

INSTITUTIONAL FUNDRAISING: current trends: what are the dynamics?

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THE TRENDS & DYNAMICS TODAY

1. Developmental and research needs of humanity have multiplied and become more complex, coupled with emergencies such as floods, famine, human rights abuses and wars among others.

Mitigation

- ✓ More innovative and effective projects must be designed including evidence-based interventions.
- ✓ Program professionals must constantly update their skills and seek greater exposure on programming and design.

2. Mushrooming of community actors, both in Government, non-government as well as in the private sector, competing for same pools of resources in the donor world and often duplicating roles without knowing.

Mitigation

- ✓ Network and seek membership in strategic coalitions to gain better mileage in access to resources.
- ✓ Design innovative and sustainable projects for better funding chances.

Trends & dynamics today (cont)

Mitigation (cont)

- ✓ Partnerships with Government and even private sector in project design and implementation is a viable option today.
- ✓ *Diversification of strategies and sources of resources for development work will be a must..*
- ✓ *Upping your game, seeking to deliver effectively, adding value.*
- ✓ *Development of same-actor-data bank and working closely with such actors (strong and viable partnerships in implementation) will minimize possible duplication.*

3. *In-country legislation and regulations governing and often “interfering” with the work of non-state actors in humanitarian work. cf: the Kenyan case of Government regulation capping external resource-flow to NGOs.*

Mitigation

- ✓ Lobby and advocate for community work-friendly legislation and work closely with Government including in joint project development and implementation.

THE TRENDS & DYNAMICS TODAY(cont)

4. Shifting donor priorities and fatigue. *It is being observed that there is evidence of shifts in priorities and general fatigue within the donor world.*

Way forward:

- ✓ Strategic program and project focus, supported by periodic strategic realignments that enable funding feasibility..
- ✓ Developing time-specific, innovative and sustainable projects that attract the dwindling donor funds.
- ✓ Developing projects that leave long-term developmental impact unto the targeted community.

5. Increasing evidence of reduced levels of integrity within the development disciplines (the actors).

- ✓ Demonstrate integrity. It must not just be there but must be seen to exist even from far within organizations.
- ✓ Key strategies and evidential actions must be put in place to improve and assure credibility in project performance, with an existence of a code of ethics on program work and actions in case of breach.