



Advanced Techniques for Domestic Resource Mobilization Training to APN's Members in Tanzania.



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Abbreviations

APN	African Philanthropy Network
CSR	Corporate Social Responsibility
DRM	Domestic Resource Mobilization
LFR	Local Fundraising
CSR	Corporate Social Responsibility
NSNS	National Strategy for NGO Sustainability
TDV	Tanzania Development Vision
MS	Mobilizing Support
CtGA	Change the Game Academy

1.0 Introduction

The African Philanthropy Network (APN) convened an Advance Techniques for Local fundraising and Domestic Resource Mobilisation training for its members in Tanzania from 2–4 December 2025 in Morogoro. The training was strategically aligned with Change the Game Academy courses on Local Resource Mobilisation, national policy priorities, notably the Tanzania National Strategy for NGO Sustainability (2022/23–2026/27) and Tanzania Development Vision 2050, both of which emphasize community-led development, domestic resourcing, civic ownership, and sustainable civil society organisations (CSOs).

The training sought to strengthen the capacity of CSOs in Tanzania to mobilize resources locally by deepening their understanding of Domestic Resource Mobilisation through advancing practical and context-specific fundraising strategies. It built on earlier engagements on alternative financing held in Arusha in July 2025 and responded to evidence from APN research highlighting both the importance of local philanthropy and persistent gaps in the enabling environment for philanthropy in Tanzania. The initiative was facilitated by Mukasa Michael Sebastien, a certified Local Fundraising and Mobilizing Support trainer, alongside Edna Chilimo Local Fundraising Trainers and the Coordinator of CtGA programme in Tanzania.

This is a report showcasing the developments during our time of engagement with the various organizations.

2.0 Background

The African Philanthropy Network (APN) is the only continent-wide member network that convenes African-established and Africa-led organizations to promote voice and action for African philanthropy. APN believes that African philanthropy is a durable strategy for systemic and transformative change in the development of people and their communities.

The African philanthropy landscape and its ecosystems continues to evolve in line with global trends and internal continental dynamics. A shift toward community-driven approaches, increased demand for flexible but long-term funding, and the push for donor localization underscore the urgency and relevance of APN's mission. And yet, despite the efforts progress, civic space restrictions, inconsistent and irresponsive regulatory environments, over of Strategy implementation, APN continue to nurture the infrastructure for philanthropy in Africa, bring actors together and articulate a common voice to help drive solutions for Africa.

APN's 2024 – 2028 Strategic Framework was developed in response to this surge of interest. During the 2nd year of Strategy implementation, APN continue to nurture the infrastructure for philanthropy in Africa, bring actors together and articulate a common voice to help drive solutions for Africa. We strive to work as one African family, to strengthen national and regional networks, and further enhance the effectiveness of philanthropy practice and policy.

Given the changing funding landscape, CSOs in Tanzania are increasingly called upon to secure sustainable resources from within their own contexts and/localities. This is aligned to the Tanzania National Strategy for NGOs Sustainability (NSNS) 2022/2023–2026/2027 that recognizes CSO's access to adequate and reliable funding

through non-traditional and alternative sources as a fundamental building block for a sustainable NGO sector in Tanzania. And also, the recently launched Tanzania Development Vision (TDV) 2050 on July 17, 2025, calls for a shift toward community-led development and domestic resourcing, civic ownership, institutionalized participation, and the capacity of communities to generate and control their own resources. It is therefore imperative for CSOs to take this opportunity and embark on a joint conversation about the role and potential for growing and organizing in a meaningful way. This is coupled with findings from recent research, which showcase the critical role of local resources in fostering community ownership of “development” and building the resilience of CSOs. Moreover, the Study on Legal Assessment for Philanthropy to Grow (APN, 2022) revealed that an enabling environment for philanthropy requires attention.

The programme focused on contextualizing Local resource mobilization within the Tanzanian operating environment, beginning with an assessment of existing fundraising practices across participating organisations. Through participatory methodologies—including experience sharing, group reflection, and practical exercises—participants explored advanced fundraising approaches such as corporate social responsibility partnerships, donor relationship management, crowd funding, fundraising events, data-driven sponsorships, and social enterprise models. Particular emphasis was placed on community-centered fundraising, beneficiary engagement, and the strategic positioning of CSOs as credible and legitimate actors within their communities.

It is therefore against this background that this training was organized to provide an opportunity to various members across Tanzania to discuss and share ideas on how to actively forge and maintain pathways of influence whilst advocating for authentic efforts to mobilize domestic resources, funding as well as promoting the recognition of community philanthropy as a key strategy for community ownership, CSO credibility and legitimacy, but also, its potential contribution to sustainable national development.

3.0 Training Objectives

The purpose of the training was to equip APN’s members in Tanzania with the strategies for effective mobilization of domestic resource (financial and non-financial) so as to reduce over dependence on foreign donor and enhance their legitimacy as true change makers.

Specifically, the training focused on the following objectives:

- Provide a space for peer learning and experience sharing among members.
- Provide refresher training on local fundraising
- Equip participants with knowledge of advanced fundraising techniques;
- Guide participants in a process of drafting their actionable fundraising plans, focused on domestic resource mobilization

The training focused on advanced fundraising strategies, and by this, we are looking at aspects of donor relationships, CSR, crowd-funding, events, data-driven donor sponsorships, and social enterprises, amongst many others, as a means to building sustainable income and a deeper support base.

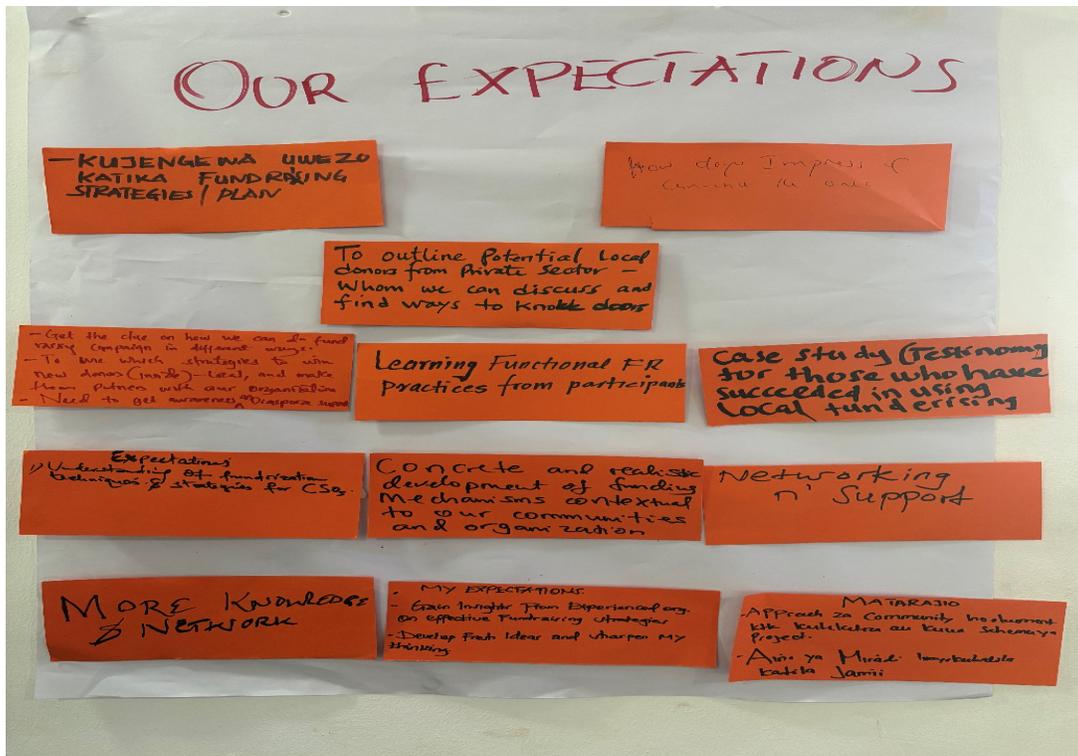
Last but definitely not least, the training sought to impart the fundamentals in relation to developing fundraising plans for the respective organizations with specific emphasis on local mobilization with a targeted roadmap covering 2026. The training program is attached in **Annex 1**.

4.0 Participants and their Expectations

The training was attended by a total of 24 individuals, representing APN leaders, CtGA trainers and selected APN members on Tanzania. The list of participants is attached in **Annex 2**.

When asked, “**what is your expectation from the training?**” The majority the training participants said they were expecting to gain the following:

- Build practical fundraising skills – including strategies, techniques, and planning tailored to local contexts.
- Learn from real experiences – through case studies, testimonies, and peer learning.
- Identify and engage local donors – especially from the private sector and within communities.
- Develop realistic and contextual funding mechanisms – suitable for their organizations and communities.
- Improve community involvement – understanding how communities can participate in fundraising and support projects.
- Expand networks and partnerships – for collaboration, support, and sustainability.
- Gain new knowledge and fresh ideas – to sharpen thinking and innovate fundraising approaches.



5.0 Training Methodology

As a starting point, it was paramount that we understood the existing models of fundraising and the way various organisations in Tanzania generated income and mobilized resources, serving as a stepping stone and a means to guide participants on developing comprehensive fundraising plans. This was done through practical approaches, including but not limited to brainstorming, experience sharing and individual insights whose primary goal was to enable us to have a first-hand picture of the work that the organisations are engaged in.

Participatory learning & experience sharing

The training deliberately created space for participants to share their own organisational experiences, challenges, and existing fundraising practices. This peer-to-peer exchange helped surface contextual realities and grounded the discussions in real practice rather than theory alone

Brainstorming & Reflection

During this session, brainstorming was used to;

- Map existing local resources (financial, human, natural)
- Identify current fundraising models used by organisations
- Jointly analyze gaps and opportunities in domestic fundraising

Case-Based Learning (Contextualized).

The training contextualized DRM concepts to the Tanzanian environment, including:

- National policy frameworks (NSNS, TDV 2050)
- Local philanthropy dynamics
- Corporate Social Responsibility (CSR) opportunities within Tanzania

This ensured applicability and relevance to participants' operating realities

Practical Group Work and Planning

Participants engaged in hands-on group and organisational exercises, including:

- Designing draft fundraising event plans
- 10 steps of Local Resource Mobilization
- Mapping their current funding bases per organisation

Community-Centered and Asset-Based Approach

Strong methodical emphasis was placed on;

- Strengthening relationships with beneficiaries as partners
- Community ownership and participation

Blended Learning and Follow-Up Support

The training was positioned as part of a trajectory/pathway as showcased later in this document, combining;

- Face-to-face training
- Online CtGA modules
- Planned field visits, on-site coaching, and ongoing guidance through 2026

This blended methodology supports sustained learning and application over time

6.0 Training Process

During the training, participants were guided on how to leverage, identify and mobilize existing local resources, whether financial, human, or natural. We highlighted the existing fundraising strategies. This approach aimed to help maximize the use of available assets within the community as well as reduce the dependence on external resources.

The training provided a platform for members of various organisations from within Tanzania to voice their concerns, aspirations, and ideas. It empowered them to be active contributors to the development and implementation of solutions, fostering a sense of ownership and agency.

The participants refreshed on aspects of Local Resource Mobilization (LFR steps) as well as local resource mobilization strategies¹ tailor-made for their specific organisations with key details for their respective fundraising action plans and events to be implemented before the end of 2026.



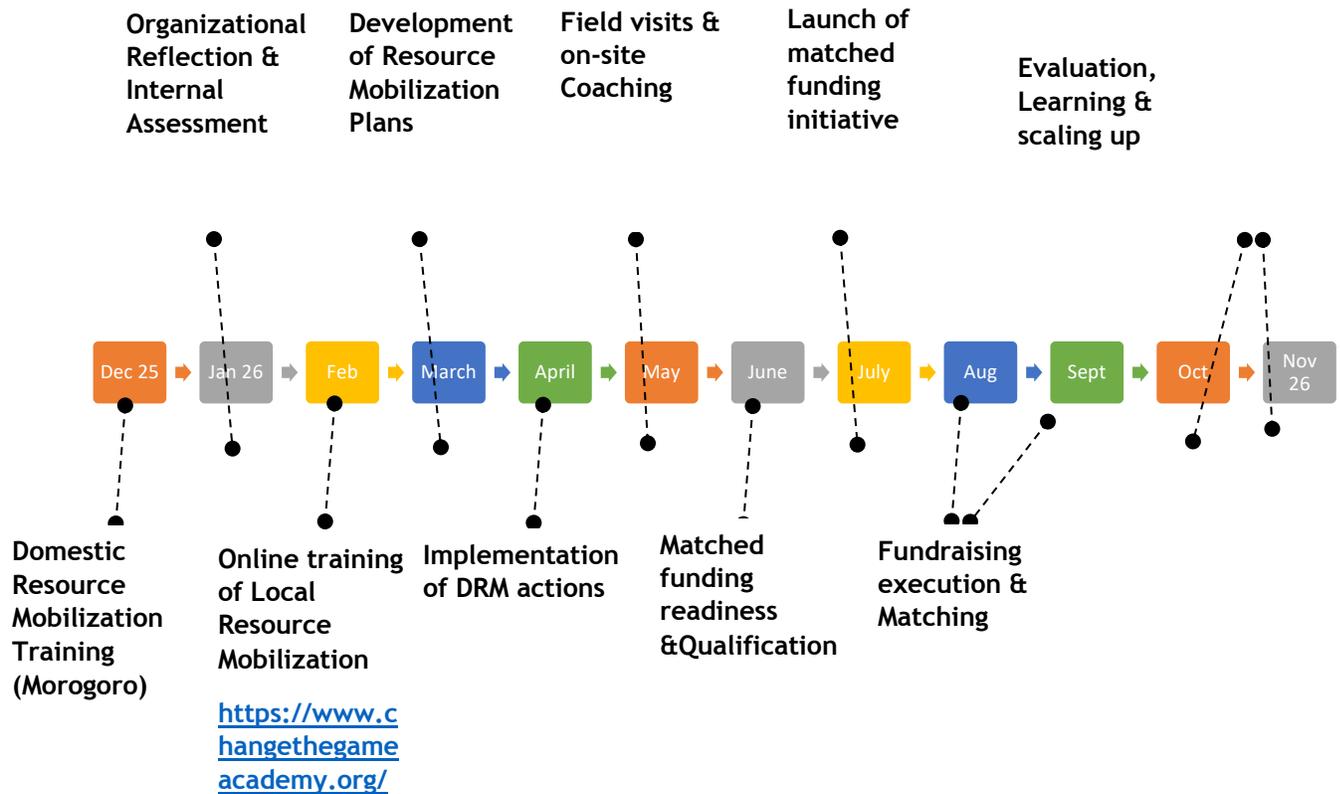
Further to draw on the need to source funds from within the country/communities, further highlighting the need to create a meaningful relationship with the intended beneficiaries of the respective interventions, the need to involve them in the decision making/solution finding process as well as the importance to scan the “market” for the right donor/partner, hence Corporate Social Responsibility (CSR). This, in essence, is a business development that focuses on sustainable development by delivering economic, social and environmental benefits for stakeholders in Tanzania, and other parts of the world and is practiced by different entities

such as Banks Multi-national companies/ corporations. Participants were therefore urged to use these entities as an entry point/create a meaningful partnership with them. It is important to note that the majority of the organisations haven’t tapped into this resource at all.

The training culminated in the drafting and presentation of draft fundraising EVENT plans as part of the strategies, amongst many others that might be used in raising funds domestically by their respective organizations as a means to fill the void left by the international donor community in Tanzania. It was agreed that the organisations will continue to receive tailored guidance by the facilitators throughout 2026 as a means to concretize that which they’d learnt in the training.

¹ <https://www.changethegameacademy.org/lfrmodule/module-2a-effective-fundraising-with-individuals>

2026 Domestic Resource Mobilization Road Map & Matched Funding Timeline



7.0 Summary of the Training Sessions

7.1 Opening Session and Introductions

The training began with a welcoming note by Dr Stigmata Tenga. She provided a high-level overview of resource mobilization training sessions for APN members in Tanzania as well as opportunities available within APN network to support member's leverage local fundraising and community philanthropy. This was followed by introductions of the trainers and the APN members. They shared their organizational backgrounds and key fundraising challenges. This helped create a shared understanding of the diverse realities represented in the room.

Facilitators emphasized that local fundraising is not limited to cash contributions but includes a wide range of resources such as volunteer time, professional services, venues, transport, airtime, and community networks. This broader understanding helped participants recognize that many of them were already mobilizing resources without labeling these efforts as fundraising.

The importance of organizational resilience was highlighted. Participants discussed what would happen if their current main donor withdrew, which prompted honest reflections about vulnerability and the urgency of building stronger local support systems.

7.2 Understanding Local Fundraising and Organizational Sustainability

This module introduced participants to the foundations of Local Fundraising and Domestic Resource Mobilization (DRM), emphasizing why it is critical for the long-term sustainability of Civil Society Organizations (CSOs), particularly in the Tanzanian context.

- It highlighted the risks of overdependence on external donors and encouraged organizations to explore diverse, locally available resources. Participants developed a shared understanding of the local fundraising ecosystem and began mapping opportunities that exist within their own communities and networks.
- The module explored key concepts such as the importance of local fundraising, principles of effective fundraising, organizational sustainability and resilience, and the different types of local resource opportunities. Participants learned that fundraising is not only about money but also includes non-financial resources such as volunteer time, skills, services, partnerships, and in-kind contributions. Emphasis was placed on building trust, accountability, and long-term relationships with supporters rather than focusing solely on short-term donations. Through the content sessions, participants examined the relevance of DRM for Tanzanian CSOs, the need to diversify income sources, and the role of community philanthropy in strengthening local ownership of development initiatives. The module also introduced methods for assessing organizational sustainability and identifying areas of vulnerability, such as reliance on a single donor or limited community engagement.
- Practical exercises encouraged participants to reflect on why DRM matters for their specific organizations, identify existing local resources they already use effectively, and recognize gaps that need attention. Group work activities helped participants map potential local resource opportunities, including individuals, community groups, businesses, diaspora networks, and institutions. Video-based reflections reinforced the importance of local ownership, trust-building, and strategic engagement with supporters.
- Overall, the module strengthened participants' understanding that local fundraising is a strategic, relationship-driven process that enhances independence, resilience, and long-term impact. It positioned DRM as a core organizational function rather than a temporary solution, encouraging CSOs to embed it into their planning and operations.

Trainers offered the trainees information about modules on (i) basic fundraising and (ii) advance fundraising techniques for their reference. These are attached in **Annex 3**.

7.3 Basics of Fundraising Techniques

The training session introduced fundraising as a structured and strategic process focused not only on financial resource mobilization but also on relationship building, trust, and long-term sustainability.

- Participants were guided to understand that fundraising is not simply about requesting funds, but about clearly communicating organizational purpose, demonstrating impact, and aligning community needs with donor values. Emphasis was placed on ethical responsibility, accountability, and transparency, highlighting that organizations must remain answerable to donors, beneficiaries, and the broader community in all fundraising activities.
- The session highlighted donor engagement as a core principle of effective fundraising. It was explained that successful fundraising depends on building long-term relationships rather than focusing on one-time donations. Participants learned that donor trust is developed through consistent communication, appreciation of contributions, and regular reporting on how funds are used. The importance of donor stewardship was emphasized, with the understanding that sustaining relationships after donations are received is essential for long-term financial stability and organizational credibility.
- Another key learning point from the session was the importance of diversifying funding sources. Facilitators explained that dependence on a single funding stream exposes organizations to financial vulnerability and operational risk. Participants were trained to understand the value of combining multiple

fundraising techniques, including individual donations, grants, fundraising events, corporate partnerships, and digital campaigns. This diversified approach was presented as a strategy for improving financial resilience and organizational sustainability.

- The content of the training session covered major fundraising techniques in practice. Individual giving was presented as a foundational approach that relies on storytelling, community engagement, and relationship-building. Grant fundraising was explained as a structured and competitive process requiring strong proposal development, planning, documentation, and accountability mechanisms. Fundraising events were discussed as both income-generating and community engagement tools, while corporate partnerships were presented as strategic collaborations that can provide both financial and non-financial support.
- Reflection and evaluation were integrated throughout the training. Participants were encouraged to assess how fundraising practices align with organizational missions and community needs. The session emphasized continuous learning, adaptation, and improvement as essential elements of effective fundraising practice. The overall conclusion of the training was that successful fundraising is achieved through a balance of ethical practice, strategic planning, relationship-building, and mission-driven purpose, ensuring that fundraising strengthens rather than distracts from organizational goals.

7.4 Key Takeaways From Participants

The trainees of the resource mobilization course organized by APN learned that successful local fundraising depends on adopting a diversified approach to resource mobilization rather than relying on a single source of income.

- They recognized that fundraising goes beyond cash generation to include in-kind contributions and volunteerism, which often hold substantial value but are frequently underestimated or ignored.
- Through the course, trainees gained a deeper appreciation of the importance of identifying and leveraging internal resources within their organizations, as well as mapping and engaging key stakeholders—particularly local leaders and private sector actors—to strengthen trust, access, and sustainability.
- They learned practical methods for identifying potential local donors and initiating meaningful engagement with the private sector through relationship-based approaches.
- The course also provided critical lessons on planning and preparing for local fundraising events, including understanding different types of events, applying cost-effective preparation techniques, and ensuring careful budgeting to avoid spending more on events than the funds raised.
- In addition, trainees learned that endowment funding is a powerful and sustainable local fundraising mechanism for NGOs, offering long-term financial stability when strategically developed.
- Overall, the course equipped trainees with a holistic understanding of local fundraising as a strategic, community-driven, and sustainable process rather than a short-term or one-dimensional fundraising activity.

7.5 Areas That Participants Need Further Training Or Support

At the end of the training, participants were asked to identify areas they would require further training or coaching, in order to realise fundraising goals. The following were the responses:

- Strengthening engagement with the private sector, including practical approaches to increase private sector participation in local resource mobilization
- Understanding how to unlock Corporate Social Responsibility (CSR) opportunities and adapt to emerging CSR trends in the coming years
- Building skills and techniques for effective engagement with Local Government Authorities (LGAs), including advocacy, partnership building, and alignment with local priorities
- Developing and applying monitoring and evaluation (M&E) frameworks for local fundraising to track performance, impact, and sustainability

- Enhancing networking and collaboration among organizations to leverage shared resources and opportunities
- Promoting teamwork within organizations to strengthen coordinated fundraising efforts
- Learning from experience sharing and storytelling as tools to improve fundraising communication and donor engagement
- Expanding knowledge on social enterprises, including their role in NGO sustainability and income diversification
- Understanding how NGOs can raise funds through enterprises they own and manage effectively
- Exploring alternative fundraising techniques beyond events, including innovative and non-traditional approaches
- Learning about diaspora engagement as a potential source of local and international resource mobilization
- Understanding why donors are often reluctant to support social enterprises and how to address these concerns
- Strengthening ownership and sustainability of funding through locally driven resource mobilization strategies
- Deepening knowledge on endowment funds as a long-term and sustainable financing mechanism for NGOs

8.0 Training Output

- A core output of the training was the development of draft organizational fundraising event plans, anchored in local resource mobilisation and aligned to a shared 2026 DRM roadmap. This roadmap integrates organizational reflection, development of resource mobilisation plans, implementation of fundraising actions, field-based coaching, and a matched funding initiative designed to incentivize and reward successful domestic fundraising efforts.
- Overall, the training significantly enhanced participants' understanding and practical application of Domestic Resource Mobilisation. It laid the foundation for continued learning, coaching, and implementation throughout 2026, with APN and the facilitators committed to ongoing technical support. By strengthening local fundraising capacities and fostering community ownership, the initiative contributes to the long-term sustainability, resilience, and legitimacy of CSOs in Tanzania, while advancing nationally aligned, community-driven development outcomes.

9.0 Conclusion and Recommendations

Below we are sharing the conclusion and recommendations from the training, as follows:

9.1 Conclusion

- a. The organisations enhanced their Domestic Resource Mobilization skills and strategies through the guidance rendered through the training initiative. They need to seek out further training to further enhance these skills and strategies. As already mentioned, this was a precursor, and the idea is that the organisations will polish their mobilization skills as indicated in the roadmap, through various online

engagements like coaching as well as the online CtGA training modules. We will continue to guide them even as they implement their respective action plans in 2026. The fundraising action plans will allow the organisations to be flexible and innovative in their approaches to addressing community/ beneficiary needs. They could experiment with new fundraising strategies, outreach methods, and collaborative efforts.

- b. The act of coming together for a common cause through fundraising drives will strengthen the sense of community identity, engagement and pride among the organisations. This is because people feel shared ownership in making positive changes. The fundraising and mobilization efforts will be expected to go beyond monetary resources and have the potential to create a more comprehensive and sustainable impact on the community/beneficiaries. When combined effectively, these elements could create a holistic approach to address local challenges and foster positive change.

9.2 Recommendations

At the end of the training, both trainees and trainers shared their key observations and recommendations. Below, these are outlined:

9.2.1 Key Observations and Recommendation from the Participants

Observations:

- Contextual Understanding: Through the engagements and experience sharing with the respective organisations in Tanzania, we gained a deeper understanding of the unique context, challenges, and opportunities faced by the different entities. We got a better appreciation of the importance of tailoring strategies to specific local needs and circumstances.
- The importance of Community-Centered Approaches cannot be underestimated. The importance of centering projects and interventions on the needs and aspirations of the community. The community-centered approach can and should be applied to ensure a meaningful impact.
- Engaging and working with the organizations in local resource mobilization provided valuable practical knowledge, insights into community dynamics, and effective strategies for community development in Tanzania.

Recommendations

- a. The trainees requested that APN (Funds allowing) organize a similar training but focusing on Mobilizing Support (MS). This course typically complements DRM but has a specific focus on policy and advocacy, topics that kept emerging during this training.
- b. The trainees sought the guidance of APN through field visits; the argument was that context is very important, and it can best be experienced through field monitoring visits that can also serve as appraisals at a future time if this leads to “matched-funding”.
- c. A draft road map was requested to serve as a guide / put some perspective on deliverables for the respective organizations especially in terms of implementation for 2026.

9.2.2 Key Observation and Recommendations by CtGA Trainers

Observation:

- Some of the participants hadn't trained in DRM before, unlike others who had an idea from the training earlier in the year in Arusha, so the former had to be brought up to speed.

Recommendations:

- a. It is paramount that the organisations create partnerships with other like-minded entities:
 - The collaboration will provide them with opportunities to learn from each other's successes and failures. They could share insights on innovative approaches and experiment with new ideas collectively, fostering a culture of continuous learning and improvement.
 - Partnerships with the community can amplify their collective voice and advocacy efforts. When advocating for policy changes or community needs, a unified front will have a more significant influence on decision-makers and stakeholders. Through harnessing the resources and opportunities around them, like Corporate Social Responsibility by Corporations found in these areas, such as banks.
- b. The organisations should involve local leadership community members in decision-making processes, conduct regular community consultations, and establish feedback mechanisms to ensure transparency and accountability. They should engage local leaders, grassroots organizations, and civil society groups as partners to leverage their knowledge, networks and ultimately, DRM drive.
- c. There is a need to leverage such projects/trainings to create more opportunities for learning by organisations on critical matters like Domestic Resource Mobilisation, especially given the current donor climate. The knowledge void that exists can be filled, hence the recommendation to the members to register and undertake the CTG courses for free.²
- d. Visual Storytelling is a dynamic medium for storytelling; the videos and imagery will effectively convey messages compellingly and concisely. The visuals will communicate and supplement any text, making it easier for viewers to grasp the impact of the work being done. This should resonate with the organisations since they'll be looking to raise funds locally, and this is one of the mediums to do that.

² <https://www.changethegameacademy.org/home>

Annex 1: Training Program

DAY 1: BUILDING A SHARED APPRECIATION OF LOCAL FUNDRAISING AND RESOURCE MOBILIZATION

8:30 – 10:00: Opening Session & Introductions

- Registration
- Welcome remarks (APN)
- Participants expectations
- Overview of objectives, expected outputs & methodology.
- Recap on Alternative Source of Funds training (Arusha)

TEA /COFFEE BREAK

10:30 – 1:00: Basics of Local Fundraising

- Why Domestic Resource Mobilization Matters
- Diversifying sources of income
- LFR Steps
- What is effective fundraising

LUNCH BREAK

2:00 – 4:30 PM: Basics of Local cont...

- How sustainable is your organization – Exercise and video
- Mapping local resource opportunities

DAY 2: TOOLS, TECHNIQUES & BEST PRACTICES FOR FUNDRAISING

8:30 – 9:30

- Recap of Day 1
- Key reminders & highlights.

9:30 – 10:00 MODULE 1: BASIC FUNDRAISING TECHNIQUES

In this session we shall explore simple, accessible, community-based fundraising techniques. These techniques enable CSOs to start raising resources immediately using existing networks. Events , Face to face Fundraising , Networking Fundraising, Online Fundraising , Volunteering , Raising money with students , Project adoption , Project adoption , Collections , Products sales , Diaspora funding , Donation in kind.

TEA /COFFEE BREAK

10:00 – 1:00: BASIC FUNDRAISING TECHNIQUES CONT...

LUNCH BREAK

2:00 – 4:30: MODULE 2: ADVANCED FUNDRAISING TECHNIQUES

Private sector funding This module will help CSOs explore innovative and most advanced financial models including Membership fees , Micro finance , Social enterprise , Private sector funding , Crowd funding, Endowment funding , fiscal sponsorship, assets building , consultancy service

DAY 3: MODULE 3: DEVELOPING ORGANIZATIONAL FUNDRAISING PLANS

8:30 – 9:15

- Recap of Day 2
- Key reminders & highlights.

9:15 – 10:00: How to Develop a Fundraising Plan

- Components: objectives, strategies, timelines.
- Using CtGA planning tools.
- Drafting organizational Fundraising plans.

TEA /COFFEE BREAK

10: 30 – 1:00: One-on-One Technical Support

Facilitator support on plan refinement.

Tailored advice on DRM pathways.

LUNCH BREAK

10: 30 – 1:00: One-on-One Technical Support

- Facilitator support on plan refinement.
- Tailored advice on DRM pathways.
- Closing remarks

Annex 2: List of Participants

S/N	Organization name	Participant	Gender	Location
1.	Core of Equality and Development	Peter Amani	Male	Shinyanga
2.	Core of Equality and Development	Leonia Malya	Female	Shinyanga
3.	Thubutu Africa Initiative	Jonathan Kifunda	Male	Shinyanga
4.	Thubutu Africa Initiative	Elibariki Petro	Male	Shinyanga
5.	Tanzania Community Foundation Network	Mwadhini Myanza	Male	Morogoro
6.	Tanzania Community Foundation Network	Anna Mushi	Female	Morogoro
7.	Youth Empowerment and Skills Development Organization	Awena Abdalah	Female	Zanzibar
8.	Youth Empowerment and Skills Development Organization	Abdulrahman Asedi	Male	Zanzibar
9.	Caring Hearts	Oswald Kikoti	Male	Iringa
10.	Caring Hearts	Hosian Kikoti	Male	Iringa
11.	Uwezo Tanzania	Kennedy Kalema	Male	Dar es salaam
12.	Uwezo Tanzania	Aimtonga Amani	Female	Dar es salaam
13.	Equality for Growth	Penina Reveta	Female	Dar es Salaam
14.	Equality for Growth	Nandipa Shadrack.	Female	Dar es Salaam
15.	Data Agenda for Tanzania Initiative	Mawazo Mataje	Male	Dar es salaam
16.	Data Agenda for Tanzania Initiative	Mrisho Swetu	Male	Dar es salaam
17.	Philanthropy Hub	Frida Chilimo	Female	Dar es salaam
18.	Philanthropy Hub	Kelvin Kelya	Male	Dar es salaam
19.	Africa Philanthropy Network	Goodchance Mariki	Male	Dar es salaam
20.	Africa Philanthropy Network	Magaluda Magobe	Male	Dar es salaam
21.	Change the Game Academy-Trainer	Edna Chilimo	Female	Dar es salaam
22.	Change the Game Academy-Trainer	Sebastien Mukasa	Male	Uganda
23.	Training Administration	Fortunata Francis	Female	Dar es salaam
24.	APN, Executive Director	Stigmata Tenga	Female	Dar es salaam

Annex 3: Training Modules

MODULE 1: BASIC FUNDRAISING TECHNIQUES

- 1. Events**

Event-based fundraising involves organizing activities such as galas, charity walks, concerts, auctions, or community gatherings to bring people together around a cause. These events raise funds through ticket sales, sponsorships, on-site donations, and merchandise, while also increasing visibility and building community engagement. Events often create memorable experiences that deepen supporters' emotional connection to the missions
- 2. Raising Money with Students**

Student-driven fundraising taps into the creativity and energy of young people through initiatives such as school campaigns, club projects, peer-to-peer outreach, or classroom challenges. It encourages teamwork and social responsibility while generating support from families, teachers, and the broader school community. This method is powerful because it both raises funds and builds long-term awareness among future leaders
- 3. Project Adoption**

In project adoption, individuals, groups, or organizations “adopt” a specific initiative—such as a classroom, a community well, a family, or a construction activity—and commit to funding it fully or partially. This approach provides donors with a clear understanding of what their contribution achieves, offering transparency, tangible outcomes, and a personal sense of ownership. It is especially effective for long-term or high-impact projects that require sustained funding.
- 4. Collections**

Collections involve gathering small contributions from individuals in public or private spaces, such as workplaces, places of worship, markets, or community gatherings. They can be carried out through donation boxes, mobile money prompts, or organized drives during special occasions. Although each contribution may be small, collections rely on volume and consistency, making them a reliable way to mobilize grassroots support.
- 5. Product Sales**

Product-based fundraising generates income by selling items such as branded merchandise, handmade crafts, food products, or seasonal goods. Supporters receive something tangible in exchange for their contribution, which increases participation and provides additional marketing for the cause. This method works well when products are appealing, mission-aligned, and easily distributed.
- 6. Diaspora Funding**

Diaspora fundraising leverages the support of individuals living abroad who maintain strong ties to their home communities. It often includes online campaigns, cultural events, partnerships with diaspora groups, and direct outreach. Diaspora donors tend to be highly motivated to contribute to development and humanitarian goals, making this a valuable source of sustainable funding.
- 7. Donations in Kind**

In-kind donations involve receiving goods or services instead of monetary contributions—such as food, clothing, equipment, medical supplies, transportation, or professional expertise. These contributions help reduce operational costs and provide immediate support where resources are urgently needed. In-kind giving is especially effective during emergencies or when donors prefer to provide practical, tangible items.

8. Raising Money with Students

This technique engages students in fundraising activities such as school campaigns, peer-to-peer drives, competitions, or creative initiatives like fairs and talent shows. It not only raises funds but also promotes leadership, teamwork, and social responsibility among young people. By involving families, teachers, and local communities, student-led fundraising generates broad support and builds long-term awareness for the cause.

9. Project Adoption

Project adoption allows individuals, groups, or organizations to financially “adopt” a specific initiative—such as sponsoring a family, funding a classroom, supporting a water project, or covering operational needs. This method offers donors a clear and tangible outcome for their contribution, increasing transparency and accountability. Because supporters feel a sense of ownership, it often leads to long-term relationships and sustained funding.

10. Collections

Collections involve gathering small contributions from many people through donation boxes, public appeals, workplace drives, or community gatherings. These contributions—though individually small—add up through consistency and volume, making collections a dependable grassroots fundraising strategy. It also helps engage a wide range of supporters who may not be able to give large amounts but are willing to contribute regularly.

11. Product Sales

Product-based fundraising raises money by selling items such as branded merchandise, handmade crafts, food goods, or seasonal products. Donors receive something tangible in return, making participation easy and attractive. When products reflect the mission or community identity, they not only raise funds but also promote the cause and increase visibility.

12. Diaspora Funding

Diaspora fundraising taps into the generosity of community members living abroad who often remain deeply connected to their roots. Funds are typically raised through online campaigns, cultural events, organizational partnerships, or direct outreach. Diaspora donors frequently have strong motivation to contribute to development efforts back home, making this a reliable source of support for both short-term and long-term projects.

13. Donations in Kind

Donations in kind refer to contributions of goods or services instead of money—such as food, clothing, equipment, medical supplies, transportation, or volunteer labor. These gifts reduce operational costs and provide immediate practical support, especially during emergencies or resource shortages. In-kind donations can be highly valuable when monetary donations are limited or when donors prefer to give tangible items.

MODULE 2: SUMMARY OF ADVANCED FUNDRAISING TECHNIQUES

1. Private Sector Funding

Private sector funding involves securing financial support from businesses and corporations through sponsorships, partnerships, corporate social responsibility (CSR) programs, or direct donations. Organizations benefit from the resources, networks, and visibility that private companies provide, while companies gain positive brand recognition and community goodwill. This approach works best when the mission aligns with corporate values and when long-term relationships are cultivated.

- 2. Fiscal Sponsorship**

Fiscal sponsorship allows emerging or unregistered projects to operate under the legal and tax-exempt status of an established nonprofit. The sponsor manages financial, legal, and administrative responsibilities, enabling the sponsored project to receive tax-deductible donations and grants. This arrangement accelerates project implementation, reduces administrative burdens, and provides credibility while maintaining flexibility for the project team.
- 3. Crowdfunding**

Crowdfunding raises money online by appealing to a large number of people through platforms such as GoFundMe, Kickstarter, or social media campaigns. By sharing compelling stories, visuals, and clear funding goals, organizations can mobilize widespread support quickly. This method thrives on emotional engagement, transparency, and social sharing, making it ideal for project-based, urgent, or innovative initiatives.
- 4. Social Enterprise**

A social enterprise generates revenue through the sale of products or services that directly support a social mission. Instead of relying solely on donations, the organization builds a self-sustaining business model that funds programs while creating social value—such as employing marginalized people or reinvesting profits into community projects. This approach enhances long-term financial stability and social impact.
- 5. Endowment Funding**

Endowment funding involves investing a large, permanent pool of capital from which only the interest or investment returns are used to support organizational activities. This creates a stable, long-term funding source that protects the organization from financial fluctuations and ensures sustainability. Endowments require strong governance, disciplined investment management, and donor trust.
- 6. Membership Fees**

Membership fees come from individuals or groups who pay recurring dues to join or support an organization. Members often receive benefits such as access to events, newsletters, discounts, or participation rights, creating a sense of belonging and ownership. This funding method provides predictable and steady revenue while strengthening community engagement and loyalty.
- 7. Microfinance**

Microfinance provides small loans or financial services to low-income individuals or micro-entrepreneurs who lack access to traditional banks. While designed primarily for economic empowerment, it can also serve as a fundraising tool when interest revenue or repayment cycles are reinvested into social programs. Microfinance promotes self-reliance, entrepreneurship, and community development.
- 8. Impact Investment**

Impact investment involves attracting investors who seek both social/environmental impact and financial returns. Funds are directed toward mission-driven ventures—such as renewable energy, affordable housing, or social enterprises—that deliver measurable positive outcomes. This approach appeals to ethically minded investors and offers scalable, long-term financing for high-impact initiatives.