

# RESOURCE MOBILIZATION TRAINING UAP MEMBERS KOLPING HOTEL-KAMPALA

PRESENTATION BY

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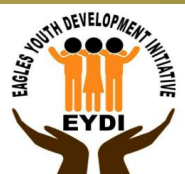
# PRESENTATION OUTLINE

- 1) INTRODUCTION
- 2) DEFINITION OF KEY WORDS
- 3) BENEFITS OF RESOURCE MOBILIZATION(RM)
- 4) QUALITIES OF GOOD FUNDRAISER
- 5) RESOURCE PROVIDER/DONORS AND THEIR FEATURES



## INTRODUCTION

- ▶ Many organizations face challenges in securing consistent funding, building strategic partnerships, and diversifying revenue sources to support their work effectively.
- ▶ Over 60% of CSOs struggle with financial sustainability, with many relying on short-term donor funding that threatens the longevity of their programs(2023 Uganda NNGO Report)
- ▶ And less than 30% of Ugandan NGOs successfully access sustainable grant funding, limiting their capacity to influence public health policies effectively.
- ▶ Its upon this background that UAPA is recognizing the need for its member organizational financial sustainability,
- ▶ By organizing a Resource Mobilization Training to equip its members with the necessary skills and strategies to attract funding, engage donors, and establish long-term funding base.



## RESOURCES

- ❖ Are those things of value, materials or non-materials, which can be used as input to further production or implementation of specific activities.
- ❖ They can be locally available or acquires outside the immediate environment

## MOBILIZATION

- ❖ The act of organizing or preparing something such as group of people for a clearly defined purpose

## TYPES OF RESOURCES

- 1) Human; skilled, labour and attitudes
- 2) Financial; money
- 3) Material; sand, stones, paper e.t.c
- 4) Time
- 5) Space
- 6) Information

Social Capital



## RESOURCE MOBILIZATION

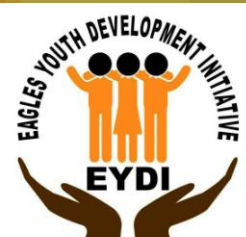
❖ Is the process of acquiring, assembling and organizing resources for a particular purpose.

Through

- Proposal writing
- Documentary
- Face to face marketing
- Use donor conference
- Income generating Activities
- Advertise via social media
- Organize Open Day/Visit
- Publication
- Organize competition and seek sponsorship
- Savings

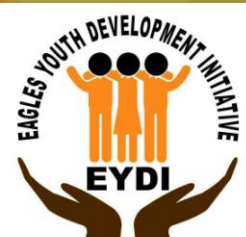
## BENEFITS OF RESOURCE MOBILIZATION

- 1) Increase the amount resources to meet running costs of programmes as supplementary to other sources of funds.
- 2) Create free money to develop own and reserve not dictated by traditional donor
- 3) Reduce dependency on single or a few donors and increase local ownership
- 4) Build constituency of support for power of particular support.
- 5) Raise capital through one-off appeal
- 6) Give opportunity to people to give
- 7) Facilitate creative ideas and innovations



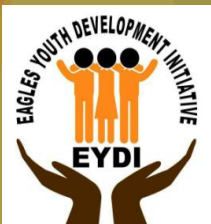
## QUALITIES OF GOOD FUNDRAISER

- 1) Committed to the cause.
- 2) Ability to ask relevant questions and where necessary
- 3) Persuasiveness.(Articulacy)
- 4) Confident and able to deal with rejection.
- 5) Consistent and determined
- 6) Social skills( active listening, respect, conflict resolution.....)
- 7) Organizational skills; time & project mgt, delegation, communication, decision making, create a do list,
- 8) Ability to make contacts
- 9) Search for opportunities
- 10) Imagination and creativity



## RESOURCE PROVIDERS/DONORS

- 1) Individuals
- 2) Private Companies (Local and International, small and large)
- 3) Government (Local/Central and foreign government)
- 4) Donor agencies (Local and foreign).



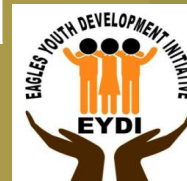


# FEACTURES OF RESOURCE PROVIDERS/DONORS

No	Resource Provider	WHY THEY GIVE	TYPE OF RESOURCES
1.	Individual	<ul style="list-style-type: none"> <li>•Sympathy / empathy</li> <li>•Sense of duty</li> <li>•Guilt</li> <li>•Experience of problem</li> <li>•Peer Pressure</li> <li>•Prestige</li> <li>•Tax benefit</li> <li>•Courtesy</li> </ul>	<ul style="list-style-type: none"> <li>•One off donation</li> <li>•Child sponsorship</li> <li>•Support charity fundraising event</li> <li>•Encourage colleagues at workplace</li> <li>•Buy gift items</li> </ul>
2	Private Companies (Local and International)	<ul style="list-style-type: none"> <li>•Publicity Purpose</li> <li>•Capturing market</li> <li>•CSR</li> <li>•Identify with success</li> <li>•Tax waivers</li> <li>•Competitor gave</li> <li>•Create local good will</li> </ul>	<ul style="list-style-type: none"> <li>•Cash donation</li> <li>•Sponsor an event</li> <li>•Promotional or educational materials.</li> <li>•Avail company facilities</li> <li>•Provide expertise/advise</li> <li>•Encourage employee to volunteer</li> </ul>

## FEACTURES OF RESOURCE PROVIDERS (Cont.)

No	Resource Provider	WHY THEY GIVE	TYPE OF RESOURCES
3.	Government (Local & foreign )	<ul style="list-style-type: none"> <li>•Betterment of citizens</li> <li>•Fulfill manifesto</li> <li>•Personal interest</li> <li>•Boost foreign policy</li> <li>•Research</li> <li>•Improve ideology</li> <li>•Complementary purpose</li> </ul>	<ul style="list-style-type: none"> <li>•Cash</li> <li>•Equipment/facilities</li> <li>•Land</li> <li>•Technical support</li> <li>•Political support</li> </ul>
4.	Donor agencies (Local & foreign).	<ul style="list-style-type: none"> <li>•Projects that fit their programmes</li> <li>•Measurable outcomes</li> <li>•Innovations</li> <li>•Religious conviction</li> <li>•Professionalism</li> <li>•Dissemination of learning</li> <li>•Partnership</li> <li>•Transparency</li> </ul>	<ul style="list-style-type: none"> <li>•Cash</li> <li>•Equipment/materials</li> <li>•Technical support</li> <li>•Scholarship</li> </ul>



# THANK YOU

