




**FUNDRAISING  
RADICALS**

# **2024 Impact Report**

**Global Radicals:  
Fundraising Leadership Programme**

**24 October 2024 | [craig@fundraisingradicals.com](mailto:craig@fundraisingradicals.com) | +64 (0)22-642-9680**



*My participation has significantly broadened my perspective on resource mobilization. Beyond traditional institutional donors, I've gained the confidence to explore a diverse range of funding sources, including trusts, foundations, and institutions. The program equipped me with invaluable insights into global best practices and practical strategies for proactive engagement with these grantmakers, enabling us to shift from a reactive to a strategic fundraising approach.*

Paule, CARE International, Lao PDR





# WELCOME



During the past decade we have equipped hundreds of participants in Asia, Africa, and Latin America with regionally-relevant fundraising theory, tools, and tactics, so they can fund their social impact.

Our award-winning training programmes are practical, they equip people to start and sustain funding partnerships – *doing this programme is doing the work of fundraising*. We centre holistic approaches and prioritise the *relevant, real-life* experiences of our Global Faculty, who live & work in these regions.

The testimonials of past programme participants best illustrate our long-term contribution to the global funding ecosystem. Years later, many tell us how the programme contributed to future funding success.

We are also mindful of the immediate contribution. During 2024, we walked alongside 1,039 participants in 107 countries. They told us their average confidence grew from 2.9/5 (before) to 4.2/5 (after), and:

- 45% of 117 certificated participants raised funding during the programme (totalling >GBP400,000) and told us that the 2024 Programme contributed “significantly” to this success.
- An additional 25% are awaiting decisions (on > GBP5,000,000 of proposals) and told us that the 2024 Programme “significantly” improved the quality of their strategy, positioning, and proposals.

Participants have also told us how to make the programme better, and we have listened. We have evolved and grown during the past ten years to stay relevant and add value to a sector in transition.

I feel privileged and excited to convene the world-class people and partners who will deliver this world-leading programme, and to be walking alongside our participants as they fund their social impact.

This is our invitation to you to join us!

A handwritten signature in black ink that reads "Craig".

Craig Pollard,  
CEO Fundraising Radicals





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**2024 Headlines  
& Participant Views**



25+ Global Faculty shared their regional expertise and experiences.

1,039 registrations from 107 countries (95 in Africa, Asia, and Latin America).

Top five nonprofit podcast in 25+ countries with global downloads close to 2,000.

Four regional panel webinars involving 12 global faculty members.

35 live teaching webinars, live clinics, & specialist sessions.

## 2024 HEADLINES

Three region-specific seminars (Asia, E/S Africa, Latin America).

Increased website traffic with unique visitors growing from 9,000 (2023) to 52,000+ (2024)

All webinars available in English, French, and Spanish (and eight in Arabic).

110+ members of the Global Radicals Facebook Community.

Participants and faculty highlighted the importance of this unique space in the sector.

117 Certificates of Participation (and 120+ programme evaluations).

**50% of 2024 participants raised funding** during (and attributed this to) the programme.

**GBP600,000+** new income raised by participants during (and attributed to) the 2024 programme.

30+ participants are awaiting decisions on proposals with a combined value of **>GBP 5 million.**

**>99% would recommend the programme to other participants.**

## 2024 HEADLINES

40 Certificates of Appreciation (for partners & faculty in 20+ countries).

Participants' **average confidence increased** from 2.9/5 (before) to 4.2/5 (after).

70% of certificated participants have applied the tools and tactics in their fundraising.

80% of certificated participants now feel “well-equipped” to resource their cause.

**>99% of participants were “highly satisfied” with the 2024 Programme.**

# >£600K RAISED DURING THE PROGRAMME



...USD 60,000.

...USD 20,000.

... funding for three projects for CSO where I am working.

... a new grant, we are about to sign an agreement of \$30,000

... USD150,000. We sign the grant agreement soon!

...USD 15,000.

...USD 8,000

... contributions of \$3,000 and \$2,500

...a commitment from a group of women who pledged to issue \$5,000 monthly to pay for the office and materials we use to train our beneficiaries!

... funding from a partner organisation to organise a sensitization activity on cholera

...USD 5,000.

...USD 10,000.

... a share of 19 million pounds for five years between six consortium members.

... \$10,000 over two years, via social contracting.

**"THE 2024 PROGRAMME SIGNIFICANTLY CONTRIBUTED TO ME RAISING..."**

... funding for chairs and equipment for raising chickens.

...USD 15,000.

...our first donation... 1000\$ for a community awareness event in Battambang Province, Cambodia.

... Naira 200000 for our Egg For A Child Campaign

... 30 million Rwandan Francs

...USD 25,000.

... 2 million Nigerian Naira from within our community for other disadvantaged members of our community.

*This is the best capacity-building decision I have ever made. I would very strongly recommend this program because of the comprehensiveness. It enhanced my understanding in connecting with the donors, I learned more strategic skills and developed a resource mobilization strategy (following the program knowledge) for my organization and I led a proposal which has raised \$150,000.*

Nekesa, Hunger Fighters, Uganda




*It's a remarkable course with practical outcomes. The program has impacted me positively, I have been able to write develop three proposals and shared with potential donors and we are about to sign an agreement of \$30,000.*

Georgine, CSA for Nutrition, Ghana

*Beyond helping one define how best to approach and structure fundraising, the program instills confidence into one's capability to fundraise - especially for those of us who sit within the African continent - where one of the key worries tends to be; 'where do I begin?'*

Tidah, African Leadership University, Kenya



*The program has increased my negotiating power with donors and partners. I had an opportunity to meet with a donor (Foreign & Commonwealth Development Office) of the UK and applied the skills you shared of meeting with a donor, which really, really worked well. We are now negotiating our (one sixth) share of GBP19 million over five years.*

Dominic, FOCUS 1000, Sierra Leone






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**Global Faculty  
& Team**





*Thank you! For creating this brilliant platform, which has become an important space for sharing global perspectives on funding social impact ... it is always an absolute pleasure to talk to and learn from others.*

Steve Murigi – Global Faculty, Trustee at The Fore, UK; CEO at WeSeeHope, Kenya

*Fundraising is such a nuanced undertaking and there's still so much to learn about what is suitable for different regions of the world. Thank you for creating a platform for fundraisers to learn from each other and I'm grateful to have shared my own experience in Africa.*

Nachula Wilson – Global Faculty, Director of Strategic Partnerships at Ashesi University, Ghana





# 2024 GLOBAL FACULTY, TEAM & PARTNERS



## GLOBAL FACULTY

Here are eight members  
of our 25-strong Global  
Faculty



**STEVE  
MURIGI**  
KENYA/UK



**IRENE  
ARELLANO**  
PERÚ



**DR LILIAN  
MABONGA**  
KENYA



**DR KYAW  
MOE TUN**  
MYANMAR



**EMILY  
MONVILLE-  
ORO**  
PHILIPPINES



**NACHULA  
WILSON**  
GHANA



**PHILIP  
ODINO**  
KENYA



**SILVIA  
GARCÍA  
TÉLLEZ**  
COLOMBIA



**ALI ATTIA**

Programme Support  
& Translation (Spain)



**DR JESS ODDY**

Design Programme Lead (+  
Strategy & Impact) (UK)



**HELENA O'NEILL**

Programme Manager  
(Panel Events) (Mexico/Germany)



**CRAIG POLLARD**

Funding Programme Lead (+  
People & Partnerships) (NZ)

**PAM CHENEY**

Web, Design, & Brand

**TARJIMLY**

Live Translations

**COPY BY JEN**

Copywriting Support

**LYNDA STEVENSON**

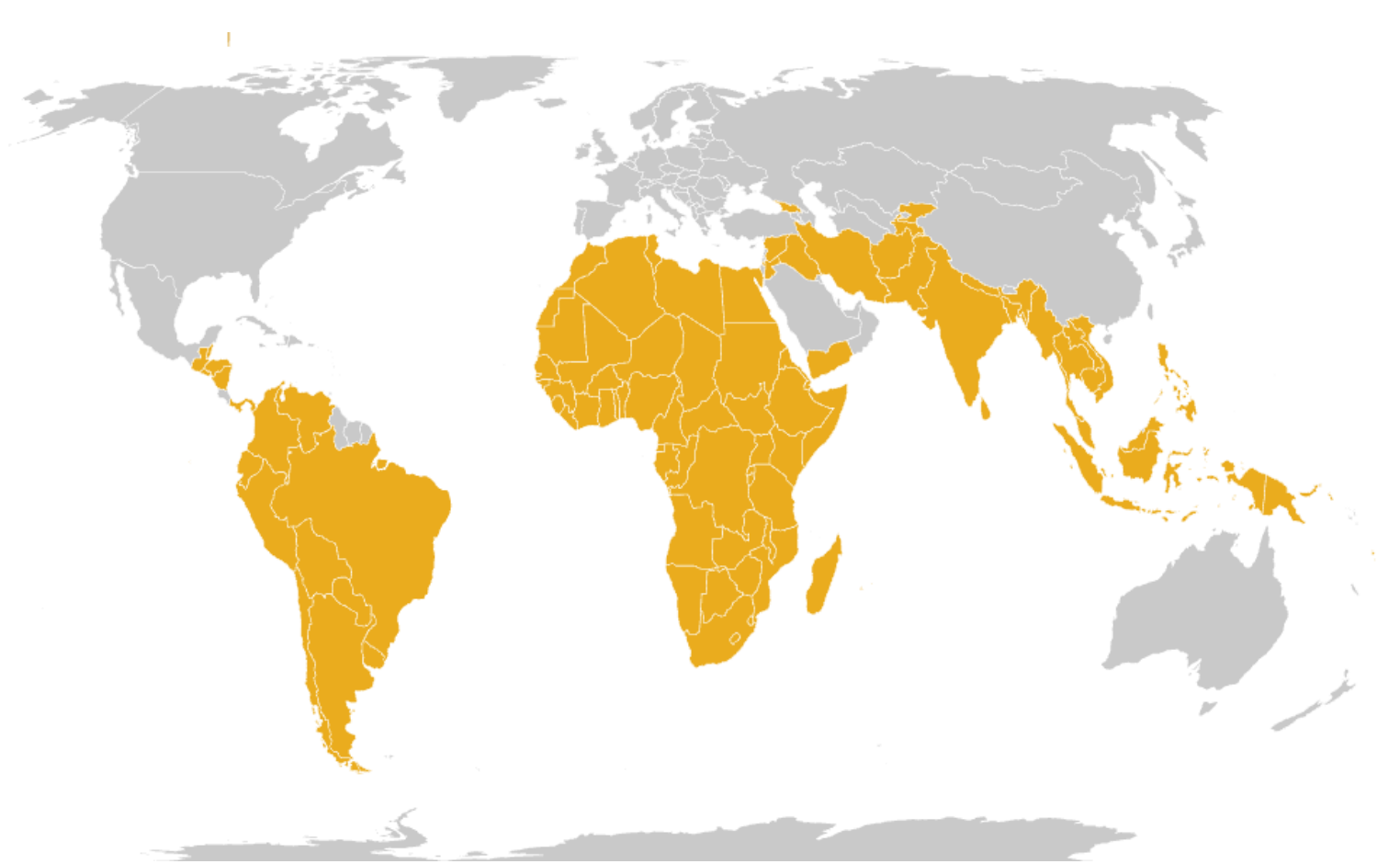
Podcast Production



# GLOBAL REACH

**2024 Participants:**  
1,089 programme  
participants in 107  
countries, including:

- **Africa:** 46% of total participants (in 52 countries).
- **Asia:** 35% of total participants (in 27 countries).
- **Latin America:** 10% of total participants (in 16 countries).



## Countries Ranked By Participation:

- |                |                     |                 |
|----------------|---------------------|-----------------|
| 1. Nigeria     | 8. Lao PDR          | 15. Bangladesh  |
| 2. Pakistan    | 9. Benin            | 16. South Sudan |
| 3. Kenya       | 10. Myanmar         | 17. Vietnam     |
| 4. Zimbabwe    | 11. Malawi          | 18. Somalia     |
| 5. Afghanistan | 12. Sierra Leone    | 19. Colombia    |
| 6. Cambodia    | 13. Uganda          | 20. Ghana       |
| 7. Perú        | 14. The Philippines |                 |



# PARTNER PERSPECTIVE



*The Fundraising Radicals Programme has been critical to building confidence and fundraising capabilities of our Civil Society members across 60+ countries in Asia, Africa, and Latin America.*

*This innovative program has grown alongside us and has challenged conventional approaches – it has effectively empowered and equipped our members to adopt a fresh perspective towards fundraising, resulting in tangible and positive outcomes – many participants talk about the role that this has played in their fundraising successes – even five years later.*

*We can see the difference in how participants interact with us, they have a new sense of their value. Holding the space for Global South based members of the SUN CSN to share our experiences has been vital to guiding and encouraging our fundraising efforts. We consistently get positive feedback on the program, and experience growing confidence, not only in fundraising, but across all areas of work.*

*Fundraising (and Resource Mobilization) are the number one concern for our Civil Society members. We are committed to helping Fundraising Radicals to evolve and support funding nutrition advocacy.*


*- Scaling Up Nutrition Civil Society Network: Leadership Team and Senior Regional Advisors, 2023*





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**A Decade  
of Learning**



*The programme's influence was substantial. For example, one of the key takeaways was a new approach to donor segmentation and personalized communication. After implementing these strategies, I saw a 30% increase in donor engagement within three months.*

Nichcha, Raks Thai Foundation, Thailand



# A DECADE OF LEARNING



Ours has been a decade-long learning journey and is an equally sustained commitment and contribution to the global funding ecosystem, that will continue.

We listen and learn alongside our growing community as we aspire for, and grow towards, an exceptional programme, seamless participant and partner experiences, content that is impactful and regionally-relevant for a wide range of practitioners – so we can continue to meet the needs and expectations of a fast-evolving practice and a sector in transition.

Highlights of this journey so far include:

**2013 in Zambia:** designing a new local/global pathway to funding with 12 street children CSOs that grew combined income 20-fold in 12 months.

**2013-2023 Into Practice:** evolved the training with civil society leaders in 75+ countries. Including major projects in Palestine, Myanmar, the Gambia.

**2014-2024 Scaling Up Nutrition:** an evolving anchor

anchor partnership with the Civil Society Network to explore capacity mobilisation for fundraising.

**2014 Funding Toolkit:** resources designed and delivered in partnership with Scaling Up Nutrition.

**2015 First Programme Cohort:** the first training cohort (12) to explore high-value fundraising.

**2022-2024 Reimagining Fundraising:** the #1 evaluated entrant of the International Fundraising Innovation Challenge (plus partnership with CARE).


**2021-2022 Fourth Cohort:** with 24 participants.

**2023-2024 Fifth Cohort:** latest cohort (with 1,039 participants in 107 countries) co-funded by SUNCSN, CARE International, Ashmore Foundation.

**2024 Evaluation:** exemplary participant feedback.

**2024 in PNG:** an updated training framework trialled with indigenous forest communities (delivered €2m).

**2025 altFUND:** implementing participant feedback to evolve the programme.



*The whole programme has opened my view from public international institutional cooperation towards creative development financing that might include other types of strategies such as fundraising, and different types of actors, such as companies and wealthy individuals.*

Juanita, ACI Medellin, Colombia





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**| Learning & 2025**



# ***alt*FUND:** *The award-winning alternative certificate in:* **Global Funding for Local Impact**

**30 September 2024** | [craig@fundraisingradicals.com](mailto:craig@fundraisingradicals.com) | +64 (0)22-642-9680

# INVEST IN GLOBAL FUNDRAISING TRAINING



1. *altFUND* is *not* like most fundraising training, which is grounded in narrow experiences in Europe & North America.
2. *altFUND* is *the* global-focused, alternative certificated annual 20-week training programme designed with, and for, civil society leaders, development professionals, & fundraising practitioners in Asia, Africa, & Latin America.
3. *altFUND* is *an award-winning* programme that equips 100+ participants (per year) with relevant theory, tools and tactics to fund their local impact from global, regional, and local sources (both traditional and alternative) so they can grow new income streams, start and sustain new partnerships, level-up their fundraising practice, and lead.
4. *altFUND* is delivered by 25+ members of a truly global faculty with deep and broad experience of starting and sustaining funding partnerships within these regions.
5. *altFUND* 2025 will be formally certificated by 20 of the world's leading NGOs, including: Save the Children, World Vision, Plan, Amnesty, ActionAid, Oxfam, CARE, WWF, ICRC, UNHCR, MSF, and Greenpeace.
6. *altFUND* knows that fundraising is difficult, the stakes are high, and this work is new and often unproven in many contexts. So, we explore all funding options, cover core traditional and alternative fundraising, build critical thinking, and aim beyond being "Well-Funded", supporting participants & peers towards being "Well & Funded".

From previous years, the same-year programme-wide **return on investment (ROI) is between 3 and 5** (only includes the income participants directly attribute to the programme) and **the longer-term ROI (future funding) is >40**.



# PROGRAMME STRUCTURE

The following **compulsory** programme elements (80% attendance is required for certification) will require an average of 3 hours per week (over 20 weeks):

**Live Webinars** (also recorded)  
20 Sessions (up to 1.5 hours/week)

**Regional Group Mentoring Circles**  
12 Meetings (1 hour/2 weeks)

**Project Workshops**  
3 extended project sessions (2 hours/6 weeks).

**Final Project**  
1 assessed final project (8-10 hours / 20 weeks)

The following **optional** programme elements (attendance is *not* required for certification):

**Specialist Electives & Regional Panels**  
10-12 X 60-minute sessions led by Global Faculty members, will be delivered during a two-day “Global Funding Festival” in July each year.

**Pre- and Post- Webinar Materials**  
We will share resources and reference materials with participants to engage with as they choose.

**Podcast | Community | Newsletter | Blog**  
Engage with peers and access faculty perspectives via a range of channels.



# PROGRAMME CALENDAR



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
<b>Launch &amp; Registration</b>	Programme Evolution, Fundraising, Launch, & Marketing			Registration & Onboarding								
<b>Core Programme Participation</b>						<b>Programme Teaching and Mentoring</b> (20 weeks)						
<b>Elective Programme Participation</b>										<b>Global Funding Festival</b> (2 days online)		
<b>Certification, Evaluation, &amp; Reporting</b>										Certification, Evaluation, & Impact Reporting		



# TEACHING

The programme has been co-created, developed and refined over ten years with civil society leaders in 100+ countries. It is practical, because the only way to learn fundraising, is to do it.

We centre a holistic approach to funding partnerships that breaks down sector silos, invites broader definitions of value, and opens to new types of engagement with a wider range of stakeholders.

This is a platform for relevant, real-life, regional experiences of our expert Global Faculty, who have deep experience of funding social impact in Asia, Africa, & Latin America – these perspectives are what participants value most.

***Weekly via Zoom (and recorded).***

# MENTORING

Regional Mentoring Circles are region-based. They deepen participants' experience with the regional expertise from our Global Faculty, connection to a worldwide network of supportive peers who are facing and navigating similar challenges and opportunities.

Mentors will become accomplices in participants' social impact. With one mentor for every 16-20 participants, we pay attention to our participants and help them put the theory to work.

Circles will explore the programme content in more detail, share regional nuances and case studies, provide a space for navigating live opportunities and challenges,

***Two-Weekly via Zoom & WhatsApp.***

# FINAL PROJECT

A compulsory final project will complete the programme (by the end of week 20). This will showcase participants' grasp of the theory, tools, and tactics shared on the course and give them a practical core tool to design and guide funding approaches and describe their future pathway to funding.

Participants will be supported with the design and delivery of the project via three extended Project Workshops.

Each will build on the programme content and mentor circles to guide participants as they deliver different parts of the project. These will also act as open "clinics" for asking/answering questions.

***3 Workshops via Zoom + 1 Project.***



# EQUITY-CENTRED DESIGN & ELECTIVES



**Equity-centred design for social impact** will be part of the core programme, reflecting its growing role in funding design and funder decisions, and participants' interest.

Three live (and recorded) teaching webinars will be designed and delivered by our long-time advisor and collaborator Dr Jessica Oddy. Jess has worked in the Social Impact space for over 20 years, designing equity-centred social change programs in the UK as well as for many humanitarian relief programs. She is currently Director of Learning & Evaluation at the Global Fund for Children & Founder of the Design for Social Impact Lab.

Participants enjoy the rich variety of content and channels offered by the programme so we will continue to offer a range of non-compulsory **elective content**, including:

- **Podcast:** 45-minute conversations with civil society leaders explore regional perspectives and practices.
- **Online Community:** smaller mentoring circles will be supplement with WhatsApp and LinkedIn community groups.
- **Newsletter:** a regular e-newsletter will share engaging content and all programme admin.
- **Blogs/Vlogs:** Global Faculty will share written content, resources, and video blogs with new content.

We will host an annual 2-days-long **"Global Funding Festival"** that offers live region-specific panel webinars (e.g. Corporate Partnerships in East Africa, or Proposal Writing in Latin America), and specialist thematic sessions (e.g. AI Guidelines for Grant-seekers, Digital Engagement of Wealthy Individuals, ECHO for National Programmes, etc.)



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