

International Fund for Grass-root Organisations-IFGO



Obed Kabanda
Chief of Party, IFGO
Formerly founder and CEO ACODEV



“I’m fed up with being on the menu. I want a seat at the table.”

-Tope Fajingbesi
United for Kids Foundation in Nigeria



The Localization Problem

The best solutions come from locals

and

Localized aid is essential to development¹

but

The majority of resources are still top down²

because

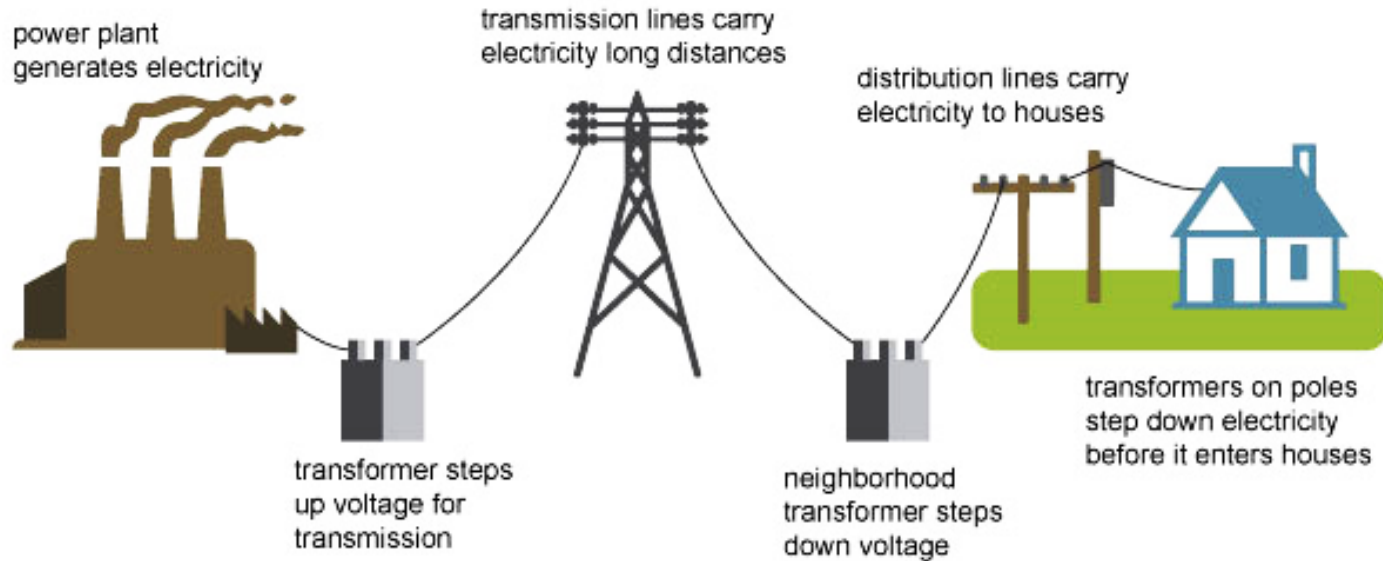
Funders are not designed to reach the grassroots

¹ *Key Messages and Process on Localizing the SDG Agenda. Report of the United Nations Development Group. 2014*

² *Only a fraction of humanitarian aid goes through local organizations. Why? The Guardian. 5 February 2016*

Not Designed for Local

Electricity generation, transmission, and distribution



Source: Adapted from National Energy Education Development Project (public domain)



Obed Kabanda

- Have led ACODEV Non-profit work for over 17 years (www.acodevuganda.org)
- Founded ACODEV and served as CEO for over 15 years and mobilized over \$10m during the period.

<http://globalhumanitymatters.blogspot.co.uk/2017/12/building-dreams-from-grassroots-up.html>

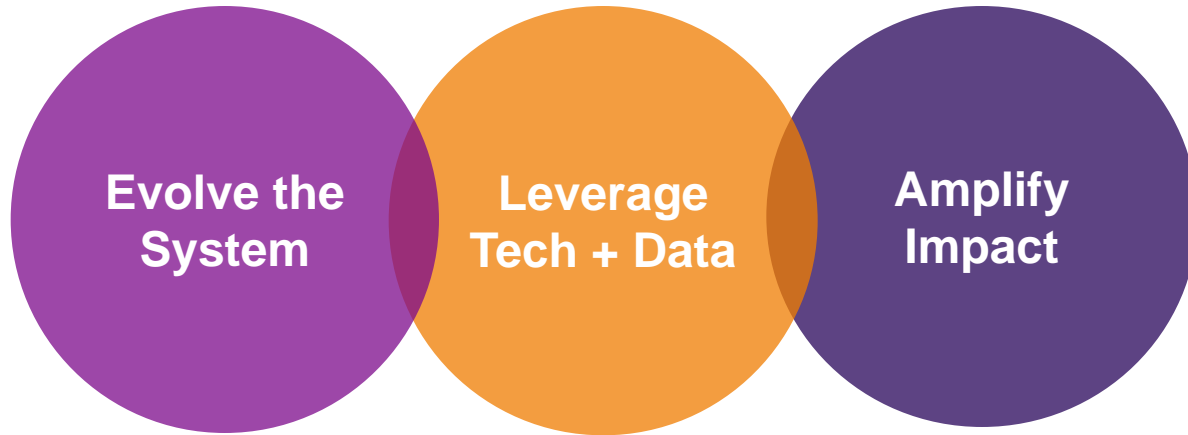
- Have reached over 1m chn and women in our different programs in East and Southern Africa region.
- Have been recognized internationally (http://www.huffingtonpost.com/barry-segal/more-than-the-power-of-ho_b_7708870.html)
- Have moved on from CEO ACODEV to manage this new fund that is already registered in East Africa.
- Has expertise acquired over the years in Grassroots and Philanthropy





On A Mission

We're on a mission to see systemic change in philanthropy leading toward a more balanced and accountable approach to development that includes direct partnership with small- and medium-sized organizations already based in local communities globally.



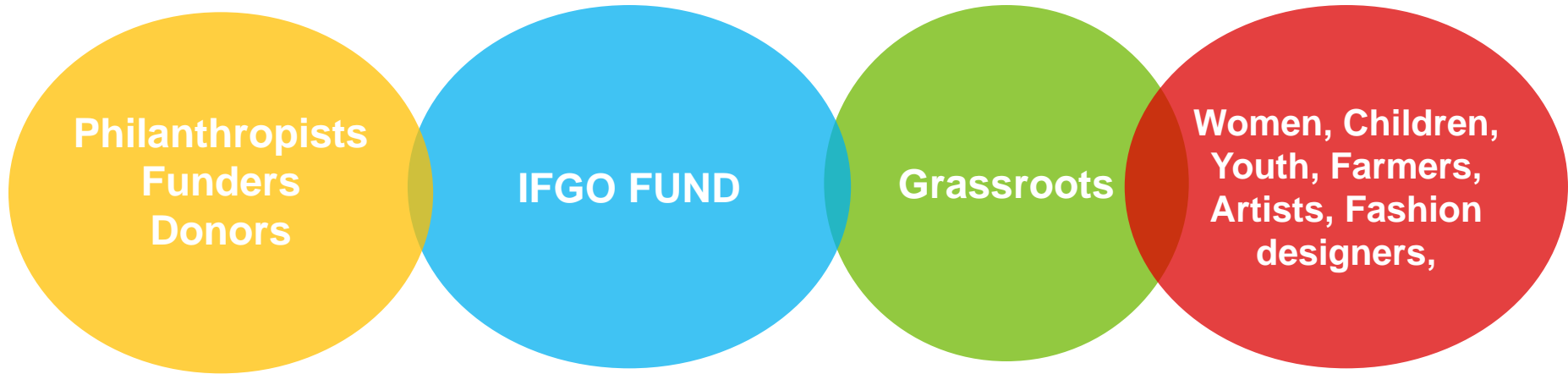
Initial Focus Countries:

“Quote about working harmoniously.”

“We only become more effective and achieve greater impact when we work together as grassroots” **ED of Burundi Civil Society Organisation**

Fund Vision

Drive more respectful and impactful grants/funding directly to local efforts managed by grass-root organizations working to alleviate hunger, disease, suffering, human rights abuse, water and sanitation crisis and poverty to achieve the 2030 Sustainable Development Goals and beyond.



Initial Focus Countries:

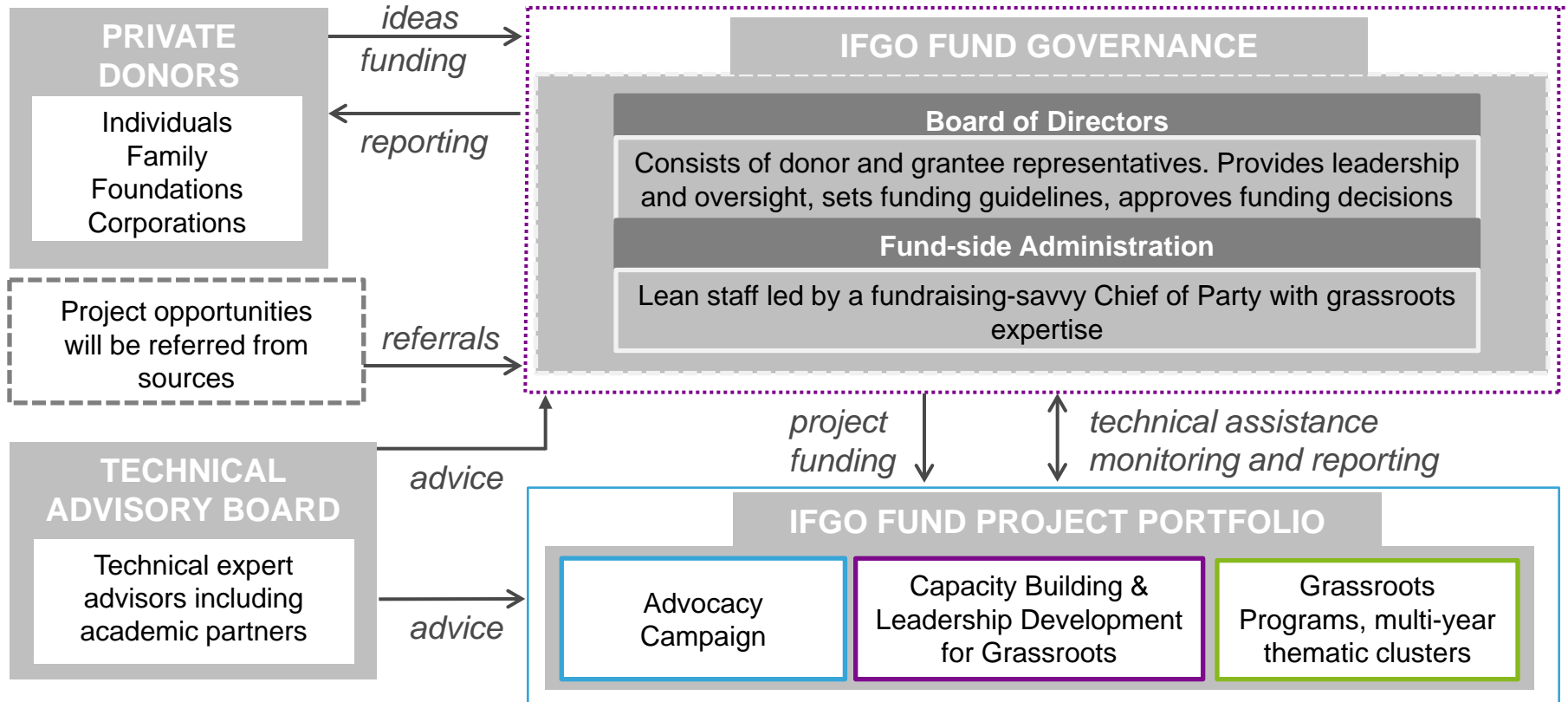
Rwanda, Burundi, Tanzania, South Africa, Malawi, Tanzania, Kenya, Uganda, Zambia, Zimbabwe, Sierraleon, Nigeria, Senegal, DRC, Ghana, and South Sudan.

The Solution is A Neutral Funding Platform

- Not issue or geography specific
- Not owned by any one party or agenda
- Ego-less, keen to play well with others
- Bridges silos and builds coalitions
- Makes the architectural plans open source
- The definitive, high-profile advocate for grassroots

*"It's amazing what you can accomplish if you do not care who gets the credit."
-Harry Truman*

Fund Structure



Fund Objectives

Advocacy

Promote the returns of investing in grassroots organizations

Set the Agenda

Share the Evidence Base

Shared Learning with Funders

Develop High-profile Champions

Raise Awareness through compelling impact stories

Build Networks and Coalitions

Strategic Annual Convenings

Capacity Building & Leadership Dev't

Open channels to learn about and resource grassroots organizations

Get the Model Adopted

Strengthen Practices

Select 4 Regional Representatives

Convene Grassroots Leaders

Survey and Map

Share Data via online

Media Support and Engagement

Programs

Demonstrate practically that grassroots programs get results

Run Multi-year Granting programs

Cluster Grassroots Thematically

Blend Capital for running social Enterprise modeling

Create Communities of Practice thru media

Push Decisions to Representatives

Empower Grassroots to Affect Systems Change

Massive Collaboration



Learn

If an organization can't or will not change their objectives to Align with the Fund, we come around the table to share learnings.



Align

When an organization is willing to modify their objectives to operate in coordination with the Fund, but wishes to remain independent of the Fund, we work a joint strategy, for example, co-convening.

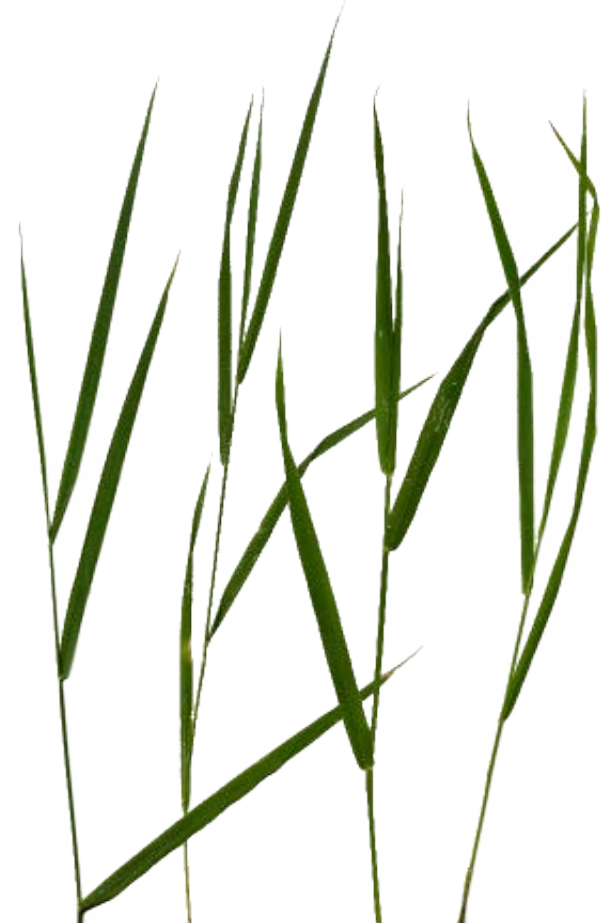


Partner

An organization becomes part of the Fund by investing directly into the Fund and becomes active in its activities, for example, as a Board member influencing program activities or becoming an intermediary.

“It’s a simmer and boil strategy. You need to have capacity simmering so you can act when issues are ready to boil over.”

-Program Officer at a National Foundation





Demand is Growing

- International affairs experienced the largest giving increase in 2015, receiving 17.5% more than the previous year.¹
- Younger donors especially millenials consider themselves global citizens²
- A trend toward going more directly to recipients has emerged³
- Target to channel 20% of funding through local organizations⁴

1 Giving USA 2016 report

2 Tomorrow's Philanthropist. Barclays.

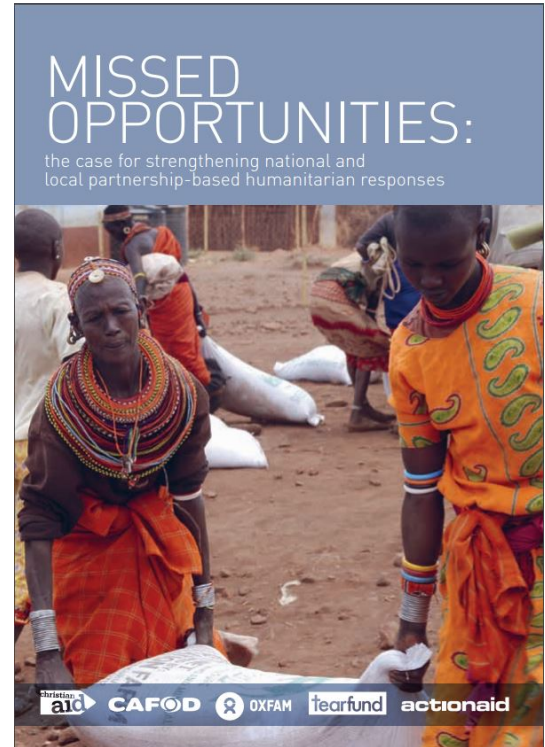
3 Philanthropic Disintermediation. Peter Frumkin, Faculty Director, Center for High Impact Philanthropy, University of Pennsylvania. 2016.

4 Charter4Change Agreement

Potential Impact

“The overwhelming conclusion is that the international humanitarian community is missing significant opportunities to strengthen its performance.”

- Passion
- Knowledge
- Expertise
- Efficiency
- Sustainability



¹ Building the future of humanitarian aid: local capacity and partnerships in emergency assistance, 2012, Christian Aid; Crises in a New World Order. Challenging the humanitarian project, 2012, Oxfam; NGOs and Humanitarian Reform Project Phases 1 and 2, 2008-present, ICVA.



Early Traction

- Leadership Development through direct support to grass root organization leaders
- First convening for grassroots in Africa planned for February 2019
- Secure Initial funding to kick start the work
- Get the International Steering committee established

“I thank God for this rare opportunity... to contribute to the wellbeing of my community...”

**Francis Muthama, Founder
Kinga Africa**

Low-Hanging Fruit

Advocacy

Promote the returns of investing in grassroots organizations

Link with Diaspora Networks

Global + African Philanthropy Forum

Skoll World Forum

Big Foundation Convening Around Advocacy

Publish on the Benefits

Recruit + Highlight Champions

Cross-pollinate with Other Orgs + Funds

Capacity Building

Open channels to learn about and resource grassroots organizations

Highlight Local Grass-root Heroes in Press

Bring Local Grass root Leaders to Events

Begin to Identify Regional Representatives

Drive Awareness of TANGO Metrics

Programs

Demonstrate practically that grassroots programs get results

East Africa Convening to Surface Ideas + grass-root Leaders

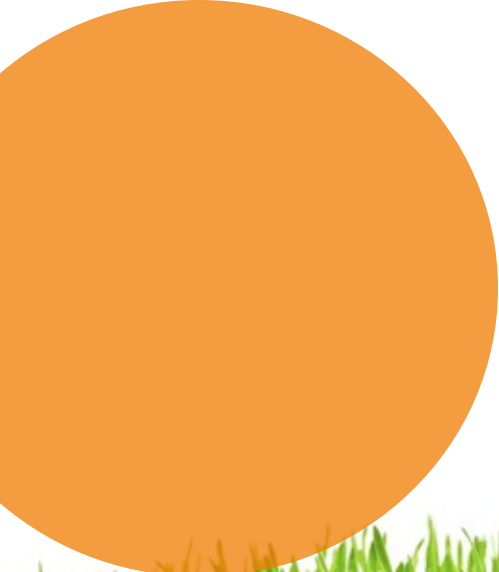
And decisions of focusing granting agreed upon



Capital Needs

Amount	Time	Phase	Activities
\$200k*	6 months	Set-up	Develop vision and description, donor landscape Create legal entities, contracts, funding management infrastructure Concept notes, website, case for support
\$1m	1 year	Launch	70% programs / 30% costs Hire PT Chief of Party Program funding to Grassroots, Travel, convening, leadership development
5m	3year	Stabilize	75% programs / 25% costs
\$25m	10 years	Target	80% programs / 20% costs

*Set-up and Launch Phase funding to be raised simultaneously.



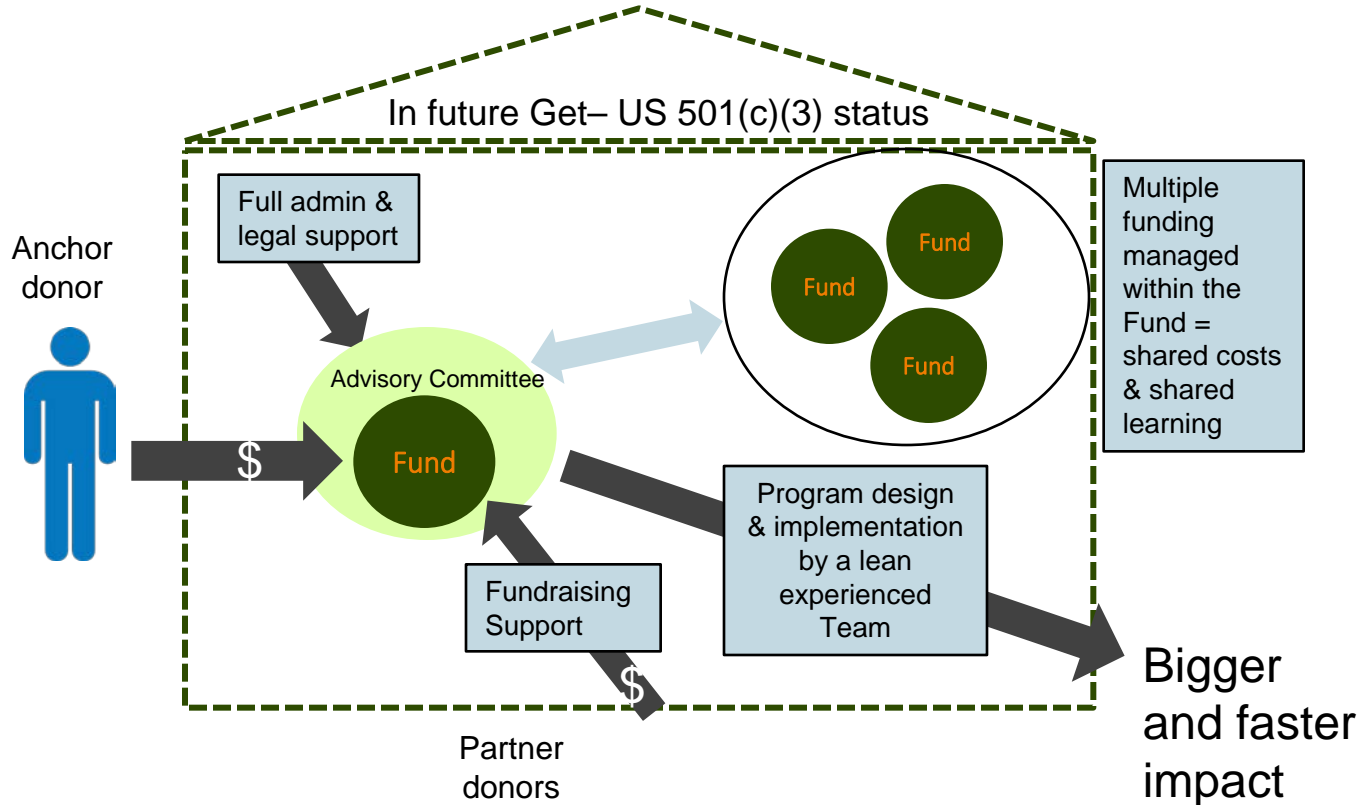
When we finally felt included in the process—design and execution—it stretched us, but we're better for it now; and in fact, the funding ended last November, and we're still running.

Abdulai- Leader of Grassroot Organisation in Sierraleon

Thank You



Appendix 1: Draft Fund Structure



Appendix 2: Benefits

Bigger impact

- Leverage more funding from other donors
- Access greater pool of knowledge and expertise

Save time and money

- Established funding infrastructure will house all the components needed for a successful fund management from different donors targeting grassroots
- Minimal fixed costs and flexible to growth – expand and contract resources as the fund's needs change over time

Smarter and more powerful work

- Collaborate with fellow donors for greater advocacy and impact
- Peer group of other funds provides learning and shared best practices

Retain customization and exert influence

- Each donor fund has its own independent brand, accounting, and financial statements
- Custom program design and detailed reporting
- Board representation will be proportional to donor investment

Appendix 3: Current Challenges for the Fund

Local NGOs are perceived as having higher risk for corruption and fraud than INGOs or domestic organizations and thus limited funding going for grassroots organizations.

Small CBOs may lack the systems or infrastructure required for meeting the reporting standards of international donors, particularly in terms of financial management.

Prospective donors may be apprehensive about partnering with an organization that works in an environment constrained by weak economic, social, or political systems.

Many donors interested in international philanthropy lack the network or systems necessary to help them identify high-performing CBOs in their areas of interest, and to grant to them efficiently and effectively.

Grassroots may not have regular access to the internet or libraries containing the most recent findings and innovations in their field.

Cannot afford to join international professional or networking organizations or travel to conferences.

Lack of collaboration among grassroots competing for resources

Appendix 4: Advocacy Example | Call to Action

A CALL TO FUND IN-COUNTRY GRASSROOTS ORGANIZATIONS ADDRESSING THE EFFECTS OF EBOLA

March 23 2015

This is a call to the philanthropic community for greater investment in grassroots organizations addressing Ebola in West Africa. Of the billions of dollars in funds already committed to this cause, the greater proportion of these funds is intended for international aid organizations. Grassroots organizations working on the frontlines, particularly in Guinea, Liberia, and Sierra Leone, are significantly underfunded despite their potential to generate impact where it is most needed – in the affected communities. These grassroots organizations need funding that they are responsible for and can allocate according to community-led initiatives and priorities.

Grassroots organizations are created to serve their local communities. They are piloted by local leaders, male and female, who carry out their program activities through dedicated community members, many of whom are volunteers. The unique value of grassroots organizations include:

- Existing infrastructure – compared to the pop-up nature of many relief services, they already have meeting spaces, organizational structures, and operating systems in place.
- Community support and trust – as neighbors, friends, and family members, they have an established harmonious rapport within their communities so their word goes further, faster.
- Astute understanding – they have a sophisticated understanding of local power dynamics and how best to design and carry out strategic interventions.
- Gender status – Women's grassroots groups can get resources to under-served women and youth facing cultural and economic constraints.
- Long-term commitment – due to ongoing community commitment, their work and impact continues longer than that of even the most committed international aid organizations, thus making them invaluable to long-term sustainable change.
- Critical services – they can reach people who are overlooked by larger organizations and can help change knowledge and practices for the benefit of all.

For more information and to discuss directing funds to grassroots organizations, please contact Shira Gitomer at sgitomer@genevaglobal.com. Signatories currently providing support to grassroots organizations in Guinea, Liberia, and Sierra Leone are identified below.

If your organization would like to sign on to this letter, please complete the fields below. Your contact information and comments will remain private, though the name and website of your organization will be listed as one of the signatories.

Sincerely,

African Grantmakers Network www.africangrantmakersnetwork.org
Africa Humanitarian Action www.africahumanitarian.org
*African Women's Development Fund www.awdf.org
Africans in the Diaspora www.africansinthediaspora.org
*American Jewish World Service www.ajws.org
Association of Egyptian Female Lawyers www.aeflwomen.org/en/
Capital for Good www.capitalforgood.org
*Catalyst for Peace www.catalystforpeace.org
*Christian Aid <http://www.christianaid.org.uk/>
CS Fund www.csfund.org
*Disney-Hauser Family
*Ebola Crisis Fund www.ebolacrisisfund.org
Firelight Foundation www.firelightfoundation.org
*Fund for Global Human Rights www.globalhumanrights.org
Geneva Global www.genevaglobal.com
Global Alliance for Development Foundation www.gadef.org
*GlobalGiving www.globalgiving.org
*Grassroots International www.grassrootsonline.org
*HOW Fund www.howfund.org
*Humanity United www.humanityunited.org
International Development Exchange www.idex.org
*Liberia Ebola Relief Fund www.theLERfund.org
*Mama Cash www.mamacash.org
*New Field Foundation www.newfieldfound.org
*NoVo Foundation www.novofoundation.org
One World Children's Fund OWCF.org
*Segal Family Foundation www.segalfamilyfoundation.org
Stephen Lewis Foundation www.stephenlewisfoundation.org
Swift Foundation www.swiftfoundation.org
Synchrocity Earth www.synchrocityearth.org