WWQA
World Water Quality Alliance

Guidebook for training Local Water Forums

MODULE 4: Funding

Design a local funding strategy to encourage stakeholders to provide financial and other support

Developed for World Water Quality Alliance (WWQA)

by Human Right 2 Water and Women for Water Partnership

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Introduction

The aim of the workshop is to train Local Water Forums (LWF's), either through leaders of the LWF, or through regional and national institutions, on how to set themselves up to be supported as an entity that can monitor water quality through citizen science.

The workshop follows a four-module outline, that supports LWFs to develop an engagement strategy; explains how to conduct stakeholder mapping to consider the sources of support from different potential sources; runs through the technical options for data collection; and uses all these tools to develop a funding strategy that is local, sustainable, and supported by the local community.

Figure 1: Outline of the Modules

	MODULE	CONTENT COVERED	OUTPUT
	Welcome	Introduction and icebreaker	
1.	**Engagement**	Develop an Engagement Plan	A Vision for the LWP, preliminary assessment
	BREAK		
2.	**Stakeholder Mapping**	Identify and involve the optimal partner stakeholders.	A structured approach for mapping
	LUNCH		
3.	**Monitoring and Data Collection Expertise**	Water quality data collection techniques and the people required to make this work.	Technical options and who to ask for help
	BREAK		
4.	**Funding Strategy**	Design a local funding strategy.	An outline template for the funding strategy

The workshop was initially designed as a one-day workshop, but based on the feedback received by the participants, it would have benefitted from more time for the breakout groups. Given the modular design, the training could be given as four modules over a two-day period, or each module could stand alone, and be presented once a week.

This guideline accompanies updated slides and templates provided for the first WWQA train-the-trainers workshop help in Nairobi on 19th October 2023, following the WWQA Nairobi Conference. They can be used as an aid for trainers working with LWFs, giving guidance on how to present the slides, with additional templates and materials for developing ideas during the breakout groups, and after the workshop.

Module 4 Overview

Each of the modules are designed to walk the participants through the methodologies and processes need to form a sustainable LWF that will be capable of attracting funding and support through local contacts and institutions.

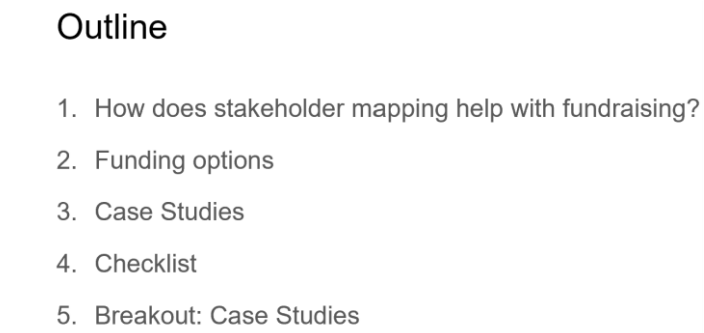
Module 4 pulls together the learnings from the first three modules into a process for identifying potential funding sources, including voluntary, technical support, and financial support.

In Modules 1 and 2, when designing the Stakeholder Engagement Plan, we discussed the importance of having a collective vision, and then understanding the root causes of the water quality problems for the river or water body to help identify the relevant stakeholders. It also considers the parties that are most likely to be supportive of the LWF, related to their interest in the subject (supporting the same mission), their dependence on the river for income (vested interest), their vulnerability to water quality for welfare and health (motivated), and their direct relationship with the river related to how their activities might impact the quality of the river (causal).

This module brings together these concepts in a tool for listing the priority stakeholders, and how to communicate best with each one.

Module 4: Funding (1-hour)

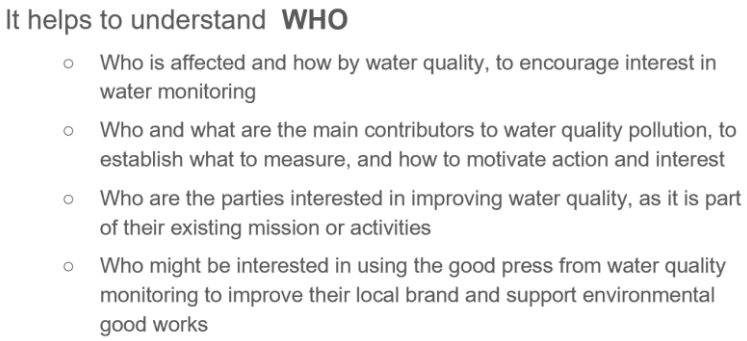
Slide 1



Module 4 connects the work completed in Modules 1 and 2 on stakeholder mapping with potential funding options that are available at a local level. To complement this, there will be a few case studies to explain how it has worked in other places. The final breakout section will describe a checklist approach for each LWF to develop their own fund-raising strategy.

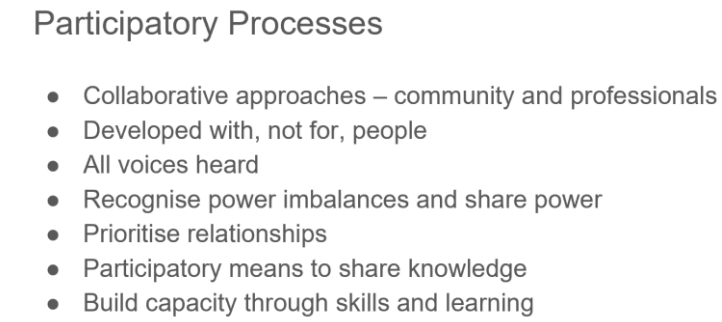
4.1 How does stakeholder mapping help?

Slide 2



Summarising the main take-aways from earlier modules, we need to understand **WHO** are the main stakeholders affected by water quality, contributing to water pollution, interested in improving water quality, and likely to benefit from the good press achieved in supporting your mission.

Slide 3



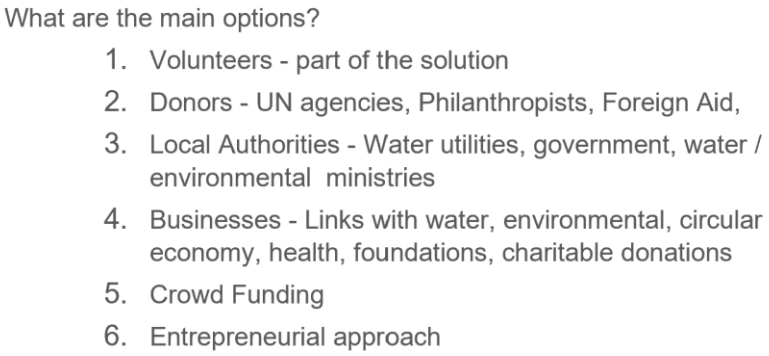
What is the definition of a participatory process? It encompasses the human rights-based approach principles of inclusion and meaningful participation. Effective participation, including all the relevant stakeholders in your LWF, enables a more collaborative approach, which is developed with, and not for, people.

It has to be well designed to make sure that all voices can be heard. By recognising power imbalances it is easier to find a way to share power such that quiet people are able to speak up and share their views.

Participatory also covers the process of sharing information and knowledge in any way that works for your community. It is one of the best ways to build capacity.

4.2 Funding Options

Slide 4



These are the six main categories for funding. Each has its own means of communication, and some will be easier to achieve than others.

The main points to note here are:

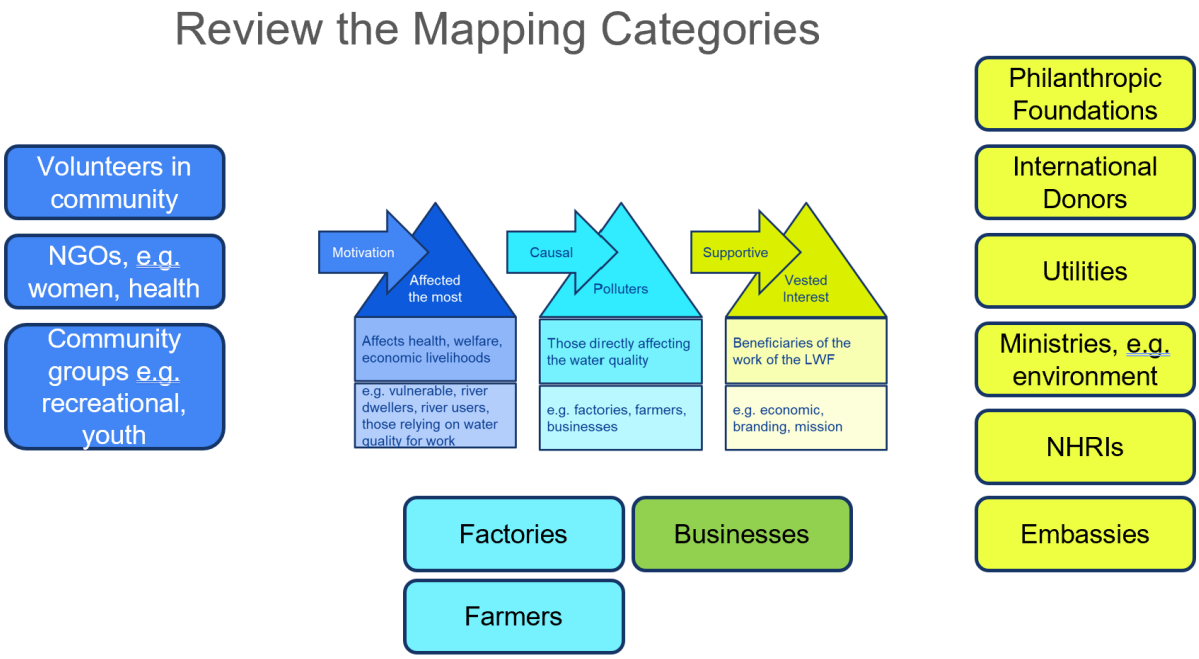
- Don't underestimate the value of voluntary contributions, as they create value, are very useful as part of the funding solution, and important in the early stages to attract other funds.
- Large scale international donors are much more difficult to attract than smaller scale local donors. Unless you already have a special relationship with one, then it is more time effective to concentrate on the people that you understand and know well and that live in the community.

- Given the topic, on water quality, it is important to speak to the main duty bearers in your area, the local authorities and water/wastewater providers. They have an aligned mission to clean up water resources, and should be very willing to support in some way. It may be primarilyfor technical advice, but, like voluntary contributions, it helps to create a more investable forum once funders know that you have the local authorities on your side and giving technical support.
- Many businesses have a charitable foundation, or have some funds put aside each year for local community work. They are more likely to benefit from an activity that is very visible locally, that is clearly doing good works, and that has a professional image. Even better if you can add their logo onto any of your communication activities.
- Crowd Funding is easier to organise than you think, and doesn't require any initial investment other than your time. There are many online service providers that can help in this regard, and they are best for short term, focussed projects.
- And lastly, the entrepreneurial approach is always an option. If you can find a way to produce a product that you can sell, while also achieving your mission, then that is ideal.

Slide 5 _____

This is a review of the wider community impacts and benefits from Module 2. By thinking about how different people are affected by healthy water resources, it helps us to consider the various stakeholders and to what extent, and how they might be interested in the LWF.

Slide 6



The categories related to **Motivation, Causal** and **Supportive** stakeholders provide one way of searching out and categorising the relevant stakeholders.

Motivated people, usually the ones affected the most, could be presented by volunteers in the community, NGO's representing different groups (e.g., women, health), or other community groups that are geared around recreational activities in the river, or young people that might be enthusiastic to help.

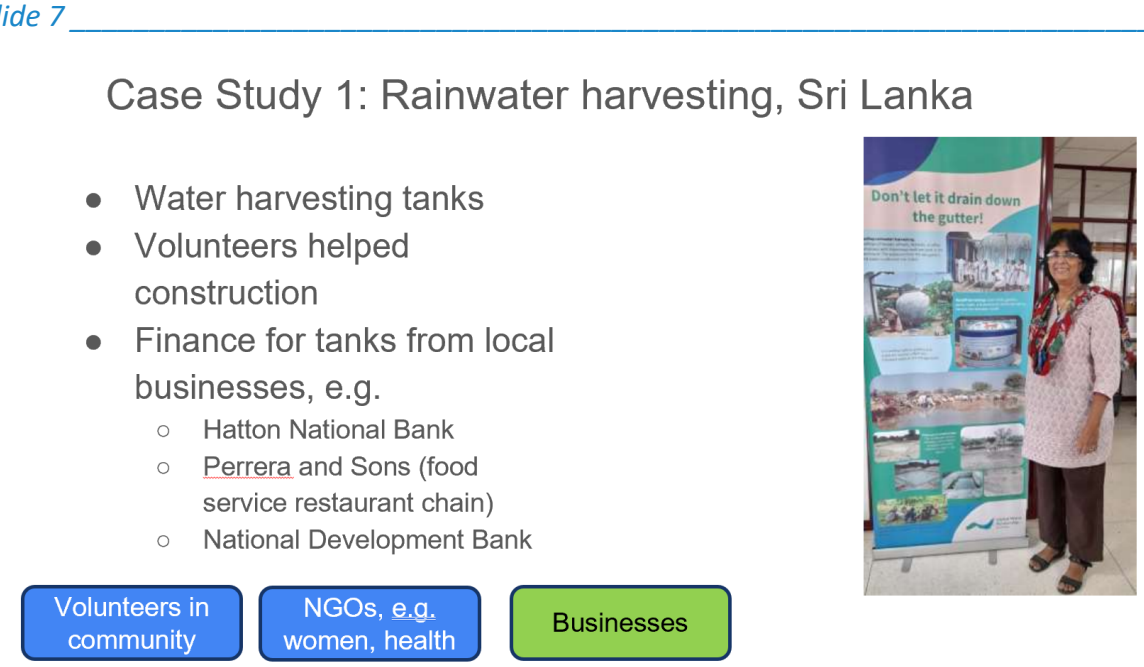
The Causal groups are the industries and agricultural businesses that are operating alongside the river or tributaries. They may be represented by farmer cooperatives, or industry bodies. There are also local businesses that may or may not be contributing to the river pollution, but they would like to support local community activities, so they may fall between the aqua and yellow groups.

And lastly, the ones with a vested interest, or a supportive mission are highlighted in yellow. Here we include all the duty bearers that have a responsibility to protect, respect and fulfil the human right to a clean, healthy and sustainable environment.

4.3 Case Studies

Case Study 1: Local Business Support, Sri Lanka

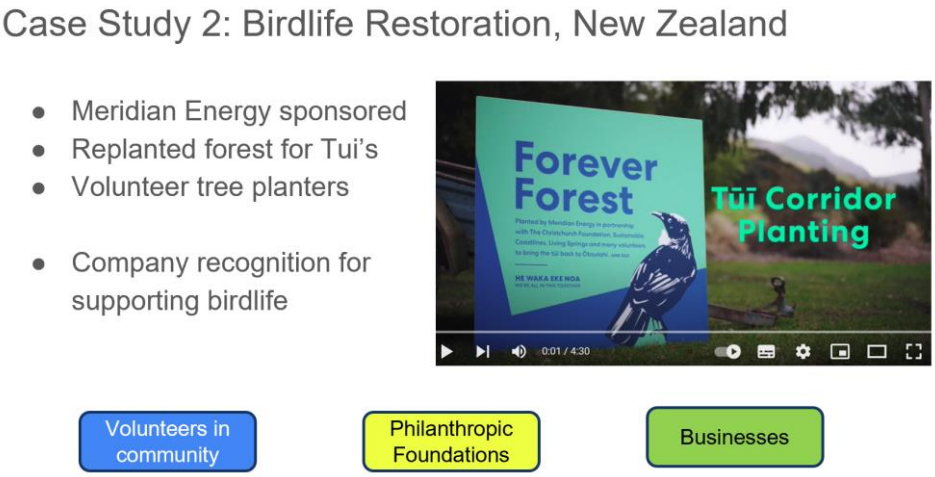
Slide 7



Thanks to Kusum Athurkorala, WfWP

This first case exemplifies a community project in Sri Lanka, developed by the Women for Water Partnership (WfWP). The women in the community recognised that rainwater harvesting tanks would provide uncontaminated water for local schools and homes, but it required a significant investment. The solution was found by identifying several local businesses (banks and a national restaurant chain) that were happy to contribute towards the capital cost of the tanks. The installation and operation was then managed by local volunteers through the WfWP. WfWP is a members-based NGO that supports women in local communities to improve water management.

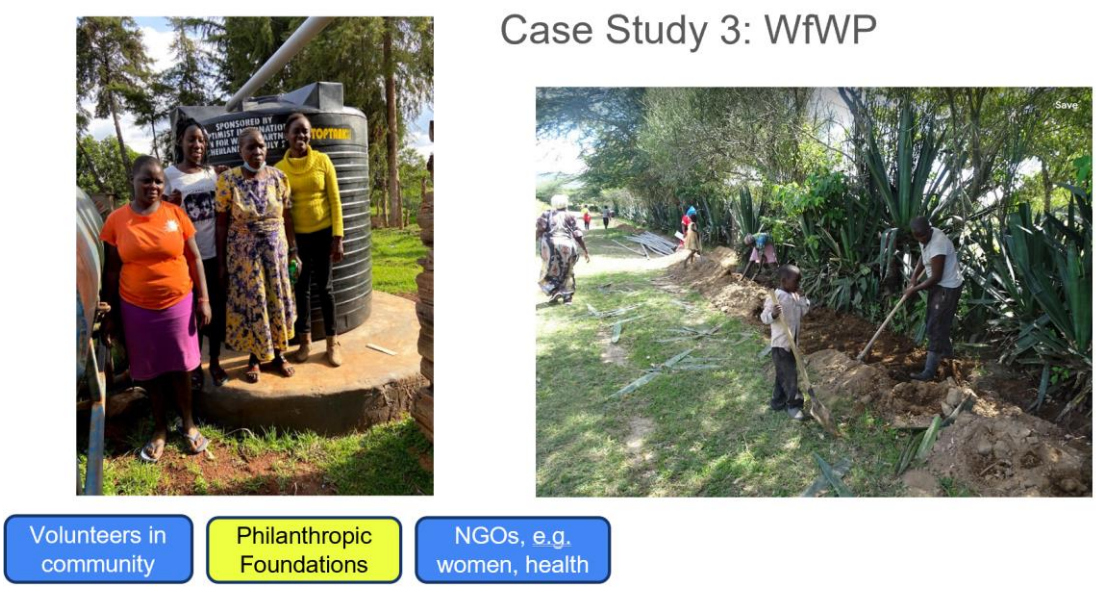
Case Study 2: Local Utility Support, New Zealand



Case Study 2 concerns a tree-planting ecological project that has been sponsored by the local renewable energy company. The company has provided the funding for the trees and the land and tree-planting has been donated by volunteers in the community and philanthropic foundations. In both cases 1 and 2, the critical funding was provided because of the enthusiasm and organisation of the local volunteers, to enable the project to happen. In both cases, the companies benefit from the good press and branding that they receive in return. The project is highlighted Median's website, showing how they view the value of this sponsorship. https://www.meridianenergy.co.nz/community-support/tui-corridor

Case Study 3: Local Community Support, Kenya

Slide 9



Case Study 3 is another case where WfWP raised the capacity of community women volunteers in Tarbo, Uasin Gishu County to manage a rainwater harvesting case. In this model, the women were able to find a supportive landowner for positioning the tanks, and funding from philanthropic donors to raise money for the rainwater tanks (https://www.soroptimistinternational.org/campaigns/women-water-and-leadership-2017-2019/). The installation of pipes and tanks was all provided by voluntary help.

Figure 1: In Nairobi, people cannot afford to buy water, and access by tapping from the pipes (left), Mwihoko Women Group in Nakuru County helped to install rainwater tanks (right)

Slide 10

Crowdfunding

- Collect small amounts $ from many in the general public
- Good for attention, especially younger crowds
- Bandwagon effect
- Cost effective, no upfront fees
- Marketing – valuable for media attention
- A good alternative source of funding
- Tests crowd reactions

Crowdfunding is a popular way to raise relatively small amounts of funding from a wide number of people. It can bring attention to the cause, and often will create a bandwagon effect as friends of friends see others donating to the cause, and want to be seen to contribute.

Most of the options for crowdfunding are low cost, working on a small percentage of the funds raised (around 2%) with usually no upfront fee to get started. This makes it a viable option for many small organisations that are looking for funds, especially those with a wide range of friends and contacts.

It may not raise all the money needed for a project, but it can certainly help, and it is a good test of crown reactions to the scheme – in other words, if there are many supporters for a community scheme, then it adds further incentive to other sponsors.

Slide 11

Useful Non-profit Crowdfunding sites

Name	Pros
Donor Box www.donorbox.org	Efficient, affordable (1.5%), Multiple currencies, languages, payment systems, powerful donor management system
GoFundme www.gofundme.com	Easy to use, simple set up, responsive customer service Free to start, up to 2.2% charge for full cost.
M-Changa www.mchanga.africa	First and largest African crowdfunding platform. Safaricom paybill, Equity, Airtel, Visa, Mastercard and PayPal.

Case Study 4: Crowdfunding App, Kenya

Slide 12

CLOSED

Water-App to revolutionize Water Supply in Kenya

Build with us a drinking Water supply and cut down the prices for the needy population in Kenya!

Andreas Koller
1 Campaign | Kisumu, Kenya

$2,475 USD — 31 backers

10% of $23,700 **Flexible Goal**

FOLLOW

This crowdfunding page in a Kenyan App is just one example of the type of interface that you can set up in a typical App. This one, designed to improve drinking water supply, is hoping to raise $23,700. The total raised so far is 10% through 31 backers. These Apps typically provide a simple-to-use site for you to set up a project with an interesting photo, and a short introduction. It is then up to you to share the link with friends, colleagues and potential stakeholders, to interest them in contributing. You can share the link through any social media site, or email, and people can give donations publicly or privately, with an immediate feedback on the amounts raised. As mentioned earlier, it can have a bandwagon effect, as people want to be seen to contribute, and also get gratification from their generosity. In many countries, the donation can also be increased by making it tax free.

Case Study 5: Rural community awareness project, Ireland

Slide 13

Case Study 5: Ireland Catchment Care

- EU Funded project to improve freshwater quality
- Community led
- Education and awareness programme
- Free tools online available www.catchmentcare.eu

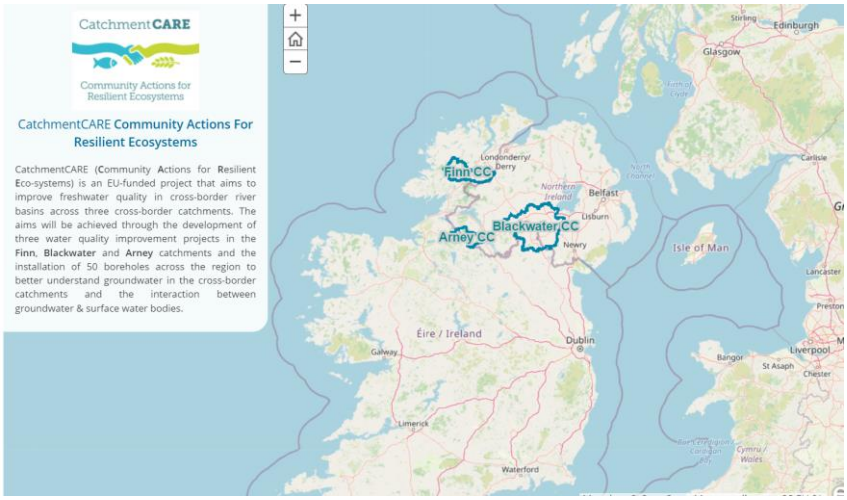
International Donors

Community groups e.g. recreational, youth

Ministries, e.g., environment

This last case study is different from the others as it is driven by local politicians, and supported by international donors. The process is interesting as the support gained from the community was generated through the involvement of citizen science, and a robust education programme through schools. These tools are freely available online for anyone to use.

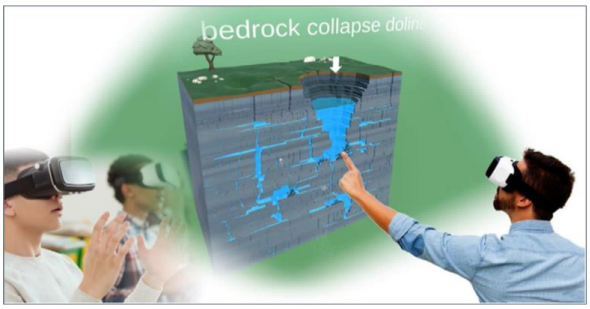
Slide 14



The map shows the area where the community action has been conducted in Ireland. It is right on the border between Northern Ireland and Ireland, and the project has succeeded in overcoming political differences through this community-based approach.

Slide 15

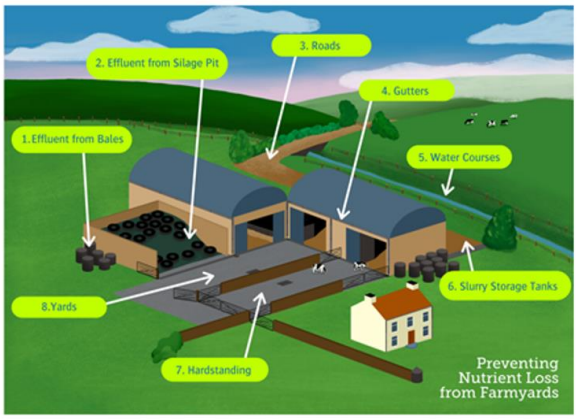
Virtual education tools

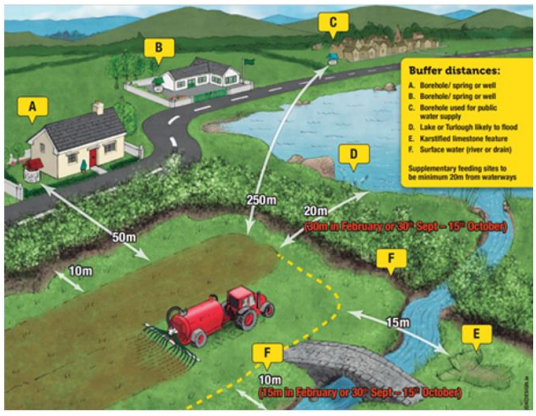


Virtual education tools have been developed to show children how surface and groundwater interact, to encourage more consciousness about the link between actions on the land and the quality of water beneath. Access to these tools can be found here https://catchmentcare.eu/water-professionals-groundwater/.

Slide 16

Catchment planning





These diagrams show how the information has been used to increase awareness for the farming community about the effects of land use on groundwater quality. The left hand side points out the aspects that can be helpful to prevent nutrient loss from farmyards, for example presenting the effluent runoff from different places. The right-hand picture describes how to create a buffer distance between contaminating sources and the water bodies, for example creating a minimum distance between cultivating crops and the water bodies to prevent the agrochemicals from leaching into the aquifer systems directly.

Case Study 5: Entrepreneurial Approach

Slide 17

- Can you create a business?
- Consider:
  - Is there a product that people will pay for?
  - How long to pay it back?
  - Can you find a donor to help you get started?
  - What does your community need?
- Potential water quality testing ideas:
  - Bundle with other activities that make money, e.g. drinking water, toilets, solar power
  - Partner with local business, or utility, to share costs, risks

The entrepreneurial approach is suggested as an alternative model. It needs to be based on a project that will be able to create an income in future to either pay for the operating costs, or ideally, to payback the initial investment over a number of years.

Let's take an example such as the installation of a community shower and toilet facility in an informal settlement. It is assumed that people are prepared to pay a small sum for access to clean facilities, with clean running water. The challenge is finding an investor to fund the initial capital. Depending on the amount that people are prepared to pay, the initial capex is considered a donation or a loan. If the former, then the individual payments will only need

to cover operation and maintenance (e.g. cleaning, collection of fees, repair work). If the latter, then the fees also need to cover a payback period for the loan whereby the initial capex can be paid back slowly. The advantage of the latter example is that it is a replicable model and the entrepreneur can replicate with the same initial fund. The disadvantage of course, is that the fees will be higher for the community.

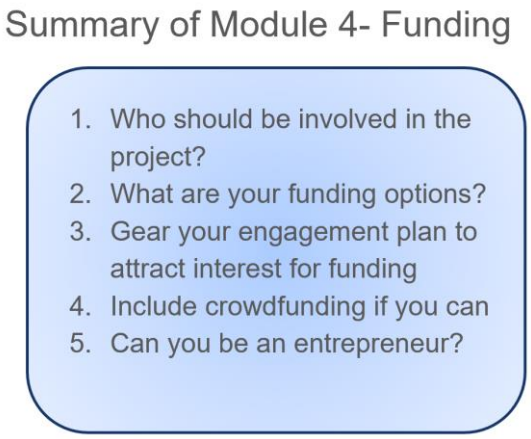
This example is relevant because it can reduce the amount of waste that is released into natural aquifers, by using improved waste water disposal systems that are linked to sewage systems or local treatment centres. It can be part of the solution, and clearly linked to the bigger picture of improving water quality.

The entrepreneurial model, as applied to water quality testing, could also be applied in a similar fashion to other systems such as setting up a technical laboratory for testing water samples locally; or drinking water stations that sell potable water; or domestic waste collection services. All of these projects can be bundled with the process of water quality monitoring, so looking at solutions in tandem with the testing of water quality, and the improvement of the ecological system.

Slide 18

This slide reviews the concepts promoted in Module 2. Hopefully, by now you are seeing the relevance of considering all the potential stakeholders that could support your LWF. You can be as ambitious or as simple as appropriate for your LWP.

Slide 19



In summary, this last module brings together the ideas that have been collected over the previous sessions. Importantly, this course should help you to think about who should be involved in the project, looking at the active volunteers and members of your LWF and the potential sponsors.

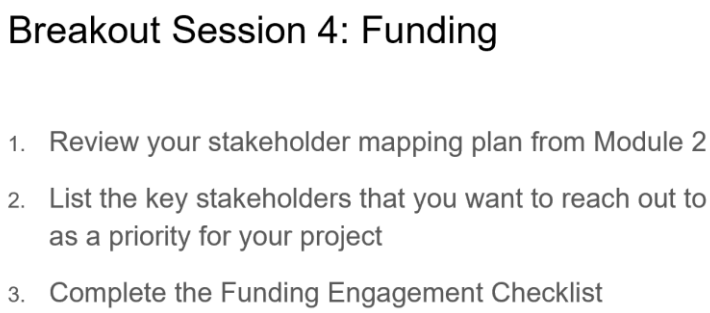
It is geared towards helping you to think differently about options for funding. It is best to blend a combination of voluntary work from the affected community, with technical support from your local experts (Universities, local authorities), and with added financial support from companies, institutions and people that can see the local benefit, and would like to contribute in whatever way they can. The larger organisations will potentially like the public exposure and benefit from it.

Crowdfunding can help to get you started with small amounts of funding, and it also generates interest and a test of public support. It is not just a source of funds, but also a way of attracting other funds.

And in the last few slides, we have talked about entrepreneurship. Don't forget about the benefits of creating a self-sustaining company (it can be not-for-profit if you prefer), that will provide local jobs, create a longer lasting solution, and also help to justify the water quality monitoring that you are able to set up.

4.3 Breakout Session (1-2 hours in total)

Slide 20



This last breakout session is designed to prioritise the relevant stakeholders for supporting the project in a format that provides a set of tasks, based on the earlier modules.

Again, break into teams of 5-6 people, preferably the same as the teams from Modules 1 and 2, and use the template provided to completed the funding engagement checklist (Annex C). Refer back to your answers in the earlier Modules for inspiration.

The teams should then reconvene afterwards as a plenary group to share the main learnings from each team and to discuss how to implement the strategy.

One person should be nominated as rapporteur for each team for this breakout group.

OUTPUT: A priority list of the key stakeholders for contacting with regards to supporting your LWF, and the best way to reach out to them using different communication methods.

Remember, that it is important to develop the Stakeholder Engagement Plan before contacting any stakeholders to ensure that you present your best foot first!

ANNEX 4: Funding Engagement Checklist

Funding Engagement Checklist

Key Stakeholders	Type of Support	Type of engagement	Digital marketing	Main points of contact
Women in the community	Volunteer, decision-making	Regular meetings in small groups	e.g. Facebook page,	
Local utility	Technical support	Bilateral meetings	Targeted emails	Manager's name