25th Eastern Africa Resource Mobilisation Workshop

Africa’s Premier International Fundraising Event

Pride Inn Paradise Beach Resort, Convention Centre and Spa!
Shanzu - Mombasa, Kenya

Tuesday 4th - Friday 7th December, 2018

Sustainability
Powering Your Organisation Through Social Enterprise

www.fundraisingkenya.org
Welcome, Karibu!

Kenya Association of Fundraising Professionals welcomes you to the 25th Eastern Africa Resource Mobilisation Workshop scheduled for Tuesday 4th - Friday 7th December, 2018 at the scenic Pride Inn Paradise Beach Resort, Convention Centre and Spa! Shanzu, Mombasa Kenya. It is one event you do not want to miss.

This year’s workshop focuses on social enterprises that are taking the development world by storm. As the world’s challenges increase against limited resources, donors and other development actors are seeking new approaches to mobilising funds and solving social issues. The world is seeing the convergence of development and business approaches as it seeks to deal with a myriad of development challenges.

No organisation can afford to ignore the social enterprise wave. With dwindling donor funds and reluctance to cover overhead costs on one hand and the demands for sustainability on the other, social enterprise offers CSOs alternatives solutions to resource mobilisation and program delivery. The current reality is that CSOs need to adopt to a new development environment and paradigm to prepare for mass extinction on the scale of the dinosaurs. After all, most development actors agree that the funding environment has changed and it’s no longer business as usual.

The Sustainable Development Goals (SGDs) have given private sector actors a bigger role in the global fight against poverty. The increasing activities of traditional for profit private sector actors in the development space has seen the adoption of new approaches and strategies to dealing with social and development challenges. Slowly but surely, they are crowding out traditional CSOs some of whose development activities are seen to be unsustainable. Donors now provide significant funding to private sector companies to deal with socio-economic challenges. They see their funding as an incentive to corporations to carry out activities that impact positively on poverty, while leveraging on the institutions own resources. Once seen as a potential donor to CSOs, corporations are now becoming a key competitor as far as development funds are concerned. Where does that leave CSOs? Social enterprise is the CSOs response to this challenge. It not only provides a platform to mobilise funds, but also offers sustainable solutions to development challenges.

The 25th EARMW is all about social enterprise. It is a one stop shop for those who want to hone their skills, expand their expertise and adopt new strategies using this approach. It is a one stop shop designed to answer all you burning questions on social enterprise.

Your participation will be highly appreciated, Register Now!

Yours Faithfully,

Michael N. Muchiwa
KAFP CHAIRMAN

Joseph N. Wangendo
KAFP SECRETARY

Moses N. Chege
KAFP TREASURER
Lifetime Opportunity

The 25th Eastern Africa Resource Mobilisation Workshop will comprise of thought provoking and transformational sessions that are designed to help you navigate the emerging development landscape. The workshop will give you the opportunity to think outside the box and interact with other fundraisers.

By the end of the workshop, you will be:-

🌟 Knowledgeable
On fundraising trends, best practices, funding opportunities and challenges

🌟 Upgraded, updated and reloaded
Equipped and reloaded with new skills while having existing ones polished and upgraded!

🌟 Re-energised and Inspired
With new ideas, strategies, approaches and techniques

🌟 Enlightened
On what works and doesn’t and the potential of your resource mobilisation strategies

🌟 Wiser
Having had the opportunity to reflect and learn from your fundraising successes and shortcomings

🌟 Proud
To have shared your successes, experiences and contributions to best practice with the world

🌟 Networked
With new fundraising contacts, friends and associates

🌟 Value Added
As a treasured and valued organisation team member

🌟 Relaxed and Refreshed
After a rendezvous at a beautiful hotel at the coast of Kenya.

It’s an opportunity you simply cannot afford to miss!
Social Enterprise Workshop Overview

The workshop will run for 4 days. It will comprise of 10 plenary sessions. Lasting for an average of 90 minutes.

- The workshops will be facilitated by leading resource mobilisation professionals.
- Case studies will be used to enrich the sessions and make them practical for you.
- All participants will receive all session presentations on a flash disk and a certificate of participation.

A bird’s eye view of the workshop

1) The Future of Development
How Social Enterprise is Changing the Face of Development

2) CSO Growth & Stability
Social Enterprise as a Sustainability Strategy

3) Getting Started
Beginning Your Social Enterprise Journey

4) The Brainstorm
Generating Hot Business Ideas

5) Transformation
Evolving Your Organisation or Programs into a Social Enterprise

6) Playing Smart
Selling Your Social Enterprise Ideas to Donors

7) Ownership
Integrating Social Enterprise into Your Organisation Structures

8) Roots
Establishing Community Owned Enterprises

9) Streetwise
Securing Markets for Your Social Enterprise

10) Impact Investments
Partnering With Investors for Social Good

Full participation in 25th Eastern Africa Resource Mobilisation Workshop Sustainability: Powering Your Organisation through Social Enterprise is applicable for ___ .00 points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.”
# Social Enterprise Workshop Timetable

<table>
<thead>
<tr>
<th>DAY 1</th>
<th>TUESDAY 4th/12/2018</th>
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<tbody>
<tr>
<td>14:00 - 15:30</td>
<td>Opening Plenary</td>
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<tr>
<td>15:30 - 16:00</td>
<td>Networking Tea Break</td>
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<tr>
<td>16:00 - 17:00</td>
<td>1. The Future of Development: How Social Enterprise is Changing the Face of Development</td>
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<thead>
<tr>
<th>DAY 2</th>
<th>WEDNESDAY 5th/12/2018</th>
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<tbody>
<tr>
<td>09:00 - 10:30</td>
<td>2. CSO Growth &amp; Stability: Social Enterprise as a Sustainability Strategy</td>
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<tr>
<td>10:30 - 11:00</td>
<td>Networking Tea Break</td>
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<tr>
<td>11:00 - 12:30</td>
<td>3. Getting Started: Beginning Your Social Enterprise Journey</td>
</tr>
<tr>
<td>12:30 - 14:00</td>
<td>Networking Lunch Break</td>
</tr>
<tr>
<td>14:00 - 15:30</td>
<td>4. The Brainstorm: Generating Hot Business Ideas</td>
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<tr>
<td>15:30 - 16:00</td>
<td>Networking Tea Break</td>
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<tr>
<td>16:00 - 17:00</td>
<td>5. Transformation: Evolving Your Organisation/Programs into a Social Enterprise</td>
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<tr>
<th>DAY 3</th>
<th>THURSDAY 6th/12/2018</th>
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<tbody>
<tr>
<td>09:00 - 10:30</td>
<td>6. Playing Smart: Selling Your Social Enterprise Ideas to Donors</td>
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<tr>
<td>10:30 - 11:00</td>
<td>Networking Tea Break</td>
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<tr>
<td>11:00 - 12:30</td>
<td>7. Ownership: Integrating Social Enterprise into Your Organisation Structures</td>
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<tr>
<td>12:30 - 14:00</td>
<td>Networking Lunch Break</td>
</tr>
<tr>
<td>14:00 - 15:30</td>
<td>8. Roots: Establishing Community Owned Enterprises</td>
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<tr>
<td>15:30 - 16:00</td>
<td>Networking Tea Break</td>
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<tr>
<td>16:00 - 17:00</td>
<td>9. Streetwise: Securing Markets for Your Social Enterprise</td>
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**8:00PM - MIDNIGHT**

**DATE: FUNDRAISERS NIGHT OUT AND TEAM BUILDING!**

**DRESS CODE: WHITE!**

<table>
<thead>
<tr>
<th>DAY 4</th>
<th>FRIDAY 7th/12/2018</th>
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<tbody>
<tr>
<td>09:00 - 10:30</td>
<td>10. Impact Investments: Partnering With Investors for Social Good</td>
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<tr>
<td>10:30 - 11:00</td>
<td>Closing Plenary/Vote of Thanks</td>
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The Future of Development
How Social Enterprise is changing the Face of Development

One to two decades ago, the whole idea of using business strategies to generate funds was a no go zone. Though there were few CSOs conducting what would today be considered to be social enterprise, most development actors frowned on it. Today, the tide has changed. Many institutional donors have embraced social enterprise as a development approach. The session will focus on how social enterprise is impacting on the development scene and what it means for you.

CSO Growth & Stability
Social Enterprise as a Sustainability Strategy

Other than generating funds, social enterprise can be used to deliver development. Smart CSOs capitalise on social enterprise to secure their financial future by capitalising on several creative strategies. This session will show you how you can use social enterprise to implement programs. It will capitalise on case studies of organisations that are using these strategies to secure their future.

Getting Started
Beginning Your Social Enterprise Journey

You have heard about social enterprises and have bought into the idea. The question is, how do you begin? This session is about the ABCs of starting a social enterprise. It will guide you through the process and share with you the potential opportunities and pitfalls. By the end of it, you will have what it takes to begin your social enterprise journey.
The Brainstorm
Generating Hot Business Ideas

You may just be interested in getting a range of potential social enterprise ideas that you can pursue. The Brainstorm is designed with this in mind. Led by an experienced facilitator, this session will enable you to develop a list of high potential social enterprises that you can pursue. If you have not made up your mind on the social enterprises that are of interest to you, then this session is for you!

Transformation
Evolving Your Organisation or Programs into a Social Enterprise

Many times, CSOs establish programs that have the potential of becoming social enterprises. Unfortunately, few CSOs capitalise on this opportunity and instead close down their programs once donor funding ends. The result is huge resources are wasted when large investments and great work go down the drain just because the project ended. However, there are programs that can be bequeathed with a life of their own, becoming social enterprises that guarantee the success of the intervention. This session will show you how to avoid throwing out the baby with the bath water. It will show you how you can transform great initiatives into even greater social enterprises!

Playing Smart
Selling Your Social Enterprise Ideas to Donors

A decade ago, most donors were virtually indifferent or allergic to social enterprise. Now many of them are fascinated by it, especially if it involves the private sector. Do you have an idea that you think would make a great social enterprise? Are you scratching your head on where the funds required to start it will come from? Do you have existing or potential donors in mind who you think could be interested? If yes, this is the session for you. It will enable you sell your social enterprise concept to donors. This session will cover aspects such as developing the concept, packaging your proposal and presenting it in a way that increases the prospects for success. Join us as we seek to turn your donors into investors.
Ownership

**Integrating Social Enterprise into Your Organisation Structures**

One question that will be on the minds of various participants will be how to marry their nonprofit structures and activities with social enterprise. Who will own it? How will it be owned? What are the tax implications? Will it affect the organisation's nonprofit status? This session will answer these and more burning questions that you may have. It will ensure that you have all the answers that you need to sell your social enterprise ideas to your stakeholders.

Roots

**Establishing Community Owned Enterprises**

Social enterprises do not necessarily have to be owned by the CSO. They can be fully or partly owned by the community. The advantage of having a well-run community owned social enterprise is that it not only increases the prospects of a sustainable resolution of the problem, but it also increases the community's stake in resolving the problem. There are many types of social enterprise that can be run by communities including the more famous cooperatives as well as companies. This session will explore the opportunities and challenges involved in establishing community owned enterprises. It will then share strategies and processes that can be used in establishing them. Finally, it will share insights on what you need to do to ensure that they are well managed and survive.

Streetwise

**Securing Markets for Your Social Enterprise**

Markets are the lifeblood of the social enterprise. Without markets, any social enterprise is just an undertaking waiting to die. How does one secure markets? This session will help you establish whether your social enterprise has market potential. It will then show you how to establish a marketing function that ensures the social enterprise attracts clients and customers who will underwrite its success. The session will cover both traditional and social media marketing. It will be one of the most important sessions for those interested in establishing a social enterprise. It will also be just as useful for those running social enterprise.
At the 25th East African Resource Mobilisation Workshop, networking and socialisation are serious business. After all, fundraising is about friend raising. The larger the network of friends and contacts in the right places, the more formidable you become as a fundraiser. The forum will give you the opportunity to initiate new relationships and partners and strengthen older ones.

To facilitate networking, socialisation and relaxation, the daily program ends early to give you the opportunity to enjoy the great hotel facilities. The great Indian Ocean with unbelievable sunsets also gives you a great way to relax, whether it’s through early morning or evening swim, run or a walk on the beach.

Alternatively, you can take the opportunity to sample Mombasa and its various offerings in the evening. Being a top tourist location, Mombasa offers more than you can possibly complete over the duration of the workshop.

Whatever you do, have Thursday night reserved for a fundraisers beach party. The party that is virtually held on the beach, gives you the opportunity to consolidate friendships and contacts and unwind before making your way home.

At the 25th EARMW 2018 you not only get to upgrade your skills but leave fully replenished for the fundraising challenges ahead!

Register Now!
Workshop Fees

Residents Euro 950

The all-inclusive registration fee covers:-

- **Four full day workshop program** (Tuesday 4th – Friday 7th December 2018)
- **Three nights hotel accommodation** Tuesday 4th, Wednesday 5th and Thursday 6th December 2018

*Please note: the hotel check in time is 12:00 noon and check out is 10:00 am latest*

- **Buffet Meals:**
  - **Tuesday** Lunch/evening tea/dinner
  - **Wednesday/Thursday** Breakfast/ Mid-Morning tea / Lunch/evening tea/dinner
  - **Friday** Breakfast/mid-morning tea only. No Lunch
- **Single standard room** Self contained
- **All workshop materials** on a flash disk
- **Certificate** of participation
- **Earn CFRE** points

Non Residents Euro 700

- **Four full day workshop program** (Tuesday 4th – Friday 7th December 2018)
- **Buffet Meals:**
  - **Tuesday** Lunch and evening tea
  - **Wednesday/Thursday** Mid-Morning tea/Lunch/evening tea
  - **Friday** Mid-Morning tea break only. No Lunch
- **All workshop materials** on a flash disk
- **Certificate** of participation
- **Earn CFRE** points
- **No Accommodation**
DELEGATE REGISTRATION FORM

- Title (Mr./Mrs./Ms/Other)
- Surname
- Other names
- Job title
- Organisation
- Address
- Country
- Telephone
- Mobile
- E-mail (office)
- E-mail (personal)
- Website

OUR BANK DETAILS

ACCOUNT NAME
Kenya Association of Fundraising Professionals
BANK: Consolidated Bank of Kenya
BRANCH: Koinange Street, Nairobi - Kenya

KES ACCOUNT NUMBER: 10011200000540
EURO ACCOUNT NUMBER: 10015200000002
USD ACCOUNT NUMBER: 10012200000009
SWIFT CODE: CONKKENA

CONTACT US
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Website: www.fundraisingkenya.org

25th EASTERN AFRICA RESOURCE MOBILISATION WORKSHOP 2018

<table>
<thead>
<tr>
<th>Selection</th>
<th>Amount</th>
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<tbody>
<tr>
<td>25th EARMW Workshop with Accommodation on 4th/5th/6th December 2018</td>
<td>€ 950</td>
</tr>
<tr>
<td>25th EARMW Workshop on 4th/5th/6th/7th December 2018 (without accommodation)</td>
<td>€ 700</td>
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<tr>
<td>Extra Night (please indicate the dates required here)</td>
<td>€ 150</td>
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<tr>
<td>Double Room (please indicate requirements)</td>
<td>€ 100</td>
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<td><strong>TOTAL</strong></td>
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MODE OF PAYMENT (Please tick as appropriate) - Bookings NOT valid until correct payment is received.

- BY CHEQUE payable in EURO/USD/Ksh to Kenya Association of Fundraising Professionals
- BY BANK TRANSFER payable to Kenya Association of Fundraising Professionals - Attach a copy of the transfer form.
- BY MPESA Paybill Business No. 949732 Account No. Participant’s Name Account Name: KAFP

NB. Payments can be made in EURO/USD/Ksh. Please note: exchange rate supplied is the rate in effect on the day of transaction.

CANCELLATION POLICY: Cancellations received on or before 1st November 2018 are subject to cancellation charge of EURO 350.

No refunds will be made for cancellations received after the above date or in the event of a no show/non attendance.

VISAS - Please note: it is delegate’s responsibility to secure a visa entry to Kenya. KAFP can assist you with the application.

CORRECTIONS: Whilst the program is correct at the time of publication, the conveners reserve the right to amend the program at any time.

Date: ___________________________ Signature: ________________________

25TH EASTERN AFRICA RESOURCE MOBILISATION WORKSHOP | 11
Kenya Association of Fundraising Professionals

Kenya Association of Fundraising Professionals is a not-for-profit voluntary membership association that serves as an umbrella organisation for fundraisers. Our main purpose is to encourage people involved in fundraising and resource mobilisation to adopt and promote high standards of ethical practice and inject professionalism. KAFP as a forum gives fundraising professionals a voice commensurate with the important role they play in mobilising and providing the resources required for national development.

Our Vision

To bring together resource mobilisers and providers in their bid to enhance development in the country.

Our Mission

To encourage people involved in fundraising and resource mobilization to adopt and promote high ethical standards of practice and inject professionalism in the sector.

Association of Fundraising Professionals (AFP) has an agreement of cooperation and protocol of agreement with Kenya Association of Fundraising Professionals (KAFP). The Association of Fundraising Professionals (AFP) headquartered in Arlington, Virginia, USA is the world’s largest professional body for fundraisers. It represents 30,000 members in 212 chapters throughout the world, working to advance philanthropy. AFP does this by enabling people and organisations to practice ethical and effective fundraising. The core activities through which AFP fulfils this mission include education, training, mentoring, research, credentialing and advocacy.

Kenya Association of Fundraising Professionals is a Participating Organisation in the Certified Fund Raising Executive International Programme. CFRE International offers the only internationally-recognised baseline professional credentials for philanthropic fundraising executives. Certified Fund Raising Executive (CFRE) International certifies fundraising professionals who demonstrate the knowledge, skills and commitment to the highest standards of ethical and professional practice in serving the philanthropic sector. CFRE International fulfils this mission by establishing and administering a voluntary certification process.

Membership

Membership to Kenya Association of Fundraising Professionals is recognised as a commitment to achieving and maintaining professional standards in the practice of fundraising.

We have two membership categories:

- Individual membership
- Group membership

Consultancy

Kenya Association of Fundraising Professionals supports development organisations to strengthen their resource mobilisation capacity through tailored consultancy training and advisory services. We offer tailor-made training and consultancies to suit the specific needs of the organisation while strengthening their capacities.

The client-centered support focuses on three main areas:

- Conduct training that is tailored to suit individual organisation needs
- Interventions to help organisations solve specific problems or enhance needed capacities
- Developing resource mobilisation strategic plans

For more information

Kenya Association of Fundraising Professionals

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