

**Non Profit Organization: Agar Ethiopia Charitable Society  
January, 2015**

PROPOSAL FOR

**FUNDRAISING PROJECT**

**Initiated by: Leadership of Agar Ethiopia Charitable Society**

**Person 1, Role: Abayneh Mengistu, Chair Person General Assembly**

**Person 2, Role: Tesfaye Bayu, Chair Person Board of Directors**

**Person 3, Role: Abera Adeba, Executive Director**

**Contents**

Summary of Fundraising Project ..... 4

Introduction..... 6

    About Agar Ethiopia ..... 6

        Vision..... 6

        Mission..... 6

Problem Analysis ..... 6

Proposed Solution ..... 7

Why Funds are needed? ..... 7

Where Funds will go? ..... 8

Demonstrating the Need for the Fundraising Project..... 9

    Why we need to raise funds? ..... 9

        Objective 1: Building the Future of Eldercare ..... 9

        Objective 2: Building “The Green House” Rehabilitation Center of Agar Ethiopia ..... 9

        Objective 3: Running Programs: ..... 11

        – Trafficking Victims Reintegration Program (TVRP) ..... 12

    Where the Money will be distributed? ..... 12

    How the Money will be distributed? ..... 12

Strategic Objectives ..... 13

    Overview ..... 13

    Objective 1: Public collection through various mechanisms: (Phase 1: 2015 - 2017)..... 13

    Objective 2: Cost Sharing through various mechanisms: (Phase 2: 2017 - 2019)..... 13

    Objective 3: Income Generating Scheme through various mechanisms: (Phase 3: 2019 - ) ..... 13

    Activities to achieve objective 1: ..... 13

    Activities to achieve objective 2: ..... 13

    Activities to achieve objective 3: ..... 13

Outline of the Fundraiser ..... 14

    Supplies Needed..... 14

    Space Needed..... 14

Fundraiser Description..... 14

**General Assembly** ..... 14

        General Assembly committee ..... 15

<b>Board of Directors</b> .....	15
Management.....	15
Organizational Structure .....	15
Human Resources for Fundraiser and Roles.....	15
Technical Implementers of this action plan .....	15
Essential Volunteers/Committee Chairs .....	15
Fundraiser Schedule.....	17
Special Events Timeline .....	17
– <b>Four Months Before The Event:</b> .....	17
– <b>Three and Half Months Before The Event</b> .....	19
– <b>Three Months Before The Event</b> .....	21
– <b>Two and Half Months Before The Event</b> .....	22
– <b>Two Months Before The Event</b> .....	22
– <b>One and Half Months Before The Event</b> .....	23
– <b>One Month Before The Event</b> .....	23
– <b>Two Weeks Before The Event</b> .....	24
– <b>The Week of The Event</b> .....	24
– <b>A Day Before The Event</b> .....	25
– <b>The Day of The Event</b> .....	25
– <b>Post-Event Follow Up</b> .....	27
Fundraiser Budget.....	28
Preparatory Budget .....	28
Supplies.....	29
Space.....	29
Resources .....	29
Promotion.....	29
Projected Income .....	30
<b>Potential Fundraiser Risks and Setbacks</b> .....	31
Sponsors.....	32
Evaluation Methods .....	33
Plan for Promotion of Fundraiser .....	34

## Summary of Fundraising Project

This project is being initiated to ***Improve Financial Basis of Agar Ethiopia*** to ensure that Agar Ethiopia attains self-sustainability and reduces its reliance on donor funding. The overall objective of this fundraising project plan is to not only ensure the sustainability of Agar Ethiopia, but most importantly builds on the gains of the trust sustainably provide adequate support services to elderly people, mentally ill and victims of human trafficking. This objective is in line with the need to fully implement the Strategic Plan 2015-2019 formulated in collaboration with Royal Danish Embassy at Addis Ababa in Ethiopia.

The target group for this fundraising project plan is main beneficiaries of Agar Ethiopia, which include the elderly people, the mentally ill and victims of human trafficking. The main partner organizations or stakeholders of the this fundraising project plan are among others Government Officials, Inter Religious Council, Embassies in Addis Ababa, Development Partners (INGOs, Donors), Civil Society Organizations, Professional Associations, Business Communities, Media, Sports Men/Women, Artists, and the target communities. The immediate objective of this plan is to construct Geriatric/Mental Health Hospital, Elders’ Village and Long-Lasting Rehabilitation Center, that will enables Agar Ethiopia improve its financial basis for future.

To achieve the immediate objective, various outputs have been identified. These include:

- ♣ Put in place a sound fundraising Plan by the end of 2014;
- ♣ Five business companies/people reached to raise ***ETB 10,000,000*** each year till the end of strategic plan year (2019);
- ♣ Three national fundraising events organized at Addis Ababa to raise ***ETB 18,000,000*** each year till the end of strategic plan year (2019);

The major strategies to be deployed are:

### **1. Public collection through various mechanisms: (Phase 1: 2015 - 2017)**

- ♣ Organize sport festivals – “Sport for elders”, “Sports for Mental Health”, Sports Against Trafficking” “Sports for Life Saving” and “Sports to Build Future”;
- ♣ Organize Music-Consorts – “Music to Build Elder’s Future” “Music for Mental Health” “Music to Renew Victims of Trafficking” “Music to Rebuild Generation” and etc...;
- ♣ Organize Bazaars and Auctions – “Art Bazaar to Build Elder’s Future”, “Cultural Bazaar to Rebuild Generation”, “Religious Bazaar to Cure Mental Illness” and etc...;
- ♣ Lottery and Ticket Sales – “Tombola, Special Lottery, SMS, Mobile Banking, Game-card Membership Fee - Card, MasterCard for Old-age, Mobile Game and many others.
- ♣ Entrance Fee collection during each fundraising events;

- ♣ Sales of Materials on each fundraising events;
- 2. Cost Sharing through various mechanisms: (Phase 2: 2018 - 2019)**
- ♣ Organize health service delivery system – “Mental/Geriatric health, Geriatric homecare”;
  - ♣ Training, Counselling and Consultancy – “Mental/geriatric health training provision”;
  - ♣ Supplies delivery system – “Medical Supplies/Equipments sales with reasonable costs”;

The project is planned as a part of annual plan of Agar Ethiopia to be implemented in five years time in order to improve the financial basis of the organization. The total budget required for the implementation of project activities stated above is ***ETB 457,340.00*** which is approximately ***USD 22,867***. The detailed action plan for each fundraising event will be developed during the implementation periods.

## Introduction

### **About Agar Ethiopia**

Agar Ethiopia is a national non-governmental and non-profit making organization established in 2005 and re-registered in 2009 with Federal Democratic Republic of Ethiopia's Charities and Societies Agency as an Ethiopian Resident Charity Organization under certificate number 0496.

### **Vision**

Agar Ethiopia envisions empowered, renewed and rebuilt society of elders, mentally ill, and victims of trafficking.

### **Mission**

Agar Ethiopia is facilitating human development to improve the quality of life for victims of human trafficking, elderly people and the mentally ill by addressing their physical, emotional, mental, and spiritual needs and empowering them to meet their own needs by themselves.

### **Problem Analysis**

Behind any successful program is the organizational foundation that makes it a reality. Here at Agar Ethiopia, everything is centered upon our vulnerable population: returnee victims of human trafficking, the mentally ill and the indigent elderly. Of course, the work is in progress, our approach to organizational design has been entirely focused on 1) understanding the needs of our population, 2) learning how we can help, and 3) designing and assembling the organization that makes all of this possible.

Given the focus on sustainable development, we'd like to turn the paradigm inward so as to ensure that Agar Ethiopia is sustainable as an organization. We intend to establish fiscal self-sufficiency by maintaining the level of grant support we receive but also by expanding our individual donor base, mobilizing internal resource to establish long-lasting institutions that recycling the profits from our revenue ventures, and increasing the association's membership. Where a single organization falls short in the face of vast need, we would like to expand our capability to serve as an enabler for our partner organizations. We consider this catalyst, or proxy, function as one of our most critical.

Agar Ethiopia has put in place the new Strategic Plan 2015-2019 to address these issues. One of the major programs of the organization is supporting elderly people with a view to seeing dignified and respected older people; the second is rendering adequate effective mental health services to those mentally affected and the third is rescue, rehabilitate and reintegrate victims of human trafficking. The strategic plan was aimed at to raise fund which is more than 28 Million Ethiopian Birr every year.

Despite the fact about 51% of the planned budget was financed by Royal Danish Embassy in Ethiopia, Agar Ethiopia was facing a serious funding problem in the last three years. The underlying causes for poor funding were low interest of donors to support the elderly program, low government attention to the issue of the older people and Agar Ethiopia didn't put in place local fund raising strategy.

### **Proposed Solution**

This project is being initiated to *Improve Financial Basis of Agar Ethiopia* to ensure that Agar Ethiopia attains self-sustainability and reduces its reliance on donor funding. The overall objective of this fundraising project plan is not only to ensure the sustainability of Agar Ethiopia, but most importantly builds on the gains of the trust sustainably provide adequate support services to elderly people, mentally ill and victims of human trafficking. This objective is in line with the need to fully implement the Strategic Plan 2015-2019 formulated in collaboration with Royal Danish Embassy at Addis Ababa in Ethiopia.

The target group for this fundraising project plan is main beneficiaries of Agar Ethiopia, which include the elderly people, the mentally ill and victims of human trafficking. The main partner organizations or stakeholders of the this fundraising project plan are among others Government Officials, Inter Religious Council, Embassies in Addis Ababa, Development Partners (INGOs, Donors), Civil Society Organizations, Professional Associations, Business Communities, Media, Sports Men/Women, Artists, and the target communities. The immediate objective of this plan is to construct Geriatric/Mental Health Hospital, Elders' Village and Long-Lasting Rehabilitation Center, that will enables Agar Ethiopia improve its financial basis for future.

### **Why Funds are needed?**

Agar Ethiopia Charitable Society is a non-governmental organization that works for elderly support; mentally ill people and rescue, rehabilitate, empower and reintegrate victims of trafficking. We provide a residential rescue, rehabilitation and reintegration services to returnee women, children, and men victims of trafficking. We endeavor to provide a decent and dignified elder's hood, youth hood and childhood to those marginalized elders, adults, youth, adolescent and children. This proposal designed to raise funds that seek financial support for a project to support elders and mentally ill; to rescue, rehabilitate and reintegrate returnee women, children and men victims of trafficking.

The goals of this project is to raise funds that enable us rescue returnees from the control of traffickers, to expose the organized networks of human trafficking, to rehabilitate and reintegrate the rescued people, to create awareness on human trafficking, to provide life and vocational skill training programs for self-help groups and to influence community's attitude to anti-trafficking. *To realize our goals, we need financial assistance to build three fundamental institutions (elders' village, rehabilitation center and the mental health hospital) that builds the elders' future and ensures future rescue operations of Victims of Trafficking.*

In addition, we also require funds to provide food, shelter, clothing, education, vocational skill training, health care and entertainment for the women, children and men and to pay the salaries of the staff for five years. The total budget required for the five strategic plan year including the initial construction costs of the planned institutions is **ETB 142,932,604 (100 %)** of which **ETB 102,670,396 (71.83 %)** is program and **ETB 40,262,208 (28.17 %)** is admin costs. This means it requires us to raise more than 28 Million Ethiopian Birr each year.

**Where Funds will go?**

The funds will go to realize our goals, which is to build three fundamental institutions (elders' village, rehabilitation center and the mental health hospital) that builds the elders' future and ensures future rescue operations of Victims of Trafficking. In addition, we also use funds to provide food, shelter, clothing, education, vocational skill training, health care and entertainment for the women, children and men and to pay the salaries of the staff for five years as stated above in line with the government's policies and regulation.

## Demonstrating the Need for the Fundraising Project

**Why we need to raise funds?**

**Objective 1: Building the Future of Eldercare**



**Objective 2: Building “The Green House” Rehabilitation Center of Agar Ethiopia**

**What is a Green House?**

- θ The Green House model is a revolutionary approach to traditional skilled nursing care;
- θ It creates an environment in which residents receive the personal care and clinical support they need in a living space designed as a private home;
- θ It focuses on the needs and desires of the resident, rather than the operational needs of the institution;
- θ Physically and philosophically, The Green House model puts the *home* back into nursing home;

## **“The Green House” Plan**



**Objective 3: Running Programs:**

- **Elderly Support Program (ESP)**

- ♣ Elders Rehabilitation Program (ERP)
- ♣ Sponsor a Grandparent Raise a Grandchild (SaGRaG)
- ♣ Vulnerable Elder Sponsorship Program (VESP)
- **Trafficking Victims Reintegration Program (TVRP)**
  - ♣ Rehabilitation and Reintegration Program (RRP)
  - ♣ Life and Vocational Skills Training Program (LVSTP)
  - ♣ Reducing Human Trafficking Program (RHTP)
- **Health Program (HP)**
  - ♣ Psychiatric and Geriatric Clinics
  - ♣ Health Training Centres
  - ♣ Medical Supplies and Pharmacies

**Where the Money will be distributed?**

The money will be distributed among targeted beneficiaries based on planned program implementation for five years as follows:

– Trafficking Victims Reintegration Program (TVRP)	21,734,156
– Reducing Human Trafficking Program (RHTP)	4,499,459
– Health Program (HP)	20,706,775
– Elderly Support Program (ESP)	14,230,006
– Organizational Development	
♣ Construction of Rehab Centre	4,950,000
♣ Construction of Mental Health Hospital	4,950,000
♣ Construction of Elders’ Village	6,600,000
♣ Foundation of the “Green House”	25,000,000
– Administration Costs	40,262,208
– <b>Total money required</b>	<b>142,932,604</b>

**How the Money will be distributed?**

The money will be distributed in annual basis based on planned program implementation for the five years strategic plan attached herewith.

The total budget required each year is as follows

<b>Year:</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
<b>ETB:</b>	<b>21,782,713</b>	<b>25,235,069</b>	<b>28,509,543</b>	<b>32,024,900</b>	<b>35,195,799</b>

## Strategic Objectives

### Overview

The project is planned as a part of annual plan of Agar Ethiopia to be implemented in five years time in order to improve the financial basis of the organization. The detailed action plan for each fundraising event will be developed during the implementation periods.

**Objective 1: Public collection through various mechanisms: (Phase 1: 2015 - 2017)**

**Objective 2: Cost Sharing through various mechanisms: (Phase 2: 2017 - 2019)**

**Objective 3: Income Generating Scheme through various mechanisms: (Phase 3: 2019 - )**

### Activities to achieve objective 1:

- ♣ Organize sport festivals – “Sport for elders”, “Sports for Mental Health”, Sports Against Trafficking” “Sports for Life Saving” and “Sports to Build Future”;
- ♣ Organize Music-Consorts – “Music to Build Elder’s Future” “Music for Mental Health” “Music to Renew Victims of Trafficking” “Music to Rebuild Generation” and etc...;
- ♣ Organize Bazaars and Auctions – “Art Bazaar to Build Elder’s Future”, “Cultural Bazaar to Rebuild Generation”, “Religious Bazaar to Cure Mental Illness” and etc...;
- ♣ Lottery and Ticket Sales – “Tombola, Special Lottery, SMS, Mobile Banking, Game-card Membership Fee - Card, MasterCard for Old-age, Mobile Game and many others.
- ♣ Entrance Fee collection during each fundraising events;
- ♣ Sales of Materials on each fundraising events (T-Shirts, Badge, Stickers, Beverages, water, cookies and etc) ;

### Activities to achieve objective 2:

- ♣ Organize health service delivery system – “Mental/Geriatric health, Geriatric homecare”;
- ♣ Training, Counselling and Consultancy – “Mental/geriatric health training provision”;
- ♣ Supplies delivery system – “Medical Supplies/Equipments sales with reasonable costs”;

### Activities to achieve objective 3:

- ♣ Combination activities of the two objectives above;
- ♣ Build income generating institutions based on the feasibility study to be undertaken;
- ♣ Involving beneficiaries in income generating schemes;

## Outline of the Fundraiser

### Supplies Needed

- Decoration
- Food & Drinks/Refreshments
- Prizes
- Games/Entertainment
- Special Services including Permits
- More Services: (Handicapped consideration, Music, Entertainment, DJ, etc.)
- Security
- Vendor/Services
- Others
- Day of Event Tasks
  - ♣ Set-Up
  - ♣ Event Staffing
    - ♣ Decorating
    - ♣ Table/Chair/Furniture/Set-up
    - ♣ Equipment Set-up
    - ♣ Table/Booth Staffing
    - ♣ Announcing
    - ♣ Ticket-takers/Registration Table
  - ♣ Clean-Up

### Space Needed

- Sports Fields (Stadium);
- Bazaar and Exhibition Centre;
- Consort Hall (Millennium Hall);

### Fundraiser Description

Agar Ethiopia is a charity organization that has re-registered as an Ethiopian Resident Charity on 09 November 2009 according to the new CSO law. The organization with a general assembly that constitutes 24 members has an approved memorandum of association. This by law states the roles responsibilities of the general assembly, the general assembly committees, the board and the management, and the auditor. It also states meeting schedules of the general assembly and the board members election, membership fee and fiscal year, which is the European fiscal year.

### General Assembly

The general assembly is the highest decision making organ and approves annual plan, budget and reports including audit report and makes all the strategic decision concerning the organization.

### **General Assembly committee**

The general assembly committee constitutes three members: a chair person, vice chairperson and secretary. The board constitutes seven members; a chair person, vice chairperson, and five members. This committee is responsible for organizing the general assembly meeting and enforcing the decisions made by the general assembly.

### **Board of Directors**

In concert with an independent auditor, Agar's Board of Directors reports directly to the General Assembly of the association's membership. As a whole, the board contributes profound executive experience accumulated through individual experience in the public, private, and non-profit sectors. Each director is elected to a four-year term.

### **Management**

Currently Abera Adeba JOTTE serves as the Executive Director of Agar Ethiopia. The executive director is the most responsible person in program and administrative matters of the organization. At present, the organization has 28 full-time staff, 3 part-time staff and more than 50 volunteers in delivering direct services and supports with multiple capacities related to programmatic and administrative service. The management committee has five members comprising executive director and four program managers.

### **Organizational Structure**

Agar Ethiopia, as it can be seen below in the organizational structure has followed the organizational structure that is recommended by the Charities and Societies law. The different management levels have different roles and responsibilities stated in the memorandum of association.

### **Human Resources for Fundraiser and Roles**

#### **Technical Implementers of this action plan**

Agar Ethiopia's one Fund Raising Officer and one Finance Officer will be assigned fully to perform the day-to-day activities of this action plan in collaboration with the program and finance officers by guidance from the Executive Director.

### **Essential Volunteers/Committee Chairs**

**Event Chair(s)** - oversees all activities relating to event from start to finish.

- General Duties:
  - ♣ Oversee the event at-large
  - ♣ Generate budget
  - ♣ Appoint committee chairs
  - ♣ Determine theme

- ♣ Maintain communication with staff or key member of the organization
- ♣ Most of the detail work will stay with the specific committee chairs below

**Corporate Relations/Sponsorships** - helps raise necessary seed money for early event expenses and help event tickets or tables to corporations

→ General Duties (Strong collaboration between Event Chair(s) on this):

- ♣ Identify potential sponsors/donors: corporate and individual
- ♣ Determine possible benefits for sponsors with the Event Chairs- (most sponsors will want something in return for their investment whether it's free tickets to the event or marketing and advertising for the company)
- ♣ Deliver the promised benefits to sponsors
- ♣ Identify potential sponsors for the event (Be sure to consider pro bono sponsors which will help alleviate expenses)
- ♣ Draft strategy for acquiring sponsors
- ♣ Understand what we need and what we plan to give back to the sponsor (benefits plan)
- ♣ Generate all necessary paperwork
- ♣ Understand the traditional giving cycle of our target sponsor—don't ask for money too late! Research our prospects.

**Volunteers Coordinator Chair** - recruits and energizes volunteers for all committees

→ General Duties:

- ♣ Identify volunteer needs for each committee
- ♣ Communicate regularly with volunteers on behalf of the Event Chair
- ♣ Recruit more volunteers as necessary
- ♣ Delegate tasks on the day of event

**Media & Public Relations Chair** - promotes the event

→ General Duties:

- ♣ Develop the language for promoting the event
- ♣ Identify media sponsors
- ♣ Work with Corporate Relations/Sponsorship Chair regarding press releases
- ♣ Communicate through various methods (TV, print, radio, web, email)

Other areas to consider once "core" committee members are determined and appointed. Details covered in timeline.

**Logistics Committee Chair** - oversees the details and the flow on the day of the event

**Invitation Committee Chair** - oversees the designing and mailing the invitation

**Decorations Committee Chair** - determines necessary decorations based on theme

**Auction Committee Chair** - organizes all aspects of auction

**Menu Committee Chair** - works with the caterer on food and drink choices

**Entertainment/Program Committee Chair** - determines and contracts entertainment bands

## Fundraiser Schedule

The fundraiser planned to organize three especial events every year at the same time in different settings.

### Special Events Timeline

#### → Four Months Before The Event:

- ♣ Appoint Event Chair(s)
- ♣ Determine the purpose of our event. (Fundraiser or donor development)
- ♣ Establish a theme for the event
- ♣ Establish the BUDGET: expenses and revenue
- ♣ Our event can be priced to attract fewer people at a higher price, or more people at a lower price.
- ♣ Sometimes exposing the organization to a broader group of people is more important than reminding our loyal patrons how wonderful we are.
- ♣ We must be sure to consider these costs:
  - ♣ Venue & service
  - ♣ Labour
  - ♣ Publishing costs
  - ♣ Special equipment
  - ♣ Entertainment
  - ♣ Decorations
  - ♣ Acknowledgment
- ♣ Event chairs determine and appoint Key Committee Chairs:
- ♣ Corporate Relations/Sponsorships Chair (immediately)
- ♣ Volunteer Coordinator Chair (no later than 3 months before event)
- ♣ Media & Public Relations Chair (no later than 3 months before event)
- ♣ Event Chair(s) - Appointing specific committee chairs helps distribute the work. However, event chairs guide the overall purpose and vision of the event and cannot avoid working closely with each chair.
- ♣ Schedule timeline:
  - ♣ Create a timeline highlighting the important aspects of the event
  - ♣ Determine absolute deadlines and plan accordingly to achieve them.
- ♣ Determine guest list. (This will influence price per person costs.)
  - ♣ We must be sure our guest list comprises appropriate people that will realize the purpose of our event. (Example: the more classy the event, the more affluent the guests.)

- ♣ Start spreadsheet tracking: formal names, addresses, and phone numbers.
- ♣ Determine Where and When
  - ♣ Establish location, time & date (this is vital to the planning)
  - ♣ Book venue: make deposits and sign contracts if necessary

### — Three and Half Months Before The Event

- ♣ Initial committee meetings begin
- ♣ Appoint last Committee Chairs
  - ♣ Logistics Committee Chair
  - ♣ Invitation Committee Chair
  - ♣ Decorations Committee Chair
  - ♣ Auction Committee Chair
  - ♣ Menu Committee Chair
  - ♣ Entertainment/Program Committee Chair

Individual committees begin to plan the details of each area and adhere to budget constraints determined by Event Chair(s)

- ♣ Logistics Committee
  - ♣ Determine flow and timing of event
  - ♣ Determine volunteers needed
  - ♣ Brainstorm ideas for new and unique experiences
- ♣ Invitation Committee
  - ♣ Determine style (in-house? paper choice? professional print job?)
  - ♣ Choose design Identify printer
  - ♣ Choose and order paper. Be sure paper to be used will allow for the desired effect.
  - ♣ Determine whether you will mail invitations first class or bulk
- ♣ Decorations Committee
  - ♣ Begin to determine theme
  - ♣ Start cost evaluations
- ♣ Auction Committee
  - ♣ Identify financial goal
  - ♣ Determine milestones for success (Set realistic goals and evaluate them regularly.
  - ♣ Get lists of past merchant donors
  - ♣ Divide list among committee
  - ♣ Design a solicitation mailing for auction donations

If goal is large:

  - ♣ Include: Letter, Brochure, Return envelope
  - ♣ Determine postage needs
  - ♣ Be sure to use a clean address list

If goal is modest:

  - ♣ Identify desired items and donors
  - ♣ Divide solicitations among committee members based on their personal relationships
  - ♣ Start asking
- ♣ Menu Committee
  - ♣ Start brainstorming on menu ideas.
  - ♣ Work with caterer on costs

- ♣ Some caterers may invite you to taste a sample of the menu options to help with your decisions

- ♣ Entertainment/Program Committee
  - ♣ Determine amount of time available for entertainment before or during the event.
  - ♣ Determine use of band
    - Identify band
    - Check availability
    - Book ASAP (Some bands require a deposit)
  - ♣ Select Speaker/Auctioneer/Master of Ceremonies
    - Identify personality
    - Check availability
    - Book ASAP
    - Start drafting script

Event chair finalizes all deadlines in each committee and recruits volunteers for their committee.

- ♣ Corporate Relations/Sponsorships Chair
  - ♣ Begin sponsorship solicitations
    - Mail packets and meet potential sponsors in person
    - Get high powered, influential people involved in the ask
    - Follow-up bi-weekly until we get an answer
    - If corporations are uninterested in sponsoring the event at-large, ask them to commit to purchase a table at the event or several tickets

### — **Three Months Before The Event**

- ♣ Event Chair(s)
  - ♣ Begin monthly meetings for all Committee Chairs (Keep this a standing date to insure attendance.)
  - ♣ Each committee reports progress and expresses needs
  - ♣ Reconcile Budget
    - Go over budget with the Committee Chairs keeping close tabs on what each Committee spends
- ♣ Corporate Relations/Sponsorships Chair
  - ♣ Continue with sponsorship solicitations and table/ticket sales
  - ♣ Start to collect sponsor logos for use in P.R. and signage
  - ♣ Ask sponsors to participate in volunteering for event
- ♣ Media & Public Relations Chair
  - ♣ Write press releases
    - Continue to hold monthly committee meetings
    - Include Date, Time, Location, name of organization holding event, volunteer groups involved, purpose of event, celebrities involved, contact information, sponsors
    - Working with the Auction Committee Chair actively solicit large auction donations
      - Items such as cars, trips, art, etc. usually require formal requests

## → **Two and Half Months Before The Event**

- ♣ Event Chair(s)
  - ♣ Start early ticket sales with board members and high end donors- use their names on the invitation later (be sure to get their permission)
    - Send letter with benefits of early purchase if necessary
    - If we plan to list on invitation, we must be sure to list a deadline for printing purposes
  - ♣ Continue to hold monthly committee meetings
    - Go over budget with the Committee Chairs keeping close tabs on what each Committee spends
- ♣ Media & Public Relation Chair
  - ♣ Fax press releases to all newspapers, radio stations & T.V. stations
- ♣ Corporate Relations/Sponsorships Chair
  - ♣ Mail second invoices to corporate sponsors (if necessary)
- ♣ Invitation Committee Chair
  - Plans invite to drop in the mail 4-5 weeks before the event
  - ♣ Begin working with invitation design
    - Choose and order paper (be sure paper to be used will allow for the desired effect)
    - If we are using bulk mail be wary of busy mailing times: Christmas, Mother's Day, Valentine's Day; this could slow down our mailing
    - Including a return envelope will make the RSVP process easier for guests, but will increase expense of invitation.
    - Mailing envelope should have a "return service requested" statement. This will be more expensive, but all erroneous addresses will be returned to organization for correction.

## → **Two Months Before The Event**

- ♣ Event Chair(s)
  - ♣ Begin cleaning up mailing list for invitations
  - ♣ Visit event venue
  - ♣ Continue holding monthly committee meetings
  - ♣ Go over budget with the Committee Chairs keeping close tabs on what each Committee spends
- ♣ Corporate Relations/Sponsorship Chair
  - ♣ Report your progress to sponsors
- ♣ Decoration Committee Chair
  - ♣ Order necessary decorations
  - ♣ Finalize decoration details with Event Chair
  - ♣ Order necessary party favours
- ♣ Auction Committee Chair

- ♣ Start collecting donated auction items
- ♣ Keep an excel spread sheet going with all collected items and information
- ♣ Make sure to keep all props to return to the donors

#### → **One and Half Months Before The Event**

- ♣ Event Chair(s)
  - ♣ Start bi-weekly Committee meetings
  - ♣ Go over budget with the Committee Chairs keeping close tabs on what each Committee spends
- ♣ Media & Public Relation Chair
  - ♣ Fax second round of press releases
  - ♣ Report progress to sponsors
    - Include any new/ early ticket or table buyers
- ♣ Logistics Committee Chair
  - ♣ Get volunteers committed for the day of the event
  - ♣ Clarify any parking issues that might be attached to using the venue
- ♣ Invitation Committee Chair
  - ♣ Finalize invitation designs- last chance for early sponsor opportunities and tickets purchases!
    - Send to printer within two weeks
    - Allow one week for proofing and approval by committee and organization
    - Start early label printing if necessary
- ♣ Auction Committee Chair
  - ♣ Continue to collect the auction items
    - Determine bidding procedure for larger items:
      - Live - be sure to book an auctioneer
      - Sealed - start promoting items to guests
        - Send out booklet of items collected before the event
    - Silent - Generate bid sheets and determine minimum bids on all items
- ♣ Menu Committee Chair
  - ♣ Begin to focus on menu options
    - Work closely with caterer
    - Don't forget to consider special dietary needs of guests
    - Make menu match the season
    - Set up time for tasting of the menu if necessary
- ♣ Entertainment/Program Committee Chair
  - ♣ Final considerations
    - Sound systems
    - Transporting heavy objects
    - Get all information to the invitation committee for publication

#### → **One Month Before The Event**

- ♣ Event Chair(s)

- ♣ Continue with bi-weekly committee meetings
- ♣ Go over budget with the Committee Chairs keeping close tabs on what each Committee spends
  
- ♣ Invitation Committee Chair
  - ♣ Get invitation volunteers together to assemble
  - ♣ Check on available postage first class bulk o Mail invitations
- ♣ Entertainment/Program Committee
  - ♣ Confirm entertainment

#### → **Two Weeks Before The Event**

- ♣ Event Chair
  - ♣ Begin collecting reservations
  - ♣ Seat guests according to their priority. This can be determined by donation level, profile in the community, etc.
  - ♣ Final arrangements made and approved for decorations
  - ♣ Reconcile budget
  - ♣ Volunteer coordinator should meet with each committee chair to determine needs
  - ♣ Reconcile Budget
- ♣ Corporate Relations/ Sponsorship Chair
  - ♣ Start to design signs for sponsors
    - Be sure to use the most updated logo
  - ♣ Report progress to sponsors
- ♣ Media & Public Relations Chair
  - ♣ Send another round of press releases
    - Be sure to get local society reporters to cover the event (you may need to comp their tickets)
- ♣ Decorations Committee Chair
  - ♣ Order flowers
  - ♣ Make sure decorations have been finalized
- ♣ Auction Committee Chair
  - ♣ Continue to collect auction items
  - ♣ Print all necessary bid sheets for the auction
  - ♣ Mail mini-auction booklet to confirmed guests to promote items (if budget allows)
- ♣ Menu Committee Chair
  - ♣ Confirm menus with the caters
    - Be sure all rentals have been requested
    - Make sure all beverages are set including non-alcoholic beverages

#### → **The Week of The Event**

- ♣ Event Chair

- ♣ Fill empty seats with potential donors/sponsors, dedicated committee members or staff from the organization
- ♣ Finalize the seating chart
- ♣ Call each committee chair to check status
  
- ♣ Logistics Committee Chair
  - ♣ Confirm volunteers - tell them where to be and when
- ♣ Decoration Committee Chair
  - ♣ Coordinate final plan to deliver decorations
- ♣ Auction Committee Chair
  - ♣ Account for all auction items and bid sheets
- ♣ Menu Committee Chair
  - ♣ Confirm catering
- ♣ Entertainment/program Committee Chair
  - ♣ Confirm entertainment
  - ♣ Confirm arrival times
    - Entertainment
    - Volunteers

#### → **A Day Before The Event**

- ♣ Event Chair
  - ♣ Print out guest list in alphabetical order for the check-in volunteers
  - ♣ Generate checks for entertainment and caterer if required
- ♣ Media & Public Relations Chair
  - ♣ Deliver signage to event site (any other items that can be delivered early should arrive in the late afternoon)
- ♣ Entertainment/Program Committee Chair
  - ♣ Be sure all necessary sound equipment is delivered early on the day of the event in case of problems

#### → **The Day of The Event**

- ♣ All Event & Committee Chairs
  - ♣ Arrive for set up
  - ♣ Work in shifts
  - ♣ Be sure all aspects are in place before leaving to get ready
  - ♣ Return to the event (dressed for the evening) 45 minutes before guests arrive
- ♣ Logistics Committee Chair
  - ♣ Have volunteer coordinator lead his/her troops
  - ♣ Keep timeline close at hand all evening to check the status
- ♣ Decoration Committee Chair
  - ♣ Check the quality of the decorations
- ♣ Menu Committee Chair

- ♣ Walk through event one final time with the caterer
- ♣ Entertainment/Program Committee Chair
  - ♣ Have feature entertainment and speakers in place 20 minutes before we need them

## — **Post-Event Follow Up**

We take time to evaluate our event especially if we plan to repeat it! Don't forget one of the most important aspects of our event: saying "Thank you" to everyone that participated in the event.

### ♣ Event Chair

- ♣ Reconcile budget
  - Collect any outstanding money or pledges
  - Mail or deliver all expenses from event
- ♣ Send thank you notes to all committee members
- ♣ Send a report to all sponsors with a thank you
  - Consider having a follow-up thank you party for everyone who participated
- ♣ Send follow-up communications to all special guests encouraging them to continue to support the organization
- ♣ Collect all articles and press clippings
- ♣ Meet with individual committees 2 to 5 days after the event for evaluation
  - Discuss all successes and challenges of event
  - Offer suggestions to remedy problems
  - Offer explanations as to why certain things did and did not work
  - Evaluate whether the event served its purpose
  - Decide whether you would do the event again
- ♣ Save all notes and compile a notebook for reference to future chairs
  - Include all budget to actual information
  - Include receipts
  - Include planning notes from each committee chair
  - Include all press releases
  - Include sample letters sent to sponsors
  - Include sample invitations
  - Include guest lists

## Fundraiser Budget

### Preparatory Budget

S/N	ITEMS DESCRIPTION	Frequency	Quantity	Unit Price	Total
<b>1</b>	<b>Conduct fund raising plan meetings</b>				
1.1	One meeting organized with Agar Leadership members	1	24	500	12,000
1.2	2 concept notes produced 1 for workshop and 1 for air time	2	2	500	2,000
1.3	One meeting with donors to cover the cost of event	1	10	500	5,000
1.4	Conduct one fund raising workshop with stakeholders	1	100	500	50,000
	<b>Sub Total</b>				<b>69,000</b>
<b>2</b>	<b>Reach Communities for Funding</b>				
2.1	Organize six fund raising committees of 3 members each	6	3	500	9,000
2.2	Undertake 7 meetings among different business people	7	20	500	70,000
2.3	Assign three responsible group that manage money collection	3	30	500	45,000
	<b>Sub Total</b>				<b>124,000</b>
<b>3</b>	<b>Organize Fund Raising Events</b>				
3.1	Produce one master event plan	2	3	500	3,000
3.2	Conduct one training and train 18 committee members (5)	5	20	500	50,000
3.3	Recruit 3FR event Organizers	1	3	150,000	450,000
	<b>Sub Total</b>				<b>503,000</b>
	<b>Total Program Cost</b>				<b>696,000</b>
	Recurrent (Admin Cost) 30%				208,800
	<b>Grand Total</b>				<b>904,800</b>

**Supplies**

T-Shirts	50,000 X 150 =	7,500,000
Tombola Lottery Tickets Printing Costs	999,999 X 5 =	4,999,995
Vehicles for Lottery and SMS Games	5 X 1,200,000 =	6,000,000
Laptops for SMS Games	600 X 7,500 =	4,500,000
Computers for Auction	600 X 4,500 =	<u>2,700,000</u>
		<b><u>25,699,995</u></b>

**Space**

Millennium Hall Rent		500,000
Exhibition Centre Rent		2,000,000
Stadium Cost		<u>1,500,000</u>
		<b><u>4,000,000</u></b>

**Resources**

Venue & service arrangement and cleaning		60,000
Labour security and volunteer workers		150,000
Special equipments rent and transport		30,000
Entertainment		600,000
Decorations		90,000
Acknowledgment		<u>60,000</u>
		<b><u>990,000</u></b>

**Promotion**

Publishing costs		300,000
Radio Programs		700,000
TV Programs		1,500,000
Cost of Event Organizing Agencies		<u>1,500,000</u>
		<b><u>4,000,000</u></b>

**Total Running Costs** **35,594,795**

## Projected Income

T-Shirts sales	$50,000 \times 250 = 12,500,000$
Tombola Lottery Tickets Sales	$999,999 \times 20 = 19,999,980$
SMS Games Income	$3 \times 5,500,000 = 16,500,000$
Entrance Fee Collection	$50 \times 100,000 = 5,000,000$
Individual Pledge	$100 \times 50,000 = 5,000,000$
Computers for Auction	$600 \times 6,500 = \underline{3,900,000}$
<b>Total</b>	<b><u>62,899,980</u></b>

## Additional Costs

15% of Ticket Sales to National Lottery	$15\% \times 19,999,980 = 2,999,997$
15% of SMS Games to Ethio-telecom	$15\% \times 16,500,000 = 2,475,000$
15% of SMS Games to National Lottery	$15\% \times 16,500,000 = \underline{2,475,000}$
<b>Total Additional Costs</b>	<b><u>7,949,997</u></b>
<b>Total Running Costs</b>	<b><u>35,594,795</u></b>
<b>Grand Total Costs</b>	<b><u>43,544,792</u></b>

**Net Estimated Profit** **19,355,188**

## Potential Fundraiser Risks and Setbacks

Risk	Mitigation Measures	Likelihood H/M/L	Significance
Individual and institutional resistance to local fund raising due to lack of awareness on funding regulation of Ethiopia	The various training programs outlined will equip them with enough information to increase their local funding regulation will lead to attitudinal change	Medium	Low
Lack of commitment from institutional heads and political leaders	The project will be streamlined with existing structures. This is to cater for institutional/political ownership of the project	Low	Low
The legal framework has been enacted recently for NGOs working in Ethiopia is posing some challenges	Enhancing stakeholders' involvement in general and the government officials in particular deploying accountability dialogue tool to put in place the legitimacy, accountability and transparency	Medium	Medium

## Sponsors

- θ The Royal Danish Embassy;
- θ Embassy of Finland;
- θ International Organization for Migration;
- θ International Labour Organization;
- θ Business Companies;
- θ Relevant Government Ministries (MoLSA, MoFA, MoWCYA and MoH)
- θ Individuals, Artists, Sports Men and Women;

## Evaluation Methods

To ensure the proper implementation of any project and to ascertain that the targeted vulnerable groups are reached, program monitoring and evaluation is very essential. Agar Ethiopia's proposed programs will be monitored and evaluated by target beneficiaries, government line offices, and Agar's staff. Possible efforts will be made to assess intermediate results and possible impacts of the programs against fulfilling the objectives and results set in the long run. The head office will do regular monitoring, process evaluation and make corrective measures if implementation directions are not in line with the project plan. In addition to these, the local government structures have roles in assisting and making follow-ups of the project.

A mid-term review and an end of strategic plan evaluation will be conducted by external consultants using a participatory approach. Results from the mid-term evaluation will be used to adjust the strategic plan accordingly and to document lessons learned. All findings will be shared with all stakeholders. In addition, financial auditing will be made at the end of each project year and reported to all funding partners and government offices. Agar will submit the quarterly, biannual, and annual activity and financial report to the funding partners as deemed necessary.

## **Plan for Promotion of Fundraising**

### **Fund Raising Planning Checklists**

Planning an event is easy if we're organized. Use these step-by-step checklists to ensure we don't forget anything that could help make our event a success!

#### **Before our event**

- Brainstorm fundraising ideas – refer to our Fundraising Ideas to get started
- Check into any possible safety or legal issues such as whether permits are required
- Determine how many people we will need to help us execute our plan
- Enlist volunteers – friends, family, colleagues or other motivated people
- Let ChSA know about our event
- Plan our budget
- Find a suitable location
- Schedule our event
- Promote our event, ensuring all materials with our name/logo approved prior to use

#### **During our event**

- Assign someone to be responsible for handling the donations
- Have Agar Ethiopia Pledge Form handy for donations of ETB 100 or more
- Display and/or distribute Agar Ethiopia's brochures

#### **Events we want to organize**

- Celebrate Ethiopian Patriots' day combining with football sport and selling tickets (Addis Ababa BoLSA & Addis Ababa Sport Commission)
- Organize Bazaar and Art Exhibition at Exhibition Center (Sebastopol Cinema and/or Century Promotion Service)
- Organize Consort at Millennium Hall (Shewafera Desalegn, Serawit Fikre, Seifu Fantahun, and Yoseph Gebre (Josy in Z House)

#### **How to organize events we want**

- Outsource to event organizers
- Find sponsorships
- Collect in kind supports for selling

#### **How to promote events we want**

- Find media sponsorships (ZAMI, SHEGER, AATV, EBS, EBC, OTV)
- Outsource radio spots (EBC, FM radios)

## Post-Fundraising Steps

### **After our event**

- Collect the funds
- Thank our donors, use our Acknowledgement Letter Template
- Complete the Financial Summary Form
- Compile all of our donation forms and money collected.
- Learn from our mistakes ... and successes! Evaluate our event and take note of what worked and what didn't. Keep notes of useful contacts and share our learning experiences with Agar Ethiopia and other fundraisers by completing the Event Feedback Form.