27th Eastern Africa Resource Mobilisation Workshop

Africa’s Premier International Fundraising Event

Tuesday 30th November - Friday 3rd December, 2021
Mombasa, Kenya
Welcome to the 27th Eastern Africa Resource Mobilisation Workshop

Africa’s premier event for fundraising professionals. Organised by the Kenya Association of Fundraising Professionals this year’s event will be held from Tuesday 30th November to Friday 3rd December 2021 at the Kenyan coast. The forum will comprise of a series of activities designed to give you the experience of a lifetime. Given that the event is taking place 2 years after the previous one, due to the Covid-19 Pandemic, we will ensure that it is a memorable one!

The world as we know it is changing. Spurred on by the Covid-19 Pandemic, our working and social lives have been rattled and disrupted. Many have lost their lives, jobs and dignity. There are far more people in need that the world has seen in decades. Technology’s role as the key enabler has been enhanced with many services going on-line. Meetings, training and financial services amongst others have gone on-line. Working from home has become the new normal. Donor priorities have changed in a bid to tackle the pandemic. Development organisations are struggling to make sense of the emerging new normal.

It is not only Corona Virus changing our world. Old economic powers are seeing their resources and influence weakened with new ones increasingly flexing their muscles. The next decade will see China overtake the USA as the world’s largest economy. Behind China are several other countries such as India, Turkey and Brazil that all want to increase their influence and flex their muscles. Then there are huge multinational corporations with revenues that put many of our countries to shame. Their revenues dwarf our GDP’s. Many of them are giving money through foundations. There are also smaller African corporations that have boarded the “doing good” train and want to make a difference. There are new sources of funding – We just need to change our mental paradigms.

Most resource mobilisers appreciate that the fundraising environment has changed. It’s no longer business as usual but rather business unusual! Great fundraisers are able to see though the gloom and identify the proverbial rainbow that leads to the hidden pot of gold. Corona or no Corona, life must go on! In short, just because funding from traditional sources seems to be declining, does not mean that your organisations funding has to do the same. It’s during the tough times that we grow and develop after all, to make steel from iron, you have to heat and beat it into shape. While some donors are closing, new ones are opening shop. Development is such a big business that supports millions of people both from the donors and beneficiary words that it cannot just shut down. There will always be money. The fact is that while it will move, change shape and evolve, it will always be there. Your challenge is to find it. Its time to wake up and play this donor hide and seek game.

27th Eastern Africa Resource Mobilisation Workshop is designed for those finding it difficult to mobilise funds, especially following the Covid-19 Pandemic. Led by seasoned fundraising experts, it will take participants through 10 breath taking workshop sessions. Organisation’s whose fundraising initiatives are not receiving the desired results will benefit immensely from these workshops. After a successful informal debut in 2019, there will also be coaching opportunities for those in need of further assistance through one on one, face to face sessions. You will be able to secure coaching sessions in advance from the experienced team of facilitators and resource mobilisers. While respecting covid-19 protocols, the forum will encourage greater networking amongst fundraisers on the continent by giving them an opportunity to meet and discuss experiences, challenges and opportunities.

There is nothing better than being with people who understand the same fundraising language, who feel the pressure and stress as well as the thrill of chasing donors for that big pot of gold! You get the opportunity to dialogue, engage in heated discussions, whisper fundraising secrets and consult with people in the know. It’s an experience that will leave you yearning for more.

Register Now!

KAFP ADVISORY COMMITTEE
Michael Muchilwa
Joseph Wangendo
Moses Chege.

KAFP BOARD
Maurice Omondi
Wawira Nyaga
Cynthia Ogana.

KAFP SECRETARIAT
Jeanette Ng’wachi
Ann Muthuka.
Lifetime Opportunity

The 27th Eastern Africa Resource Mobilisation workshop will give you the opportunity to think outside the box and interact with other resource mobilisers. By the end of it, you will be updated, upgraded and reloaded.

WHO SHOULD ATTEND?

Absolutely everyone including:-

❖ Fundraising professionals from the non-profit, for profit and government sectors.

❖ Individuals and organisations interested in resource mobilisation.

❖ Consultants with an interest in resource mobilisation.

❖ Chief Executives, Directors and Senior Managers of for-profits and non-profits involved in development.

❖ Trustees and Board members.
A bird's eye view of the workshop

The 27th Eastern Africa Resource Mobilisation Workshop will be held at the serene, beautiful and peaceful environment of Mombasa, Kenya graced by pristine beaches. It is guaranteed to inspire you during the workshop sessions and get you to relax during your free time.

Join fundraising professionals from Africa, Europe and North America at the beautiful coastal beaches of Mombasa. The 27th EARMW will comprise of 10 inspiring workshops that are designed to enable you navigate the emerging donor landscape.

Opening Plenary: Making Connections

- THE CRYSTAL BALL: Expectations 2022
- DONOR MAPPING: Where is the Money?
- ON THE MONEY TRAIL: Development Sectors Attracting Donor Attention
- DONOR GIANTS: Understanding the Changing Priorities and Funding Mechanisms of Bilateral Donors
- FUNDRAISING CLINIC 1: The Power of the Crowd
- MULTILATERAL DONORS: Emerging Opportunities and Challenges
- FOUNDATIONS AND TRUSTS: Understanding the Emerging Landscape
- HARNESSING CORPORATION: Partnering With the For Profit Sector
- FUNDRAISING CLINIC 2: Distilling the Lessons
- CLOSING PLENARY: Developing Your Fundraising Arsenal
### Day 1: Tuesday 30th / 11 / 2021

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### Day 3: Thursday 2nd / 12 / 2021

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<td>Understanding the Emerging Landscape</td>
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<td>HARNESSING CORPORATIONS</td>
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<td>Partnering With the “for profit” Sector</td>
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<td>15:30 - 16:00</td>
<td>Networking / Health break</td>
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<td>16:00 - 17:00</td>
<td>FUNDRAISING CLINIC 2</td>
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### Day 4: Friday 3rd / 12 / 2021

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OPENING PLENARY: MAKING CONNECTIONS
The opening plenary will enable you expand your professional network by getting you to meet other resource mobilisers and their organisations. Carry your business cards because there will be lots of opportunities for networking. The workshop’s course map will be shared enabling you plan and maximise your benefits from this exciting 4-day journey!

THE CRYSTAL BALL: EXPECTATIONS 2022
Planning for the following year can be challenging for fundraisers because they do not know what to expect. This session seeks to provide insights on what 2022 has to offer. It will share emerging fundraising trends that will impact on funding in 2022 and beyond especially during the post Covid-19 period. Opportunities that you should look out for will be highlighted while challenges that may muddy the funding waters shared. Expectations 2022 provide a sneak preview into the expected developments of the next year and will help you prepare for the year ahead.

DONOR MAPPING: WHERE IS THE MONEY?
If there is one question many fundraisers want to answer is “Where is the money? While organisation budgets are increasing, funds have become far more elusive especially during the Covid-19 pandemic. It’s become a hide and seek game and that you hardly seem to win! This workshop will enlighten you on where the funds are and strengthen your fundraising initiatives. It will include a participatory donor mapping 2022 session that will capture key donors active in the region. This will range from multilateral and bilateral donors, foundations, trusts and corporations. Facilitators and delegates will share what they know about various donors’ programs and funding intentions. It is one session that you do not want to miss!

ON THE MONEY TRAIL: DEVELOPMENT SECTORS ATTRACTING DONOR ATTENTION
Development is a dynamic sector with new ideas, programs and sectors attracting donor interest over time. In trying to solve development challenges, donors change their funding preferences over time, adapting new sectors that they perceive need attention while abandoning those that they think have been well funded over time or are simply not delivering results. CSOs, academic institutions and government agencies need to be versatile and sensitive to changing donor preferences if they want to remain in business. While their vision and mission may remain the same, their product and service portfolio need to continuously adapt to donor preferences in order to continuously attract funding. This session will highlight emerging sectors that are attracting donor funding and programming especially during this Covid-19 era. It will also share those that are suffering from declining donor interest. It’s a must attend session for those who want to position their organisations more strategically in the fundraising market place.

DONOR GIANTS: UNDERSTANDING THE CHANGING PRIORITIES AND FUNDING MECHANISMS OF BILATERAL DONORS
Bilateral donor funding has always been a critical source of funds to many CSOs, academic institutions and government agencies. Traditionally, it has been easier to secure than multilateral funding. What's more, it offers much larger funding than most foundations. Bilateral donor funding is however one of the most affected sources in the evolving donor funding landscape especially during this Covid-19 era. For example, most bilateral donor agency funding priorities and strategies have changed with the for-profit private sector becoming a key beneficiary. This session will take you through all key bilateral donors active in the region, highlighting their funding priorities. It will share the funding mechanisms that they use to deliver their aid. This is a must attend session for all resource mobilisation professionals out there who want a piece of the cake!

FUNDRAISING CLINIC 1: THE POWER OF THE CROWD
The (EARMW) mobilises a staggering amount of expertise, skills and experience in its workshops. The Fundraising Clinics will give you the opportunity to capitalise on this capacity by asking those burning questions. Both participants and facilitators will be available to answer your questions. The participants will be broken down into groups based on the interests of various sectors. This will be an enlightening and fun session that leaves you empowered. If you have any questions on Covid-19 donor policy, fundraising strategy, solving donor relationship problems, amongst others, do bring them with you.
MULTILATERAL FUNDING: EMERGING OPPORTUNITIES AND CHALLENGES
Multilateral donors include United Nations agencies, World Bank and the EU. The UN agencies are emerging as a key partner with more bilateral donors channelling their development funding through them. The EU and World Bank provide huge amounts of funding to CSOs and government and cannot be ignored. In fact, the EU remains the world’s largest donor and funds every sector under the moon. Where is multilateral donor funding going? How can one access it? What are the opportunities and challenges in this Covid-19 era? If you are interested in multilateral funding, this session is for you.

FOUNDATIONS AND TRUSTS: UNDERSTANDING THE EMERGING LANDSCAPE
Foundations are the largest category of donors, by numbers with the USA alone having more than 100,000. While some are larger than many bilateral donors (e.g. the Bill and Melinda gates Foundation) many of them are small. With growing social responsibility, more wealthy people such as Jack Ma and Mark Zuckerberg have started foundations to give back to society. The list also includes movie actors such as George Clooney and musicians who want to make a positive impact. However, with the huge demand for funding from CSOs, academic institutions and government agencies, they are becoming more reclusive. Many now discourage speculative proposals and prefer to remain hidden. How can one find and tap into their rich and growing source of funds? What are the opportunities and challenges for CSOs, academic institutions and government agencies in this Covid-19 era? Which are some of the Foundations and Trusts to watch? This session will be one that you do not want to miss!

HARNESSING CORPORATIONS: PARTNERING WITH THE “FOR PROFIT” SECTOR.
The ‘for-profit’ private sector is now a key player in the development landscape. They are pushing the sustainable development agenda through funding many development initiatives as well as implementing others. Many corporations like Master Card and Toyota have foundations that support various causes. The Africa region has not been left behind with a growing number of foundations such as I&M, Safaricom and Equity gracing the landscape. These different foundations have mapped their scope and strategic directions with many of them having their own funding to support their focus area. However, there are many corporate foundations and companies that value the work done by development organizations and seek to partner with them. This session takes a closer look at corporations and highlights the opportunities and challenges that they offer, especially during this Covid-19 era. It will flag out ways to partner with corporate that offer funding prospects to strategic implementing partners, academic institutions, government agencies and other stakeholders.

FUNDRAISING CLINIC 2: DISTILLING THE LESSONS
Like the first fundraising clinic, the session will seek to capitalise on the huge expertise, skills and knowledge available in the room. In this session, the participants will be broken down into groups based on the interests of various sectors. They will then discuss and agree on the best ideas and knowledge gained relative to their sectors and Covid 19 as well as how it can be put to use. Any knowledge gaps that remain will be addressed. The facilitators on hand, will enable them tailor the huge amount of information gained during the workshop to suit the needs and demands of their respective sectors. It will enable you better tailor the information gained to the needs of your organisation, especially during this Covid-19 era.

CLOSING PLENARY: DEVELOPING YOUR FUNDRAISING ARSENAL
With all the knowledge gained from the three previous days, it will be time to put it into good use. You would have been enriched with information on funding opportunities and challenges, expected funding trends and flows, emerging partners and competitors. This session will equip you with funding strategies and tools that can be used to mobilise funds in this new fundraising dispensation. It will give you the tools to navigate your way through this complex landscape to enable your organisation mobilise the funding that it needs.
The 27th Eastern Africa Resource Mobilisation Workshop gives you great opportunities to renew contacts with old friends and colleagues as well as establish relationships with new ones. The program and facilitation will be geared towards giving you a memorable time. There will be opportunities over breakfast, networking / health breaks, lunch and dinner to make new friends. You will have the opportunity to share ideas and engage with fellow delegates during various workshop sessions. You will have the opportunity to relax, unwind after a long and taxing year.

Located in one of Mombasa finest beaches, the workshop venue will give you the kind of environment where you can relax after a long and exciting day. It is strategically located and within a reasonable distance from the CBD as well as other utilities such as restaurants, supermarkets, retail outlets and entertainment spots. It will therefore provide you with great opportunities for meeting with both old and new friends.

The hotel has several great swimming pools, a modern gym amongst other facilities. The hotel’s animation team is always available to involve you in games with fellow delegates or other guests. You can also enjoy walks in the garden. A walk on the beach during sunrise or sunset is an unforgettable and relaxing activity. With sessions designed to start at 9am and end at 5pm, you will have all the time to enjoy your stay with fundraising gurus at the Kenyan Coast. Register now!
WORKSHOP FEES

€ Euro 950

Resident Workshop Fee: (workshop inclusive of accommodation)

The all-inclusive registration fee covers:-

- Four day workshop program (Tuesday 30th November - Friday 3rd December, 2021)
- Three nights hotel accommodation (Tuesday 30th / Wednesday 1st / Thursday 2nd)
- Buffet Meals (from Tuesday: Lunch / Dinner Wednesday & Thursday: Breakfast / Lunch/Dinner Friday: Breakfast Only)
- Accommodation (Single standard self-contained room)
- Workshop materials
- All session presentations

€ Euro 750

Non-Resident Workshop Fee: (workshop exclusive of accommodation)

- Four day workshop program (Tuesday 30th November - Friday 3rd December, 2021)
- Buffet Meals (Lunch and two networking tea breaks only)
- Workshop materials
- All session presentations
- Certificate of participation
- No accommodation

€ Euro 35

Early Bird Discount
Payable on or before September 30th 2021 only.

€ Euro 25

KAFP Members only Discount
Applicable to each KAFP MEMBER in good standing only.

€ Euro 15

Group Discount
applicable to groups of 3 and above only at euro 15 each only.

“Full participation in 27th Eastern Africa Resource Mobilisation Workshop Gold Hunt: On the Money Trail is applicable for 15.00 points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.”
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
☐ PAYPAL: Account Name: finance.fundraisingkenya@gmail.com

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 2021 are subject to cancellation charge of EURO 500.

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__________________________________________________________________
Kenya Association of Fundraising Professionals is a not-for-profit voluntary membership association that serves as an umbrella organisation for fundraisers. Its main purpose is to encourage people involved in 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.

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 credential 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 based on current and valid standards that measure competency in the practice of philanthropic fundraising. In furtherance of its mission, CFRE International promotes voluntary certification, in dialogue with government and other bodies globally, as the preferred alternative to licensure and/or government regulation.

Coffee Talk: Organised by KAFP These are two hour interactive sessions which are held monthly giving participants the opportunity to be inspired, inject new ideas to their cause and professions and offer inspirational experiences to successfully achieve their ideal goals.

Consultancy Training: KAFP 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 organization while strengthening their capacities.

The client-centred support focuses on three main areas: One: Conduct training that is tailored to suit individual organisation needs. Two: Interventions to help organisations solve specific problems or enhance needed capacities. Three: Developing Resource Mobilisation Strategic Plans. Contact the KAFP Secretariat below for more information.

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