

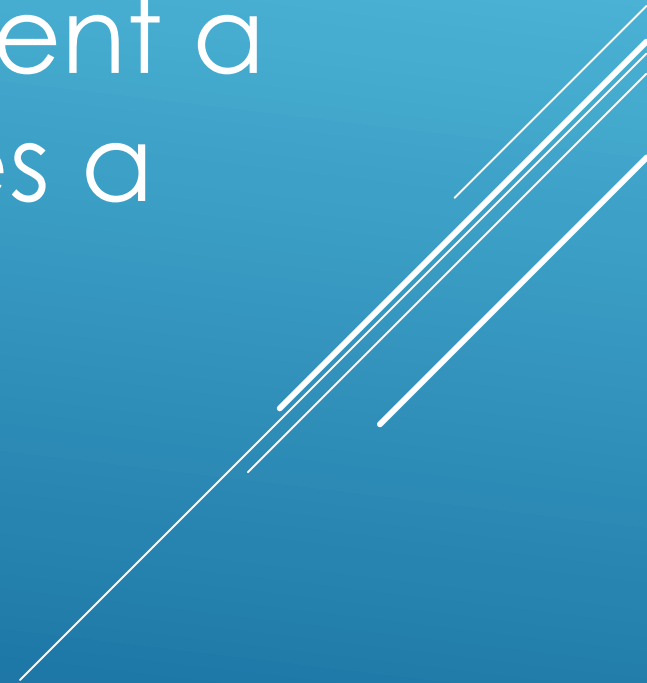
FROM PROJECT IDEA TO SUCCESSFULL FUNDING

Presentation 18 juni 2022

Wilde Ganzendag

By Martine Stoppelenburg, BIS Bureau Internationale Samenwerking

Fundraising is not about knowing the right funds, but being able to present a project in such a way that it makes a real impression.



Organise
&
Communicate

Professional board in NL

Positive partnership

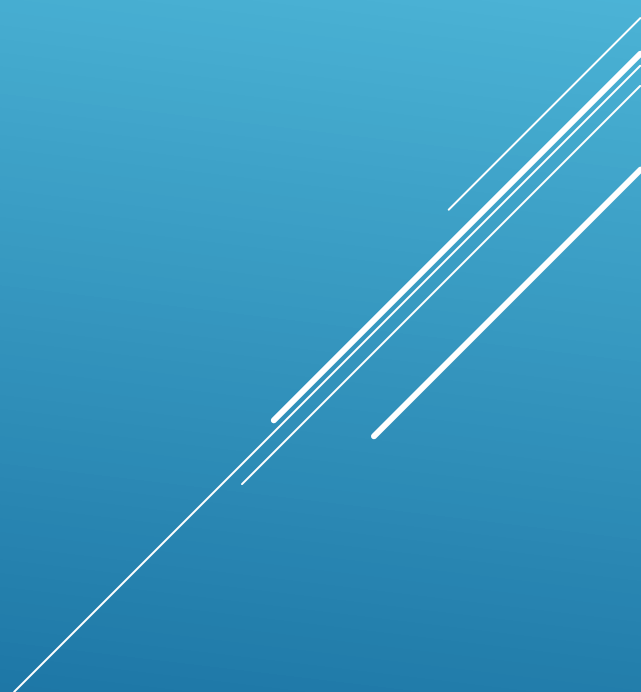
Well based project

PR & marketing

Fundraising with the best possible results



From problem
analysis
to the best
possible
and most feasible
solution



Well based project

Community participation and stakeholders

5W2H en SMART

Theory of Change

What can you offer?

Women's groups

Community leaders

Kids and youth

Local politics

Teachers
Doctors
Farmers



Well based project



Community participation and stakeholders



5W2H and SMART



Theory of Change



What can we offer?

Specific

Measurable

Acceptable

Realistic

Time based

Who

What

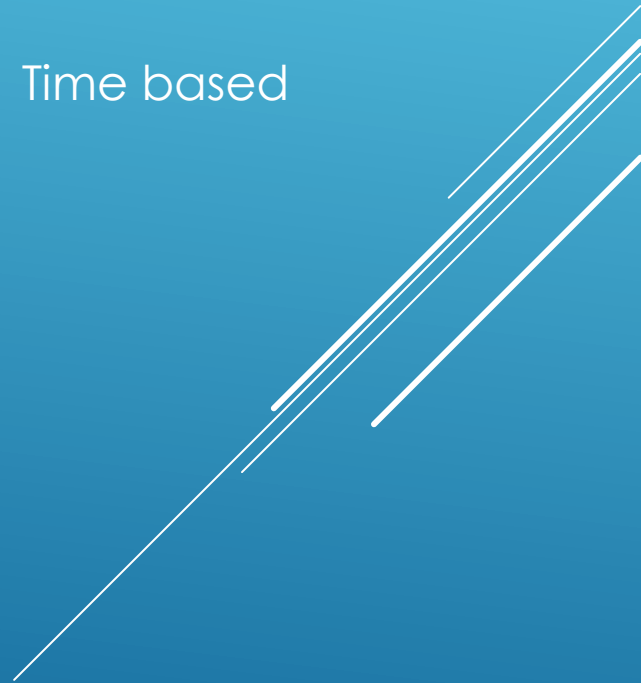
Where

Why

When

How

How many



Well based project



Community participation and stakeholders



5W2H and SMART



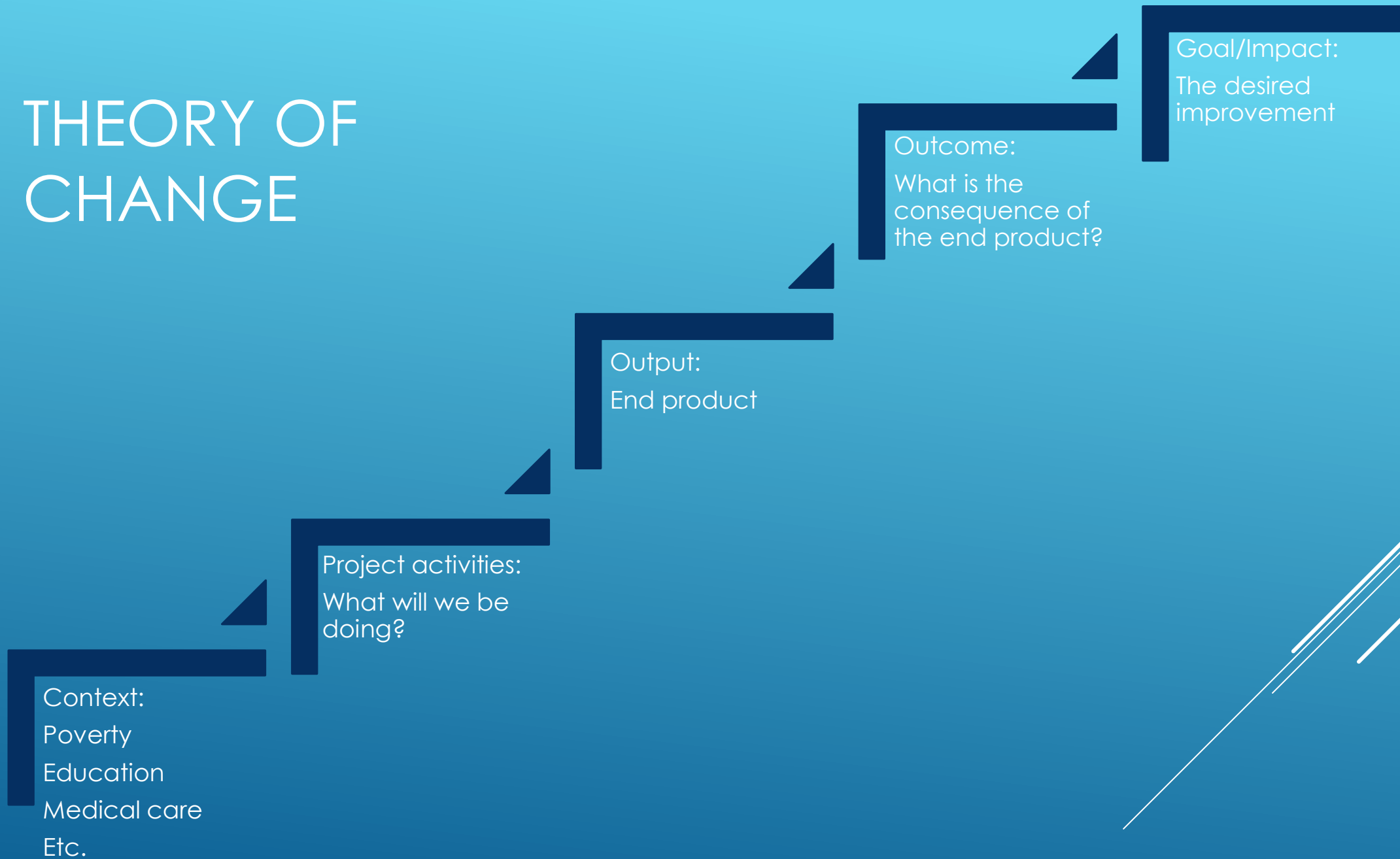
Theory of Change



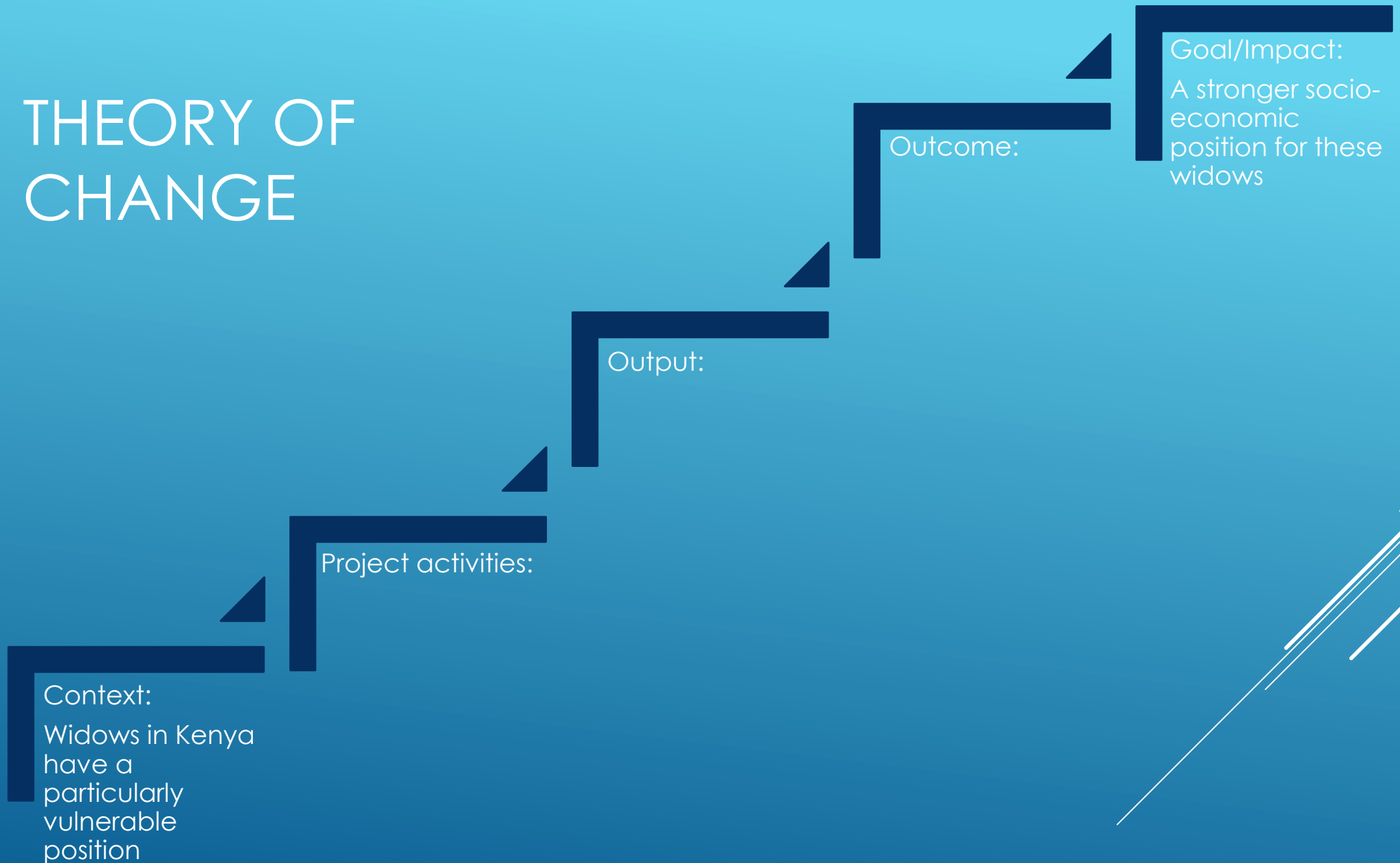
What can we offer?



THEORY OF CHANGE



THEORY OF CHANGE



THEORY OF CHANGE

Context:

Widows in Kenya have a particularly vulnerable position

Project activities:

- Identify basic needs & provide for them
- Include women's group in social system
- Solicit proposals for enterprises and finance them.

Output:

- Shelter & school fees for their children
- Social counseling
- Women own and continue to develop their own businesses.

Outcome:

- Growing and structural income for each participating woman
- More self-confidence
- Sufficient foundation for self-development, with minimal risk of dropout

Goal/Impact:

A stronger socio-economic position for these widows

Consider what you
can offer, not
what is needed!

Well based project

Community participation and
stakeholders

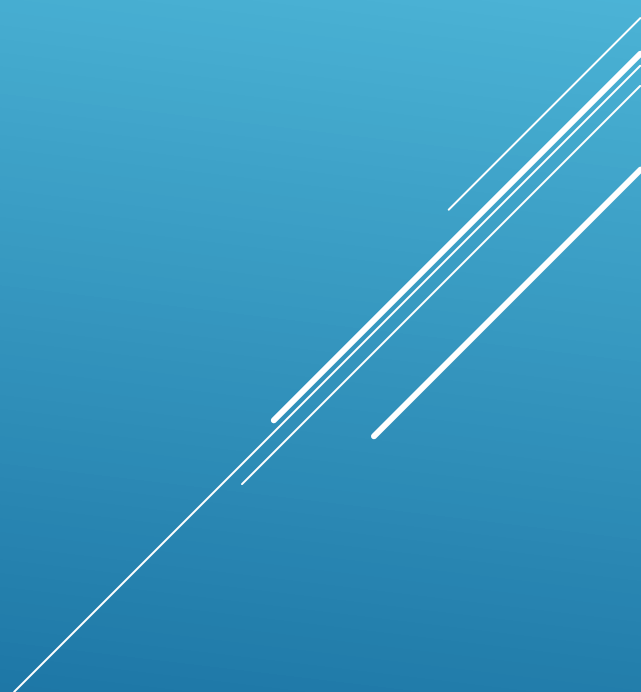
5W2H

Multiple phases?

Theory of Change

More project
years?

What can we offer?



TRANSLATE ALL PREPARATIONS INTO A STRONG PROJECT PLAN

- ▶ Create coverage plan: Action Results? Wilde Ganzen? Institutional funds?
- ▶ Dig deeper into your potential funders
- ▶ Compare the application to a business plan: "Would the bank give a loan for my project?"
- ▶ Content of a project plan:



Chapter 1

Applicant information (1 page)

- 1. Introduction*
- 2. Objective, mission and methods*
- 3. Board, volunteers and reference*
- 4. Summary previous projects (a few lines, as can also be found in the annual report)*

CONTENTS OF A PROJECT PROPOSAL



Chapter 2

Counterpart (1 page)

1. *Introduction*
2. *Objective, mission and methods*
3. *Organizational structure*
4. *Contact details*

CONTENTS OF A PROJECT PROPOSAL



Chapter 3

Project (4, max 5 pages, incl. some pictures)

1. *Background and problem definition*
2. *Objectives*
3. *Target groups*
4. *Stakeholders*
5. *Implementation*
6. *Expected Results*
7. *Monitoring and reporting*
8. *Continuity*
9. *Budget*

CONTENTS OF A PROJECT PROPOSAL

Organise
&
Communicate

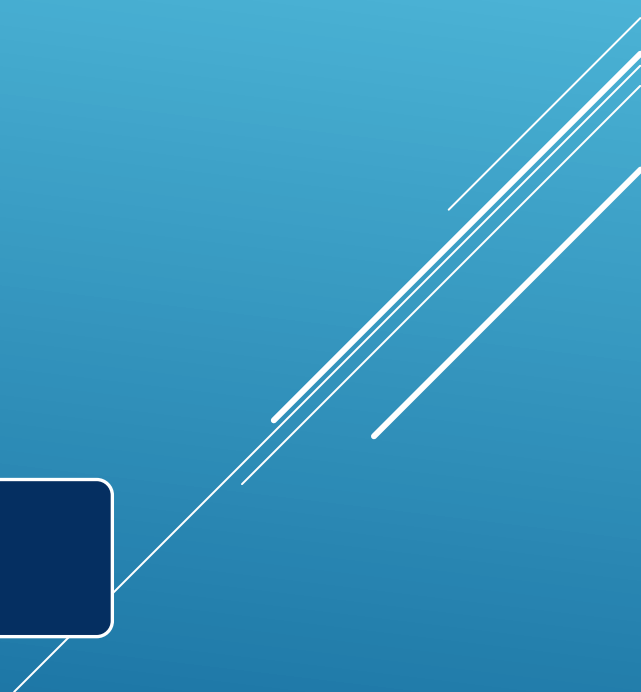
Professional board in NL

Positive partnership

Well based project

PR & marketing

Results from fundraising



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By Martine Stoppelenburg, BIS Bureau Internationale Samenwerking

Samenwerking in Ontwikkeling

Een handleiding voor het Particuliere Initiatief

Martine Stoppelenburg

Een uitgave in het kader van het 20-jarig bestaan van
BIS Bureau Internationale Samenwerking



20 jaar Internationale Samenwerking!

CHECK OUT OUR WEBSITE
FOR OUR 20TH ANNIVERSARY BOOK, A
GUIDE ON FUNDRAISING:

'SAMENWERKING IN ONTWIKKELING'

WWW.BUREAUINTERNATIONALESAMENWERKING.NL

Questions?

Martine Stoppelenburg

- ▶ E-mail: info@bureauinternationalesamenwerking.nl

COURTESY OF WILDE GANZEN

