

WITM's compilation of Resource Mobilization tools

June 2009

Conscious of the increasing need for women's rights activists to access quality and user friendly information on how to fundraise, write a grant proposal or find donors supporting different sectors and themes, AWID's *Where is the money for women's rights* initiative has reviewed the existing online resources to produce this short document containing what we believe are interesting and good quality manuals, toolkits and guides produced by various organizations on how to mobilize and access funding.

Fundraising
guides,
proposal
writing, donor
directories,
evaluation
methodologies

Introduction

Where is the Money for Women's Rights? (WITM) is a multi-year action-research initiative founded in 2004 to gain a better understanding of funding trends for women's rights work and how best to expand the resource base for feminist movements and women's rights organizations.

The main goals of this strategic initiative are to:

- Achieve a significant increase in the access to and the amount of funding to support women's rights work, particularly of women's organizations and movements all over the world.
- Improve the effectiveness of women's organizations to raise, absorb and use more funds to build stronger movements and advance women's rights globally.

Following these goals and recognizing that movements and women's rights organizations without resources cannot be sustained, the WITM initiative has worked to increase the quality and quantity of the funding available for these organizations worldwide. We firmly believe that for feminist movements to do the key work of transforming social relations of power and to contribute to the achievement of greater social equality where all rights are respected indistinctively, they need to mobilize more resources under better conditions.

To understand the funding landscape for women's organizations and movements we have produced a wide range of resources, particularly three *FundHer* reports that have become key references on the issue of resource mobilization for women's rights work. The reports are available through our website www.awid.org

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We have completed this document with four power point presentations produced by AWID. One of these summarizes the results from our 2008 report on funding trends for women's rights organizations, which was presented during AWID's 2008 International Forum "The Power of Movements". A second presentation by Ellen Sprenger introduces some ideas on how feminist organizations can measure success, and the dilemmas and tensions around this. By the same author we have also included a presentation on building skills for a successful resource mobilization strategy. Finally a power point about feminist resource mobilization strategies seeks to share guiding principles to mobilize funding from a feminist perspective.

We hope that this document will support you in your search for funding opportunities. If you have any comments, suggestions or wish to subscribe to our quarterly newsletter please send us an e-mail to: fundher@awid.org

Toolkits and guides for fundraising

❖ Global Fund for Women

Fundraising for Change: A Practical Guide for Women's Rights Organizations

Produced by the Global Fund for Women in 2007, this Guide is the updated version of the 2005 fundraising handbook. Designed particularly for first-time fundraisers, the handbook presents some key ideas about raising money to fund women's rights work in today's global political and economic context. At the end of the guide, there is a listing of "Fundraising Resources on the Internet."

Both the 2005 and 2007 versions are available at:

<http://www.globalfundforwomen.org/cms/publications/other-resources/>

❖ Grassroots Institute for Fundraising Training (GIFT)

The Grassroots Institute for Fundraising Training (GIFT) is a multiracial organization that promotes the connection between fundraising, social justice and movement-building. We believe that how groups are funded is as important to achieving their goals as how the money is spent, and that building community support is central to long-term social change. We provide analysis, training, and resources to strengthen organizations, with an emphasis on those focused on social justice and based in communities of color.

Available at: <http://www.grassrootsfundraising.org/index.php?topic=grfi>

❖ Networklearning

Building a small NGO

This manual has been put together by a group of people who work in or with Non-Government Organisations (NGOs). The title says it all – from project planning to managing the money to checking your own motivation.

http://www.networklearning.org/library/task_cat_view/gid.41/

❖ University of Kansas

The Community Tool-Box: Getting Grants and Financial Resources.

This is an easy to use resource covering 1) Developing a Plan for Financial Sustainability 2) Creating a Business Plan 3) Developing a Committee to Help with Financial Sustainability 4) Applying for a Grant: The General Approach and 5) Writing a Grant.

It is available here:

http://ctb.ku.edu/tools/chapter_1042.htm

Writing a funding proposal

❖ CIVICUS

Communications Toolkit - Writing a Funding Proposal

This toolkit deals with planning and researching a funding proposal before you write it; how to write the proposal; and the follow-up required once it is written and sent off. There is also an example of a funding proposal to guide you. You will find advice on what you need to know about donors, and what you need to know about your own project or organization before you write a funding proposal. You will also find guidelines on what to put into your proposal and how to write it, and references to other CIVICUS toolkits that can help you.

The tool-kit is available here:

<http://www.civicus.org/new/media/Writing%20a%20funding%20proposal.pdf>

❖ ELDIS (a service from the Institute of Development Studies, Sussex)

How to Write a Funding Proposal: ELDIS.

The guide is available here:

<http://www.eldis.org/go/topics/resource-guides/manuals-and-toolkits/managing-ngos/fundraising&id=38753&type=Document>

❖ International Planned Parenthood Federation IPPF/WHR

Guide for Designing Results-Oriented Projects and Writing Successful Proposals.

The Guide is available here:

<http://www.ippfwhr.org/en/node/282>

❖ Foundation Center: Proposal Writing Short Course

This is a free online tutorial on proposal writing.

It is available here:

<http://foundationcenter.org/getstarted/tutorials/shortcourse/index.html>

Donor directories

❖ **ELDIS (a service from the Institute of Development Studies, Sussex)**

This document contains information on funding sources for gender-equality and women-focused projects.

Available here:

<http://www.eldis.org/go/topics/resource-guides/manuals-and-toolkits/managing-ngos/fundraising&id=22709&type=Document>

❖ **International Network of Women's Funds**

The INWF is a network in which funders in both the North and the South are organized democratically, and are organically linked to the feminist movement - from which almost all of them emerged. Currently the INWF has seventeen members committed to expanding the resources available to women's rights organizations around the world.

Their website is available here: <http://www.inwf.org/>

❖ **Women's Funding Network**

The Women's Funding Network is formed by more than 130 organizations that fund women's solutions across the globe. We give women the money and tools to transform their ideas into lasting change -- in every critical area from combating poverty to achieving advances in healthcare, education and human rights.

Their website: <http://www.womensfundingnetwork.org/>

❖ **Second FundHer Report: Financial Sustainability for Women's Movements Worldwide**

In the Annex 2 of this report you will find a list of women's rights funders' contacts. The annex can be directly accessed here:

<http://www.awid.org/eng/Issues-and-Analysis/Library/Financial-Sustainability-for-Women-s-Movement-s-Worldwide-Second-FundHer-Report>

❖ **MENA Donors Directory**

This directory of funders was compiled by AWID and the Global Fund for Women (GFW) as a resource guide for women's rights organizations in the Middle East and North Africa.

The Directory is available here:

<http://www.awid.org/eng/Issues-and-Analysis/Library/Money-for-Women-s-Rights-in-the-Middle-East-and-North-Africa>

❖ **The Funders' Network for Afghan Women (FNAW)**

FNAW is a coalition of foundations and granting organizations, as well as advocates, policy-makers and other agencies funding Afghan women's groups. The Network addresses common problems faced by grantees, with an emphasis on sustainability, advocacy and capacity-building.

The Network's website: <http://www.funders-afghan-women.org/>

❖ **Funders for lesbian and gay issues**

This institution is dedicated to increase the funding available for LGTBQ issues and communities. A number of reports and donors' contacts can be accessed through their website.

Available here: <http://www.lgbtfunders.org>

❖ **International Human Rights Funders Group**

The International Human Rights Funders Group (IHRFG) is an association of grant makers devoted to supporting efforts to achieve the rights enshrined in the Universal Declaration of Human Rights and the treaties and laws it has generated.

Their website is available here: <http://www.hrfunders.org/about/index.html>

Other documents

❖ **Powerpoint presentation: Measuring Success**

This powerpoint includes information on evaluation methodologies and the theory of change.

Available here: <http://awid.org/eng/Issues-and-Analysis/Library/Measuring-success>

❖ **Powerpoint presentation: Building Feminist Resource Mobilization Strategies**

Contains basic guidelines on how to strategize collectively to mobilize resources for the feminist movements

Available here: <http://awid.org/eng/Issues-and-Analysis/Library/Building-feminist-resource-mobilization-strategies>

❖ **Powerpoint presentation: Skills building for resource mobilization**

This presentation offers a look at what resource mobilization means and offers guidelines for a successful resource mobilization strategy.

Available here: <http://awid.org/eng/Issues-and-Analysis/Library/Resource-mobilization-skills-building>

❖ **Powerpoint presentation: Funders Forum 2008**

Presented at AWID's International Forum "The Power of Movements" this powerpoint contains relevant information on the financial landscape for women's rights organizations in 2008.

Available here:
<http://awid-org.sitepreview.ca/eng/Issues-and-Analysis/Library/Funders-Forum-WITM-presentation-2008>