28TH EASTERN AFRICA RESOURCES MOBILISATION WORKSHOP

AFRICA’S PREMIER INTERNATIONAL FUNDRAISING EVENT

REVITALISING RESOURCE MOBILISATION FOR THE MODERN AGE

Date: Tuesday 29th November to Friday 2nd December, 2022
Location: Sarova Whitesands Beach Resort and Spa, Mombasa Kenya.

www.fundraisingkenya.org
Welcome to the **28th 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 29th November to Friday 2nd December 2022 at the Kenyan coast.

The world is slowly rising from the wake of the COVID-19 pandemic as some sense of normalcy from the past starts to get into place. Optimists predict a rise in the global economy amidst new opportunities popping up from different corners. Pundits are however cautious and warn that the storm is not over, and that the world should brace itself for future challenges not presently known. Despite these contrasting views, there are clear trends that every development practitioner, researcher, fundraiser, or government must consider.

At the global level, the US mid-term elections are in the offing and outcome will definitely affect the fundraising landscape especially from US. China is flexing its muscles as Europe struggles to regain its position in world affairs. Africa is rising with a vibrant youthful population working to make the world a better place. For Kenya, the elections have just been held and the coming in of a new government presents numerous opportunities as well as challenges. The international donor community will naturally take some time to adjust to the new political dispensation.

This workshop is a walk towards the future while being cognisant of the present. Sessions have been carefully selected to give you the right skills and tools you need to lead your organization to prosperity. Using an analogy of animals, the keynote address will challenge fundraisers to develop their skills to enable them to see what is present around us, and also be able to see what lies ahead several months ahead. Donor research is probably the most challenging task for a majority of fundraisers. This workshop will inject new ideas of how to go about this task and thus make fundraising more fun. This includes how to harness resources from small as well as major events, developing digital fundraising campaigns and transforming your appeals to attract funding.

This year, a special session is designed for government entities with a focus of how to fundraise for government entities. The role of the board in fundraising is often overlooked. This session challenges board members on the valuable role they can play in fundraising. Staff wellness is key to all fundraising. This year’s workshop presents a special session for managers to review their own leadership strategies, how they manage in-house dynamics and the secrets for forming winning teams. This is a unique workshop that you will never want to miss.

**Register here** [https://forms.gle/VFt4uxRcAK6Et4fd7](https://forms.gle/VFt4uxRcAK6Et4fd7)

**KAFP Board**

Michael Muchilwa
Moses Chege
Maurice Omondi
Cynthia Ogana.
LIFETIME OPPORTUNITY

The 28th 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 28th 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.

Register Now! Join fundraising professionals from Africa, Europe and North America at the beautiful coastal beaches of Mombasa. The 28th EARMW will comprise of 10 inspiring sessions that are designed to enable you navigate the emerging donor landscape.

Opening Plenary

Keynote Address: Visionary Fundraising
Modern Day Donor Research?
Events Fundraising For All Times
Putting Back the Fun into Fundraising
Honing Your Digital Fundraising Skills
Fundraising For County and National Government Multi-Sectors
How the Board and Management Can Work Together For Successful Resource Mobilization
Fundraising For Organizational Sustainability?
Fund-raiser’s Wellness Program
Closing Plenary
### 28th EARMW: Workshop Timetable

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<th>Day 1: Tuesday 29th / 11 / 2022</th>
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TUESDAY

Opening Plenary

Keynote address: Visionary Fundraising: The development world is at the crossroads with ever increasing demand for humanitarian support amidst limited resources. An accomplished fundraiser needs to develop visionary skills akin to various animals in nature. These skills are indispensable, and these talks will just touch on the iceberg. Humans have the best mammal vision. However, they cannot see at night without an additional source of light.

A fundraiser needs to have the skills to decipher opportunities even when it appears very dark and thus develop competence just like owls that have the best night vision. On the other hand, the fundraising field is akin to a turbulent ocean with several underwater bodies competing for scarce food. In the midst of this competition, a fundraiser must develop a sharp under water vision just like sharks that dominate in this space. The fundraiser must be develop skills that enable them to identify opportunities even during turbulent social and economic periods. Again, being underwater or in darkness might limit one to the other opportunities which require having a broad view.

Chameleons are known to have the broadest field of vision, a competency that every fundraiser needs. Being able to constantly scan the whole environment for opportunities is a unique skill that every fundraiser must have. The challenge, however, can happen when one is not able to prioritise their efforts and be able differentiate the beautiful colours the environment provides. His workshop will give you the skills you need in knowing how to make use of your scarce resources to the best advantage.

You will learn the ‘butterfly’ skills. The butterflies have the best color vision, a competency that every fundraiser should develop in order to identify the opportunities that most align to organization mission. Two additional skills that a fundraiser needs are the ability to decipher complex opportunities and be able to break them into workable components. That is what we learn from the mantis shrimp which is said to have the most complex vision.

When all is said and done, the eagles possess the best eyes in the animal kingdom, and they can identify a prey hundreds of meters away. This session is bound to challenge your imagination and expand your ability and build your visionary skills providing you with a wide scope of competencies that you need to stand out from the crowd.
Modern day Donor Research: Donor research is perhaps the most important skill that an organization needs. Developing a data bank of potential donors is essential for any organization that intends to succeed in its fundraising journey. This session will give you the step by step process that you need to follow when researching for all type of donors be it individual, large donors, bilateral or multi-funding agencies. It will provide you with a chance to review your current donors and identify new donors that you need for your fundraising. The speaker will share with you the existing resources available to sharpen your funding arsenal. You will get a chance to review your current stream of donors and also develop a new avenue.

Events fundraising for all times-: The most popularly referred to adage in fundraising is that “People Give to People”. The resultant question on everyone’s mind is then- Why reinvent the wheel, if people already give to people? A question heavily linked to whether organizations/individuals are from individuals, corporates, and governments, multilateral or bilateral funders. Behind the heavy mask and onerous red tape of massive screening processes carried out by grant makers, donors, marketing fabs and more – are ordinary people who make the decision to fund or not to fund the many beneficiary pools. Underscored by duplicated fundraising efforts, similar fundraising strategies – it has become more and more apparent that diverse, unique and creative strategies or approaches are needed to harness much needed investment within the non-profit space.

Fundraising through bespoke events has proven to be a gem, and is one of the most-well kept secrets in the industry with proven ability to drive organizations to sustainability. This session will provide you with immersive insight and tips through a host of tested ideas from around the world and in Kenya that you and your organization can draw upon in your fundraising journey! Some of these better known and tested ideas include golf events, tournaments, marathons, talent shows, concerts, online campaigns, digital appeals and more. The session will highlight how to identify the right event, ideas around approach styles, prepare, effectively execute and mine from it.

Putting back the fun into fundraising: The ever present pressure and requirement “to raise funds” has perpetuated and transformed the fundraising functions, into a ravenous beast that must constantly be sated.

Amidst a growing fatigue amongst staff, donor pools and the NGO space at large- all of whom are more and less excited about supporting the cause or giving to it. Organizations scarcely realize that they need to be ‘Fun Raising’ rather than just fundraising in the traditional norm- they need to get off the treadmill and direct philanthropy towards meaningful, impactful and lasting initiatives that connect to the public interest and transform causes. This session is all about exploring, discovering and re-igniting the flame that will allow you to solve real problems, design lasting approaches and re-define the direction of resource mobilization in your organization and within African Philanthropy!

Honing your digital fundraising skills gap arsenal: Embracing digitization is key for enabling charities to raise necessary funds. The lack of opportunity to organize physical events and awareness campaigns prompted a mass shift to online for the charity sector and a rapid acceleration of their digital transformation strategies. The need for digital skills in not for profit employees and volunteers has increased in 73 percent of organizations. With the hybrid model of in-person and digital here to stay, not for profits must strike the right balance between these two methods to raise funds and continue building the digital strategies implemented during the pandemic.

However, to successfully do this, we must help them bridge the significant gaps now being exposed. Organizations shifted their focus to digital forms of fundraising, utilizing social media and digital channels to communicate their stories and access new audiences, whilst continuing to assist existing ones. This shift was navigated well, and opened up new opportunities for the sector to continue to raise funds and provide vital services. Organizations need to learn how to engage new audiences to ensure they can continue helping those that depend on their services, whether this is through increasing digital fundraising efforts or targeting individual donors.

In this session, you will understand where to focus efforts and use what we have learnt during the pandemic to invest time into the right skills and tools. You will learn the importance of maintaining a successful digital strategy and how it will allow your organization to access longer-term funding, sustain growth and success.
Fundraising for County and National Government Multi- Sectors: Government is often assumed to have all the resources it needs to sustain its programs. However, a keen look at government funding projections will reveal budgetary gaps which push the government departments to seek for funding from other sources. This session will provide a sneak preview of resource mobilization and government relations. It will provide insights on how government sectors can tap resources from different types of donors including bilateral, multilateral, corporates, trusts, and foundations. It will provide a chance for building consortiums where the government is a key player. It will also provide a step by step guide on how government entities can seek funding from external bodies and how to sustain development partners and or donors. This session will include the basics from donor mapping, proposal writing to donor retention.

How the Board and Management can work together for successful resource mobilisation: In typical organization, the role of fundraising is often siloed in one person or a department. The CEO is also charged with fundraising. Habitually boards hold the management accountable for fundraising and downplays the important role they play in mobilizing resources for the organization. Research has shown that successful boards play a critical role in creating a viable fundraising plan and building a fundraising strategy. Key is the importance of sound organizational governance as a component of resource mobilization. Boards also play a key role in mapping of new funding sources. However, this is often not the case. Ideally, boards should also have resource mobilization objective as key deliverable and focus and thus build their expertise and skills in this area. In this session, we will engage a group of thought leaders in a panel to discuss how effective boards play a key role in resource mobilization. The speakers will also dwell on how best an organization can structure itself for effective fundraising. This is a must attend session targeting senior level executives and the board.

Fundraising for organizational sustainability: More often than not, organizations are always fundraising for survival. This can be likened to the proverbial “hand to mouth” approach to fundraising. The most common question on everyone’s mind is ‘how do organizations define ‘Sustainability’ and therefore how do they plan for it and achieve it. Most targeted efforts raise funds that are often committed to timeline or lifeline based projects. In other words, the funds are “restricted”. However, the question that often remains unanswered is what does success look like at the beyond the ‘project?’ Is it just about the beneficiaries, the impact of the particular project? What about the organization, what is the actual plan for financial viability in the long-term? How can organizations raise funds for their sustainability? How do they undertake and manage risks in fundraising and set plans to mitigate these? Do join this engaging discussion as we learn and engage with experts on what tools, ideas and creative approaches you can use to raise unrestricted funds and ensure that your organization remains agile and sustainable long after a project and when and beyond the time you have left the scene.

Fundraiser’s wellness Program: Having an activated staff base is the wish of every manager. The 28th Eastern Africa Resource Mobilisation Workshop gives you great opportunities to renew contacts long lost during the COVID-19 pandemic and also get new ones. The program is designed to provide a relaxing opportunity to network and catch up on key trends in the sector. The session will be facilitated by an experienced wellness expert who will ensure that every participant feels welcomed and able to mingle. The session is aimed at giving you a chance to review how you are working as team, what else you need to do to re-invigorate your team. How to manage internal and external human resource related issues.
The Social Programme

The 28th 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!
WORKSHOP FEES

€ Euro 750/ USD 990/ KES 96, 000 (Our services are not vatable)

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

The all - inclusive registration fee covers:-
• Four day workshop program (Tuesday 29th November - Friday 2nd December, 2022)
• Buffet Meals (Lunch & 4pm O’clock tea on Tuesday/ 10am O’clock tea, Lunch, 4pm O’clock tea on Wednesday & Thursday / 10am O’clock tea on Friday.)
• Workshop materials
• All session presentations
• Certificate of participation
• No accommodation

Hotel Accommodation Rates: Sarova Whitesands Beach Resort and Spa, Mombasa Kenya http://www.sarovahotels.com/ below are the applicable hotel rates.

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<tr>
<th>Rooms</th>
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<tr>
<td></td>
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<tr>
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<td>Sea Facing Room</td>
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• Extra night rates- Rates as above.
• Children rates HB and FB- Kindly find attached child policy for your reference.
• Spouse rates HB and FB (exclusive of conference) - the difference (Double rate - Single rate) applies for the different meal plan.
• Contact person for direct booking by participant- Kellen.njue@sarovahotels.com Always note to copy reservations whitesands@sarovahotels.com
• Payment details for direct bookings- All direct bookings upon check in.

€ Euro 35
Early Bird Discount- Payable on or before September 30th 2022 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 28th Eastern Africa Resource Mobilisation Workshop Revitalising resource mobilization for the modern age is applicable for - points in Category 1. B – Education of the CFRE International application for initial certification and/or recertification.”
### REGISTRATION FORM

- Title (Mr./Mrs./Ms/Other)
- Surname
- Other names
- Job title
- Organisation
- Address
- Code
- Country
- County
- Telephone
- Mobile
- Email (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
Kenya Association of Fundraising Professionals
P.O. Box 26245 – 00100 Nairobi, Kenya
Telephone: +254 (20) 3523327/2073962
Mobile: +254 718 041665/0770 911653
Email: info@fundraisingkenya.org
Website: www.fundraisingkenya.org

### 28TH EASTERN AFRICA RESOURCE MOBILISATION WORKSHOP 2022

<table>
<thead>
<tr>
<th>MODE OF PAYMENT</th>
<th>Amount</th>
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<tr>
<td>28th EARMW Workshop exclusive of accommodation on 29th /30th /1st/ 2nd December 2022</td>
<td>€ 750</td>
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<td>TOTAL</td>
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**MODE OF PAYMENT** (Please tick as appropriate) - Bookings NOT valid until correct payments is received.

- **By CHEQUE** TRANSFER 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. Participants 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 2022 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.

Alternatively register here [https://forms.gle/VFt4uxRcAK6Et4fd7](https://forms.gle/VFt4uxRcAK6Et4fd7)
Kenya Association of Fundraising Professionals is a not for profit voluntary membership association that serves as an umbrella organization 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 mobilizing 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) headquarterd 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 fulfills 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.