

CSO Partners

Building a Vibrant Society

INVITES YOU TO

Opportunities in Challenging Times

– A workshop for NGOs



22-23 May, 2009

YMCA International
18, YMCA Road, Mumbai Central
Mumbai - 400 008

EXPERT PARTNERS

 Governance Counts



 MOVIES

 GiveIndia.org
the power to change lives

 dasra catalyst for social change

UnLtdINDIA

 MITRE

 Rang De

 MCC
communicate. fundraise.

 fmsf



Would you be affected by the interplay of economic downturn, changed socio-political scenario, proposed tax changes for voluntary sector? Do you want to have a better understanding of market changes with its opportunities and challenges to not only cope with it but also play a role in influencing it in a proactive and effective manner? If yes, you should attend the “**Opportunities in Challenging Times - A workshop for NGOs**” being organized by CSO Partners on 22nd – 23rd May, 2009 in Mumbai.



CSO Partners along with its 10 partners are organizing a series of workshops in six different cities to reach out to approximately 500 NGOs with a cascade of domain expertise. The primary objective of these workshops would be to facilitate a common perspective of the context and to support the NGOs to identify the challenges and the opportunities. The workshops are designed to enable the NGOs to have individual interactions with different domain experts and to draw organization specific action plans.

The workshop will help in identifying challenges and opportunities where domain experts will deliberate on fund raising, good governance, retail donations, communication, volunteer management, human resources, social investment and other relevant topics. You will have the opportunity of consulting with these experts on a one-on-one basis to make organization specific assessment and plan.

At the end of the workshop, you would be able to:

- Understand how the current scenario and its complexities could affect your organization
- Turn your challenges into opportunities for growth and development
- Identify areas of support that would increase your effectiveness and efficiency
- Connect with expert organizations that could support you to develop tailor made plan to optimize opportunities for your organization
- Network with other NGOs and eminent personalities in the social and corporate sectors

We invite you to nominate two persons from your organization, from the decision-making level, to attend this workshop. The fee for the workshop is

- Non- Residential: Rs. 3,000/- for two participants per organization
- Residential: Rs. 5,500/- for two participants per organization (limited seats). This is for one day accommodation (12.00 noon 23-May-09 to 12.00 noon 24-May-09) with dinner and breakfast.



Who are we?

CSO Partners is a non-profit organization that is committed to strengthening civil society organizations (CSOs). It aims to do this by mobilizing “contributions” (both human and financial) and organizing appropriate support services through a large network of “partners” that are specialist organizations with expertise in varied areas ranging from donor service, social investment services, financial management, governance, documentation, advocacy and communications.

Opportunities in Challenging Times – A Workshop for NGOs

Day 1 (May 22, 2009)

Time	Group Session	Resource Organization for Group Session	One-on-one clinic
10.00 am	<p>Panel Discussion: 'Opportunities for NGOs in Challenging Times'.</p> <p>In this session you would participate to develop a common understanding of the changing environment and how it could affect your organization. In addition to providing clarity on the new challenges and opportunities that the interplay of various forces brings forth, you would also be able identify various roles that your organization could play to influence these changes in a proactive manner.</p>	Leaders from corporate, INGOs/funding agencies, NGOs and academicians	
15 Minute Break			
12.15 pm	<p>Building Credibility....</p> <p>NGOs are accountable to numerous and diverse stakeholders. While you are doing good, it's important to demonstrate stewardship to build stakeholders' confidence. How a third party accreditation based on transparent and effective public disclosure would help you managing trust of your donors, beneficiaries, government and other stakeholders.</p>	<p>Credibility Alliance is a consortium of Voluntary Organizations in India formed with the aim to promote accountability, transparency and good governance in the voluntary sector. To achieve this, CA has engaged in a consultative deliberation with Voluntary Organizations over four years to come up with an effective process and a set of norms to examine the sector's credibility. (http://www.credall.org.in)</p>	<p>Parallel one-on-one clinics with domain experts- (5 sessions for each domain, slots will be allocated on first come first basis)</p> <ul style="list-style-type: none"> · Fund raising · Retail donation · Multimedia communication · New media communication · Financial management and statutory compliance · Public disclosure and credibility · Constituting active and efficient board · Volunteer and staff recruitment · Tips for start ups
45 Minute Lunch Break			
01.45 pm	<p>Cost effective Scaling Strategies</p> <p>The recent economic downturn has forced civil society organizations to cut budgets and streamline operations. This refining of strategic focus is an opportunity to pool together limited resources and invest in interventions which can be scaled in a cost effective manner. This session will provide tools enabling an organization to conduct a cost benefit analysis on their work, share case studies, and offer tailor made advice to the participants.</p>	<p>Dasra provides growth capital and management expertise enabling the next generation of non-profit organizations to scale. Through ten years of constant learning, Dasra maximizes charitable investments for philanthropists using a systematic approach of due diligence, business planning, investment and intense strategic hands-on assistance. Dasra is a catalyst for social change ensuring a lasting impact to marginalized communities. (http://www.dasra.org)</p>	
02.30 pm	<p>Good Governance to do well</p> <p>This session would provide clarity on what governance is all about and why is it important for the effective functioning of your organization. The role of board in effective governance would be brought out as well.</p>	<p>Every voluntary organization in India is governed effectively by an efficient Board - this is the vision of Governance Counts. It helps organizations with identifying the most appropriate Board that they must have, the strategies to achieve good governance, the role that a Board and its members must play and also help find people who will make potentially good Board members based on the above. (http://www.governancecounts.org.in)</p>	
15 Minute Break			
03.30 pm	<p>Opportunities in Retail fund Raising</p> <p>How to harness the power of retail donations. It will cover the "marketplace" concept that will help NGOs expand donor base and type and thus become less dependent on donor agencies. The following aspects would be covered</p> <ul style="list-style-type: none"> · How to attract retail donors? · How to demonstrate accountability & transparency to the individual donors? · How to unitize the funding requirements so as to facilitate small amount donations? · How to ensure donor retention? 	<p>GiveIndia is a philanthropy exchange set up in the year 2000 with the objective of promoting efficient and effective giving. GiveIndia's vision is a strong "giving" culture where Indians donate 2% of their income to give poor a chance. It works to promote accountability and transparency in the functioning of the NGO sector so as to increase flow of donations to credible NGOs. It reaches out to over fifty thousand donors all over the world through various methods as payroll giving, internet giving and high value giving. (http://www.giveindia.org)</p>	
120 Minute Break			
06.15 pm.	Discussion & Dinner Meet with eminent personalities from corporate/voluntary sector		

Time	Group Session	Resource Organization for Group Session	One-on-one clinic
10.00 am	<p>Social investment as an alternative financial resource</p> <p>In current economic scenario when there is a noticeable reduction in the “giving” capacities of donors – be it individual or Organizational, this session would attempt to sketch the alternative mode of finance – in particular micro credit - that are available to the development sector. Rang De would take you through its initiative of how it makes available microcredit to individual borrowers.</p>	<p>Rang De is a unique platform which enables individuals to become social investors by connecting them with borrowers looking for microcredit at nominal interest, thus helping them make a substantial social impact. (http://www.rangde.org)</p>	<p>Parallel one-on-one clinics with domain experts- (10 sessions for each domain, slots will be allocated on first come first basis)</p> <ul style="list-style-type: none"> · Fund raising
10.45 am	<p>Fund Raising in tough times</p> <p>Whether you have made a serious start or not, a few elements must be in place – a responsible board, strong leadership and supportive staff. There must also be effective communication materials and a strategy for structured fundraising. MCC will introduce these elements, highlight the priorities and while presenting the vision of building a broad base of support will outline practical techniques to pursue.</p>	<p>Murray Culshaw Consulting (MCC) enables voluntary Organizations to communicate, raise resources. They have trained more than 1000 Organizations in the past 14 years and provided hands-on support in to more than 50 Organizations. (http://www.fundraising-india.org)</p>	<ul style="list-style-type: none"> · Retail donation · Multimedia communication · New media communication · Financial management and statutory compliance
15 Minute Break			
11.45 am	<p>Communication-multimedia and new media</p> <p>New age tools and media would enable the NGOs to keep pace with the fast changing world. This session would help you understand how you could promote and reach out to a wider set of audience /donors using multi media and new media.</p>	<p>MAM Movies makes effort to use media, arts and technology to inform, inspire and empower others to create positive action in the world. In one of many programs it makes low cost professional videos for non profits and helps in creating video communities. (http://www.mammovies.com)</p>	<ul style="list-style-type: none"> · Public disclosure and credibility · Constituting active and efficient board · Volunteer Management
12.15 pm	<p>Volunteer Management</p> <p>Many Organizations fail to make the best use of volunteers because they have little or no process for supporting and managing volunteers. On the contrary mismanaged volunteer are a risk to an Organization's working and reputation. This session will aim to help managers from NGOs gain a better understanding of the methods and skills involved in setting up systems that help to make the most effective use of volunteers in their own Organization?</p>	<p>iVolunteer enables individuals and Organizations to share time, skills and passion to promote India's social development. iVolunteer works with a large network of individuals, NGOs, and corporate Organizations through a range of volunteering programs focused on a wide range of social development challenges. These include exclusive workshops to build capacities of individuals and Organizations to gain more from volunteering. iVolunteer is the flagship program of MITRA, a professionally managed and governed Indian non-profit. (http://www.mitra.org.in)</p>	<ul style="list-style-type: none"> · Staff recruitment · Tips for start ups
45 Minute Lunch Break			
02.00 pm	<p>Financial Management</p> <p>What is financial management and how is it relevant in today's time? Statutory requirement, Recent changes or amendments affecting compliances and the ways to deal with it.</p>	<p>Financial Management Service Foundation (FMSF) is a development resource Organization working on developmental projects and on capacity building of NGOs in the area of financial management, legal regulations and governance related matters. (http://www.fmsfindia.org)</p>	
02.45 pm	<p>Tips for start-ups</p> <p>Launching a new project is a path full of learning and mistakes. There are however emerging pattern of common mistakes made in all new ventures. This session is aimed at highlighting essential ingredients that can:</p> <ul style="list-style-type: none"> · Accelerate the growth of your project · Indicate the potential of your project to investors · Ensure sustainable impact on the community <p>In this session journey taken by a real life investee to transform an idea into a sustainable, high-impact initiative would also be shared.</p>	<p>UnLtd India supports early-stage social entrepreneurs, typically in years 0-3 of their project lifecycle. It identifies funds and supports exceptional individuals to enable them to develop as leaders, start up sustainable, high-impact initiatives, and prepare their fledgling Organizations for further investment. (http://www.unltdindia.org)</p>	
15 Minute Break			
03.45 pm	<p>Recruiting right talent, at low costs</p> <p>Engaging and retaining quality human resource has been a constant challenge for most Indian NGOs. The challenging economic environment has however re-energised the interest in working for the social sector. How can NGOs recruit the right human resources?</p>	<p>JobsForGood specializes in recruitment of paid professionals in the non-profit social development sector, microfinance and CSR in corporate Organization. JobsforGood.com and Microfinancejobs.com are the specialized job portals for job seekers and recruiters in the social development sector and the microfinance sector respectively. JobsForGood also provides dedicated search services and online solutions for its clients to source the right talent. JobsForGood.com is the recruitment initiative of MITRA, a professionally managed and governed India non-profit. (http://www.jobsforgood.com)</p>	
04.30 pm	End of Workshop		

Registration Form



Building a Vibrant Society

Opportunities in Challenging Times – A Workshop for NGOs

Name of the Organization.....

Address.....

.....

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Contact Number.....

Email ID.....

Website.....

Details of the persons nominated:

1. Name.....

Designation.....

Gender Male Female

2. Name.....

Designation.....

Gender Male Female

Please tick the following

Non – Residential Participation

Residential Participation

Please tick on any two the following one-on-one clinics you would like to attend (10 sessions for each domain, slots will be allocated on first come first basis)

- Fund raising
- Retail donation
- Multimedia communication
- New media communication
- Financial management and statutory compliance
- Public disclosure and credibility
- Constituting active and efficient board
- Volunteer management
- Staff recruitment
- Tips for start ups
- Raising retail donation

Please find a demand draft for the amount of Rs.3,000/ Rs.5,500 drawn on(name of the bank) in favor of CSO Partners, bearing number..... dated..... payable at Chennai. Mention name of your organization on the reverse of your draft.

Please send the filled-in form along with the payment to:

Workshop Coordinator, CSO Partners, 1, Cenotaph Road, Teynampet, Chennai 600 018,
Phone: 44-42031400, E mail: workshop@csopartners.org.in
Visit us at: www.csopartners.org.in