

Village Volunteers in action!

Sponsoring participants to a Resource Mobilisation¹ Workshop

Resource Mobilisation has been a focus of ICA:UK's international programme in Africa for many years. More recently, however, there has been a shift away from simply thinking about fundraising and proposal writing towards a broader definition of resource mobilisation to include recruitment and retention of people (staff and volunteers), identification and use of community resources, procurement of services, income generation activities, and so on. The topic was raised and discussed at the ICA Regional Meetings in Arusha (2006) and Lomé (2007) and made a significant step forward at a meeting in Harare between Jonathan Dudding of ICA:UK, Gerald Gomani of ICA Zimbabwe and Voice Vingo of OPAD (Zambia). It was at that meeting that the idea of designing a process to support organisations to develop their capacity to mobilise resources was born, and this workshop was organised to make that happen.

The intent of the workshop was to develop a robust tool to enable organisations to improve the quality of their resource mobilisation with the overall purpose and process articulated; to have a group of people ready and motivated to use/sell/support it; to have an action plan of next steps (including assignments, targets, etc.), and establishing ways to ensure the tool continues to improve.



Participants who attended the workshop: 23 people from 19 organisations, three networks and 11 countries

¹ "Resource Mobilisation" is the term used to describe the ways and means in which organisations acquire or generate the necessary financial and non-financial support required to enable them to function as an organisation and to carry out their work

The workshop was held in Lusaka, Zambia from the 18th-22nd May 2009, and hosted by OPAD, ICA:UK's partner in Zambia. The event attracted a diverse group of participants (*see picture*) who shared a common interest and concern about the topic. Village Volunteers was able to sponsor four participants to attend: Charles Luoga from ICA Tanzania, Muzi Mbonani from ICA South Africa, Gerald Gomani from ICA Zimbabwe and Voice Vingo from OPAD.

The workshop achieved its objectives. During the course of the five days, participants were able to come up with a solid process for enabling organisations to become better at mobilising resources and to put

When asked what the workshop had taught them about their current practices, comments included: *"This process has revealed flaws in the way we approach Resource Mobilisation", "All teams have Resource Mobilisation in their objectives, but no-one is pulling that element out and making sense of it", "[Resource Mobilisation] has only been done by a couple of people, rather than the whole organisation"*

sufficient detail into each of the seven stages; to agree an action plan as to how the new process can be tested in their own organisations and a manual developed. It also became clear that the group feel strong ownership of the product and are ready to take it forward.

When asked how useful the new process would be, responses included: *"It gives us a sense of direction", "We will pay more attention and become more structured and focused in terms of Resource Mobilisation", "I had been brainwashed to think only of proposal writing, but now my outlook is broader", "It allows organisations to remain true to their mission and values"*

Picture right: Voice Vingo (Zambia), Ivan Kintu (Uganda), Rodwell Nyamanza (Zimbabwe), Richard Kirya (Uganda) and Aniceta Kiriga (Kenya) in group discussion [Picture courtesy of Bruce Williams]

