

An NGO is established to

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- Positively impact a community/communities in a specific way
(health, education/literacy, gender, financial empowerment etc.)
- Influence policy direction
- Advocate for change on behalf of others
- Make peoples lives better

Two critical measures of success..

- **IMPACT:** How many lives have you changed through your intervention / programs
- **SUSTAINABILITY:** Access to funds / fund raising

TIPS FOR IMPACT AND SUSTAINABILITY

- Determine your focus, objectives and who your beneficiaries will be early on and don't be distracted.
- Organise all your programs and intervention around your focus, objectives and intent. There must always be a DIRECT link between what you are doing and what you want to achieve.

TIPS FOR IMPACT AND SUSTAINABILITY...continued

- Differentiate between impact and outcomes but know that both are important and devise / establish means to measure and monitor both outcomes.

Impact - long term consequence of achieving objectives and bigger socio-economic change.

- Constantly engage and seek feedback from your beneficiaries and use this to inform your future interventions or to fine-tune and improve current intervention.

TIPS FOR IMPACT AND SUSTAINABILITY...continued

- Spend time building a brand and propagating the brand
 - Quality, good governance, effective, open, creative, integrity, can-do
 - Social media creates *awareness* about what you do. Your website communicates your commitment to your programs and the impact you are making. Use social media to bring people to you, your website and then make the connection.

- Actively seek out strong partners to work with. Those that share the same values as you and will complement the work that you do, make your funding go further. But be very protective of your brand.

TIPS FOR IMPACT AND SUSTAINABILITY...continued

- Institute good governance very early on
 - Carefully selected board members who can really add value and not just a collection of 'names'. What skills, experiences and networks do you need?
 - Keep your board involved and informed
 - Budget preparation and approval
 - Accounting, auditing and financial transparency

TIPS FOR IMPACT AND SUSTAINABILITY...continued

- Institute strong internal processes. Build continuity, standardise performance, be efficient as well as effective , give donors comfort that most of the money is being deployed to programmes not running an inefficient organisation.
- Be strategic and sensible about fund-raising and donor targeting.
 - Your objectives must be aligned with theirs
 - Your programmes must resonate with theirs
 - There must be something in it for them

TIPS FOR IMPACT AND SUSTAINABILITY...continued

- Work to have surpluses . Nobody funds admin. Donors fund programmes, surpluses fund admin but you must never cut corners to achieve a surplus
- Recruit the best talent and be ready to pay a reasonably competitive salary
- Build flexibility into your workforce - especially important when donations are soft - volunteers, contract staff, outsource

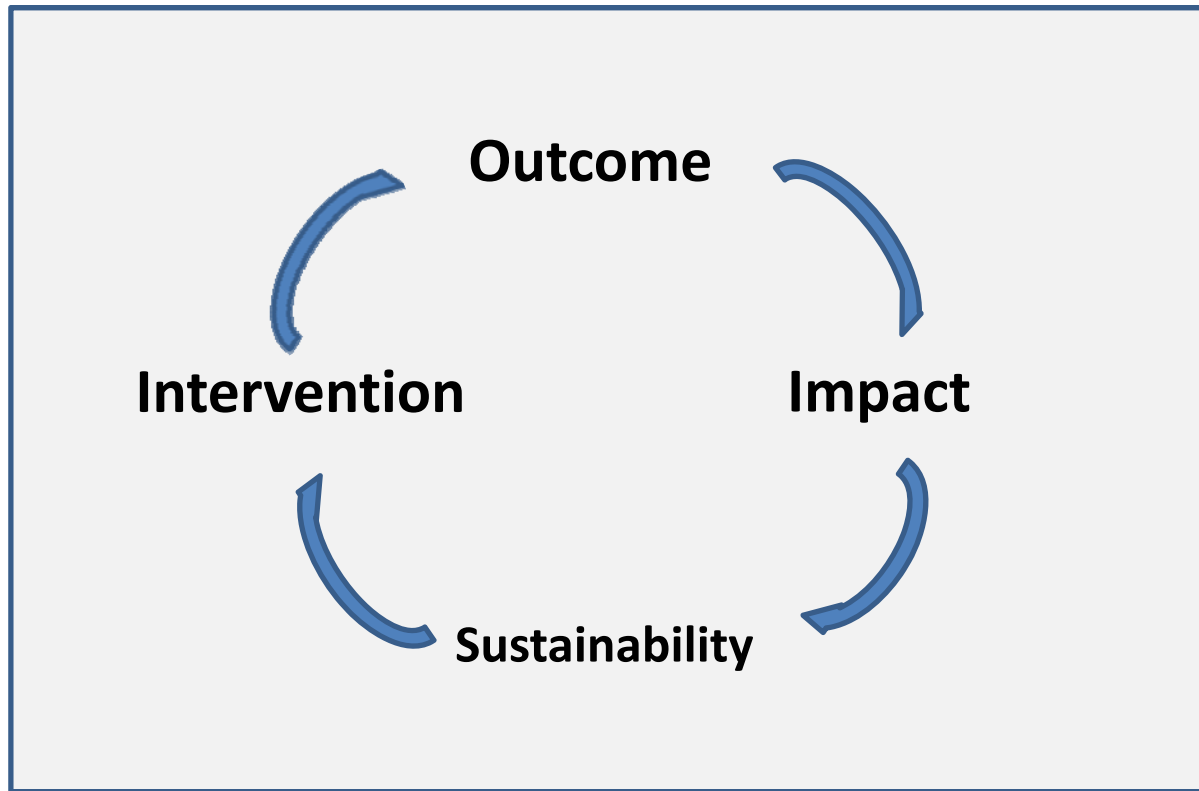
TIPS FOR IMPACT AND SUSTAINABILITY...continued

- Define your key performance indicators early and use them.
 - Efficiency of programmes (how well you use resources)
 - Effectiveness of programmes (achievement of planned goals and targets and beneficiary satisfaction)
 - Fund raising efficiency (size of donations, repeat donors)
 - Expenses and costs (have a rule e.g. no more than x% of funds raised goes to the running of the NGO and stick to this no matter what. It makes for goal discipline and facilitates fund raising)
 - Stakeholder satisfaction (constantly and continuously measure)

TIPS FOR IMPACT AND SUSTAINABILITY...continued

- Create awareness of what you can do beyond your immediate beneficiaries.
 - Articles, publication
 - Speaking assignments
 - Thought leadership
 - Use everybody - management board

CONCLUSION



THANK YOU