on Frank's website, and on the Western Cape government website.

35. The talk was very informative and caused us to re-evaluate our approach to funding. We will be taking the concepts back to our committee and hopefully extending our reach to donors.



Workshop Fondsenwerving voor Waldorfscholen februari 2012

## Concrete resultaten

De volgende citaten zeggen iets over de relatie van de deelnemers met hun donoren en de concrete resultaten van hun fondsenwerving.

1. Mr. X was able to access funds from 'Trust X to assist in building their school hall and expanding their computer training room (also used by the community).<sup>2</sup>
2. One primary school collected clothes for a women abused project in Wolseley.
3. Resources were offered, requested and shared during these workshops.<sup>2</sup>
4. [NGO X] linked up with the Department of Labour to assist with job placements of their trainees.<sup>2</sup>
5. NGO X ... organised a follow up workshop with 26 participants over 3 days focusing on personal development, effective money management and effective governance. The workshop was funded by the Wheat Trust.<sup>2</sup>
6. NGO X made a donation of stationery worth R 1500 to a local school in Bellville in exchange for the free books they received.<sup>2</sup>
7. NGO X was visited on 4 November 2009 by the Equal Opportunity Foundation based in Cape Town and focusing on preschools, HIV/Aids and income generation. A funding proposal was submitted to the EOF and the project officer visited to meet the management and myself. Funding worth R100.000.00 was negotiated for NGO X's projects. This funding will be confirmed in March/April 2010 after the board of EOF meets.<sup>6</sup>
8. The X group (NGO X) accessed funds after the workshop.<sup>2</sup>
9. NGO X: 'we were sponsored tables and chairs last month. We were also sponsored an aluminium frame rig. Please note that we were sponsored these items after we attended the fundraising workshop.'<sup>7</sup>
10. We have strengthened the relationship with one major donor.<sup>3</sup>
11. We have submitted 2 proposals and we have made many possible donors aware of our work.<sup>3</sup>
12. We recruited new donors from individuals, companies, communities & institutions not only in financial funding but in skills development / volunteers.<sup>3</sup>
13. School X received 10 copies of my book for free worth R2500.00. They also received from NGO X donations of stationery worth R1200.00 and a donation of 20 mathematical sets worth R1000.00 from a Bellville school.<sup>8</sup>

<sup>6</sup> Uit: E-mail Frank Julie d.d. 12 januari 2010 met commentaar op eerste versie van dit evaluatierapport.

<sup>7</sup> Uit: evaluatieformulieren workshop 2005

<sup>8</sup> Zie noot 6.

14. The X Forum of schools was established after the fundraising workshop and is the only such forum uniting schools in that region with a full time coordinator. This issue was raised by myself in the fundraising workshop as a serious need. Mr X initiated this forum.<sup>9</sup>
15. In all the workshops participants either received free copies of my book or large discounts from R250.00 to R100.00. Books worth about R5000.00 were distributed in this way.<sup>10</sup>
16. NGO X has made enquiries about VAT registration in order to claim back VAT returns. I have referred them to a non-profit lawyer (a trustee of NGO X).<sup>11</sup>
17. NGO X (who attended the workshop in Clairmont was assisted over 6 days with a fundraising strategy and provided with donors all over SA, USA, Netherlands and Germany. A follow up workshop was also facilitated for LC volunteers on effective money management.<sup>12</sup>
18. We'll start a group of Waldorf Fundraisers, to support each other and perhaps do some communal fundraising as well. 13
19. On his [Frank Julie] recommendation to follow-up on previous sponsors, I contacted X again, and received very encouraging feedback from them.

## Conclusies

1. De workshops lijken vruchten af te werpen. Niet alleen voor wat betreft de fondswerving maar ook voor wat betreft het inzicht in de eigen organisatie.
2. Dat organisaties ook zelf donor kunnen zijn (bijvoorbeeld door materialen te delen) is een belangrijke eye opener.
3. Hetzelfde geldt voor netwerken en het onderhouden van relaties zowel met collega-organisaties als met donoren. Daarover zegt Frank Julie: *“although one can measure the impact in terms of donations, sharing of resources, etc. it is not possible to measure the long term impact of relationships forged when people meet and the mutual benefit for both parties long after the workshops. There are many small examples of this.”*
4. De aanpak van Frank Julie Associates maakt deelnemers enthousiast en motiveert ze het geleerde in praktijk te brengen. Onze afspraak met hem om 'after sales' gratis aan te bieden lijkt tot een betere implementatie te leiden.
5. Spin-offs in de vorm van extra workshops over fondsenwerving maar ook over andere onderwerpen komen regelmatig voor.
6. Veldwerkers van het CECD hebben tijdens hun bezoeken aan kleuterscholen extra aandacht gegeven aan de implementatie van hetgeen tijdens de workshop was geleerd. Zij verbinden daar de conclusie aan dat dit een van de succesfactoren was voor de snelle verzelfstandiging van een aantal kleuterscholen.

## Vervolg

Juist lokale fondsenwerving kan een belangrijke bron spelen in het vergroten van de legitimiteit en daarmee ook de politieke macht van een organisatie. Daarvan zijn claim-making en lobbyen belangrijke uitingen. In besprekingen met de overheid nemen organisaties dan niet alleen de eigen eisen mee, maar ook die van hun achterban, de plaatselijke gemeenschap. Want om actief te lobbyen is het mobiliseren van die lokale achterban heel belangrijk. Bovendien worden door lokale fondsenwerving burgers meer betrokken bij ontwikkelingsprocessen in eigen land en worden ze actiever in het claimen van hun rechten.

Het overheidsbeleid in Zuid-Afrika laat helaas nog veel te wensen over, vooral op gemeentelijk niveau: “The lack of state capacity is particularly critical at local level, and seriously compromises service delivery to vulnerable communities, including children. The skills and managerial gap in government departments has resulted in many civil servants displaying a lack of commitment to serving the public, and has created a deficit in the culture of delivery, performance and transparency promised by the Constitution. Instead, a culture of mediocrity, incompetence, fraud, corruption, nepotism and entitlement prevails.”

Daarom zullen wij onze partners blijven aanmoedigen deel te nemen aan de Change the Game trainingen die ICCO en Wilde Ganzen samen met lokale consultants in Zuid-Afrika organiseren: deze gaan niet alleen over fondsenwerven en netwerken maar ook over ‘claim making’. Inmiddels hebben vier partners de training gevolgd: Breede Centre, Township Roots, Sozo en Centre for Creative Education (incl. Zenzeleni School). Enkele reacties:

“What an aha moment. Never in my life had I thought I would be learning about mobilizing support and local fundraising.”  
 “I am learning a lot about policy change and fundraising on a local level”.

“We have found what we have learnt to be most helpful, including the networking and knowledge sharing between local NGOs. ... [we will be] sharing and working with other NGOs as best we can for real ongoing change in South Africa and beyond.”

<sup>9</sup> Zie noot 6.

<sup>10</sup> Zie noot 6.

<sup>11</sup> Zie noot 6.

<sup>12</sup> Zie noot 6.

<sup>13</sup> Email Waldorfschool 11 mei 2012