



## **TRAINING REPORT**

### TRAINING PROGRAMME FOR GHANECARE STAFF AND BOARD MEMBERS ON FUNDRAISING



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## **Executive Summary**

Raising funds to support the implementation of NGOs' activities in Ghana has become a major challenge for many local NGOs and development practitioners. Donor funding continues to dwindle, while the number of local NGOs continue to increase with growing community needs. Sustaining the interventions and general operations of NGOs therefore requires sustained efforts in developing and implementing strategies to raise funds from various sources. Building the resource capacity of organisations to be able to raise funding is one of the major ways of ensuring that organisations continue to have funding to implement their activities. This three days capacity building training was therefore organised by GHANECare for its staff and board members in fund-raising. The training was facilitated by consultants from EBNA Royal Consult Limited.

The objective of the training was to enhance the capacity of GHANECare staff and board members in fund-raising so that they can effectively contribute to the organisation's efforts in raising funds for its interventions. The training mainly touched on developing a fund-raising plan, components of a fund-raising plan, examples of a fund-raising plan and donor expectations. Overall, a total of 15 participants benefited from the training session consisting of 5 females and 10 males.

An evaluation of the three days training showed that participants were generally impressed with the training programme as shown in figures 3.1, 3.2 and 3.3 in part three of the report.

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## **PART ONE**

### **1.0 Introduction**

#### **1.1 Objective of Training**

The overall objective of the training was to enhance the capacity of GHANECare staff and board members in fund-raising so that they can effectively contribute to the organisation's efforts in raising funds for its interventions.

#### **1.2 Training Content**

The following topics were presented and discussed during the training.

- ✓ How to develop a fund-raising plan
- ✓ Components of a fund-raising plan
- ✓ Examples of a fund-raising plan
- ✓ Donor expectations

#### **1.3 Methodology**

The training exercise was carried out in a participatory and interactive manner using practical examples, experience sharing and power point presentations.

#### **1.4 Training Period**

The training programme was conducted between 19<sup>th</sup> - 21<sup>st</sup> January 2021.

#### **1.5 Training Venue**

The three days training session was carried out in the conference hall of Sisters of Mary Immaculate Centre at Jirapa in the Upper West Region. The conference hall and facilities were generally conducive for the training session.

#### **1.6 Training Logistics**

The logistics used for the training programme included the following:

- ❖ Markers
- ❖ Meta-plan cards
- ❖ Masking tape
- ❖ Flip Chart Paper
- ❖ LCD Projector

## PART TWO

### 2.0 Training Delivery

#### 2.1 Opening Session

The Executive Director of GHANECare, Mr. Richard Kuunaah in a brief opening remarks reminded participants that the three days training programme was being organised under the auspices of Amplify Change in collaboration with the Global Fund for Women, Mannion Daniels and the African Women's Development Fund. Participants were urged to stay focused in order to derive maximum benefits from the training.

The resource person from EBNA Royal Consult, Ernest Beyuo Aayel then led participants to introduce themselves after which ground rules and a review of the training programme was carried out to set the stage for the start of the training programme.

#### 2.2 Discussions and Comments

##### 2.2.1 Fund-Raising

The purpose of this session was to enhance participants understanding of resource mobilisation, fund-raising and the steps involved in developing fund-raising plans. Specific topics the resource persons discussed with participants included the concepts resource mobilisation and fund-raising, ingredients of successful resource mobilisation, roadmap to resource mobilisation and developing a fund-raising plan.

The resource persons approaches to the delivery of this session included power point presentations and brainstorming sessions. The key focus of the presentation was how to develop a fund-raising plan and a fund-raising calendar. The resource person therefore led a practical session on how to prepare a fund-raising plan and a fund-raising calendar. Under fund-raising plan, the discussion focused on the key components of a fund-raising plan thus, *funding strategy, goal (s), action steps, responsibility* and *time period*. The practical session was helpful as it helped to enhance the understanding of participants on the development of a fund-raising plan and fund-raising calendar.

There were a number of key issues and lessons that came up from this session of the training. These included the following:

- Resources are broad and may include more than just cash, and mobilizing them may involve a wide range of activities.
- Resource mobilisation is more than just fund-raising – it is about getting a range of resources, from a wide range of resource providers (or donors), through a number of different mechanisms. It involves the development of capacity to "steal the donors' heart" by winning them over to the cause of the organization.
- In resource mobilisation, organisations should not focus on just one specific skill or area. This is because successful resource mobilisation requires the commitment of all parts of the organisation.
- The three important components that go into a fund-raising plan are three-year fund-raising history of the organisation, summary of current organisational goals and strategies, fund-raising goals and plans to achieve them, roles of staff and fund-raising calendar by month.
- The fund-raising plan and fund-raising calendar serve as a roadmap and a guide to raising funds. In other words, it only shows the strategies, goals, action steps, persons responsibility and the time periods. The fund-raising plan is therefore not a fund-raising application or proposal.



**Insert:** A cross section of staff and board members during the training workshop on fund-raising.



**Insert:** A cross section of participants during the workshop.

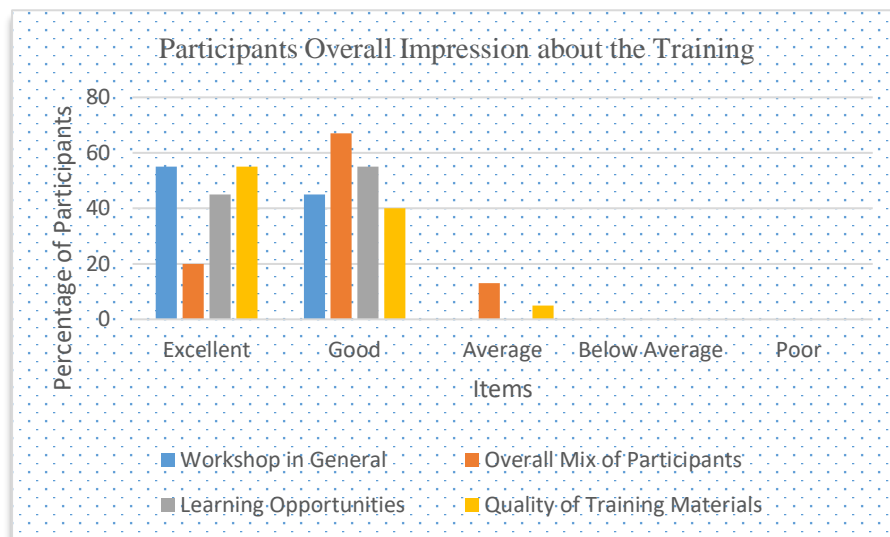
## PART THREE

### 3.0 Training Evaluation, Observations & Conclusion

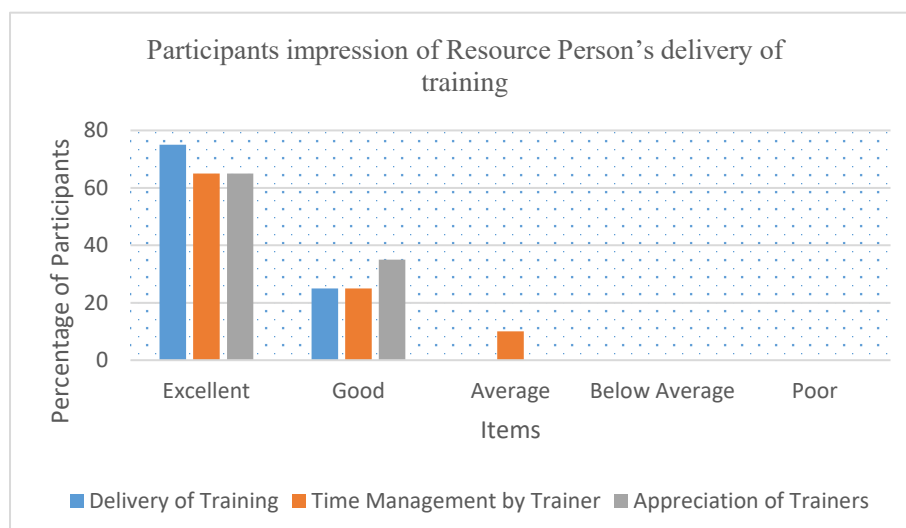
#### 3.1 Evaluation of Training

The diagrams below (figures 3.1, 3.2 and 3.3) show the results of the training evaluation conducted at the end of the three days training programme. The evaluation results showed that, overall, participants were impressed with the training as shown by 55% of participants below who described the training as excellent while 45% described the training as good. Also, 75% of participants felt the training was well delivered by the resource person, while 55% of participants described the workshop venue as up to standard. This is shown in figure 3.2 and 3.3 below.

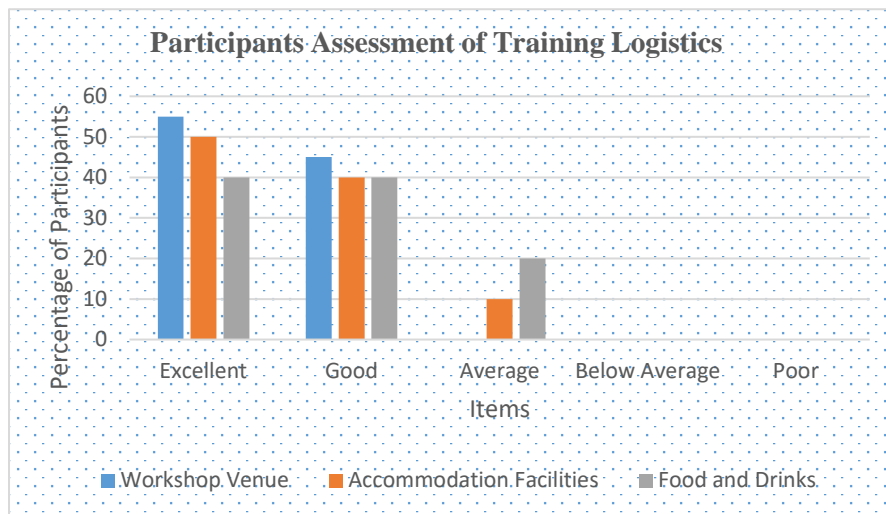
**Figure 3.1 Participants Overall Impression of the Training**



**Figure 3.2 Participants impression of the training delivery**



**Figure 3.3 Participants assessment of the training logistics**



### **3.2 Observations**

The three days training on fund-raising proved to be useful and successful as participants expressed satisfaction about the knowledge and important lessons they had acquired. One of the beneficiaries of the training indicated that with the knowledge acquired in fund-raising, staff and board members would be able to effectively contribute to the fund-raising efforts of the organisation.

The use of adult learning and practical methods and approaches in delivering the training also contributed to participants enhanced and quick assimilation of the topics presented. The combination of power point presentation with brainstorming and experience sharing sessions made it easier for participants to follow through the training session.

### **3.3 Recommendations**

The management of GHANECare should consider putting together a team responsible for spearheading fund-raising activities of the organisation. The team could be led by the Executive Director.

In addition to the above, the fund-raising team should be tasked to develop a five-year fund-raising plan that dovetails into the broader five-year strategic plan of the organisation. Added to this is the need for tailor-made and hands-on training on proposal development for staff and board members in the future to sharpen the knowledge and skills of staff and board members in developing winning proposals.