



Module 4

Funding Strategy

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

Outline

1. How does stakeholder mapping help with fundraising?
2. Funding options
3. Case Studies
4. Checklist
5. Breakout: Case Studies



1. How does Stakeholder Mapping Help?

It helps to understand **WHO**

- Who is affected and how by water quality, to encourage interest in water monitoring
- Who and what are the main contributors to water quality pollution, to establish what to measure, and how to motivate action and interest
- Who are the parties interested in improving water quality, as it is part of their existing mission or activities
- Who might be interested in using the good press from water quality monitoring to improve their local brand and support environmental good works



Participatory Processes

- Collaborative approaches – community and professionals
- Developed with, not for, people
- All voices heard
- Recognise power imbalances and share power
- Prioritise relationships
- Participatory means to share knowledge
- Build capacity through skills and learning

2. Funding Options

What are the main options?

1. Volunteers - part of the solution
2. Donors - UN agencies, Philanthropists, Foreign Aid,
3. Local Authorities - Water utilities, government, water / environmental ministries
4. Businesses - Links with water, environmental, circular economy, health, foundations, charitable donations
5. Crowd Funding
6. Entrepreneurial approach



Wider Community Impacts



Social

Vulnerable to

- Health
- Location
- Lifestyle



Cultural

Water use for

- Recreation
- Indigenous



Environmental

- Quality Changes
- Concerns



Economic

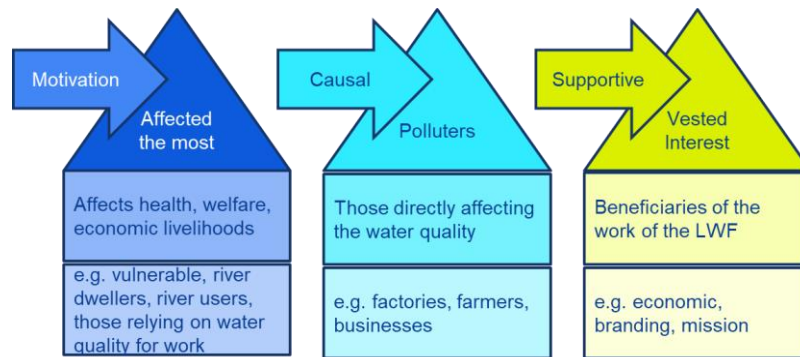
Livelihoods

- Local jobs
- Fisheries
- Tourism

Think about
how different
people are
affected

Review the Mapping Categories

- Volunteers in community
- NGOs, e.g. women, health
- Community groups e.g. recreational, youth



- Factories
- Farmers

- Businesses

- Philanthropic Foundations
- International Donors
- Utilities
- Ministries, e.g. environment
- NHRIs
- Embassies

Case Study 1: Rainwater harvesting, Sri Lanka

- Water harvesting tanks
- Volunteers helped construction
- Finance for tanks from local businesses, e.g.
 - Hatton National Bank
 - Perrera and Sons (food service restaurant chain)
 - National Development Bank

Volunteers in
community

NGOs, e.g.
women, health

Businesses



Case Study 2: Birdlife Restoration, New Zealand

- Meridian Energy sponsored
- Replanted forest for Tui's
- Volunteer tree planters
- Company recognition for supporting birdlife



Volunteers in
community

Philanthropic
Foundations

Businesses

Case Study 3: WfWP



Volunteers in
community

Philanthropic
Foundations

NGOs, e.g.
women, health





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)

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



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



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



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

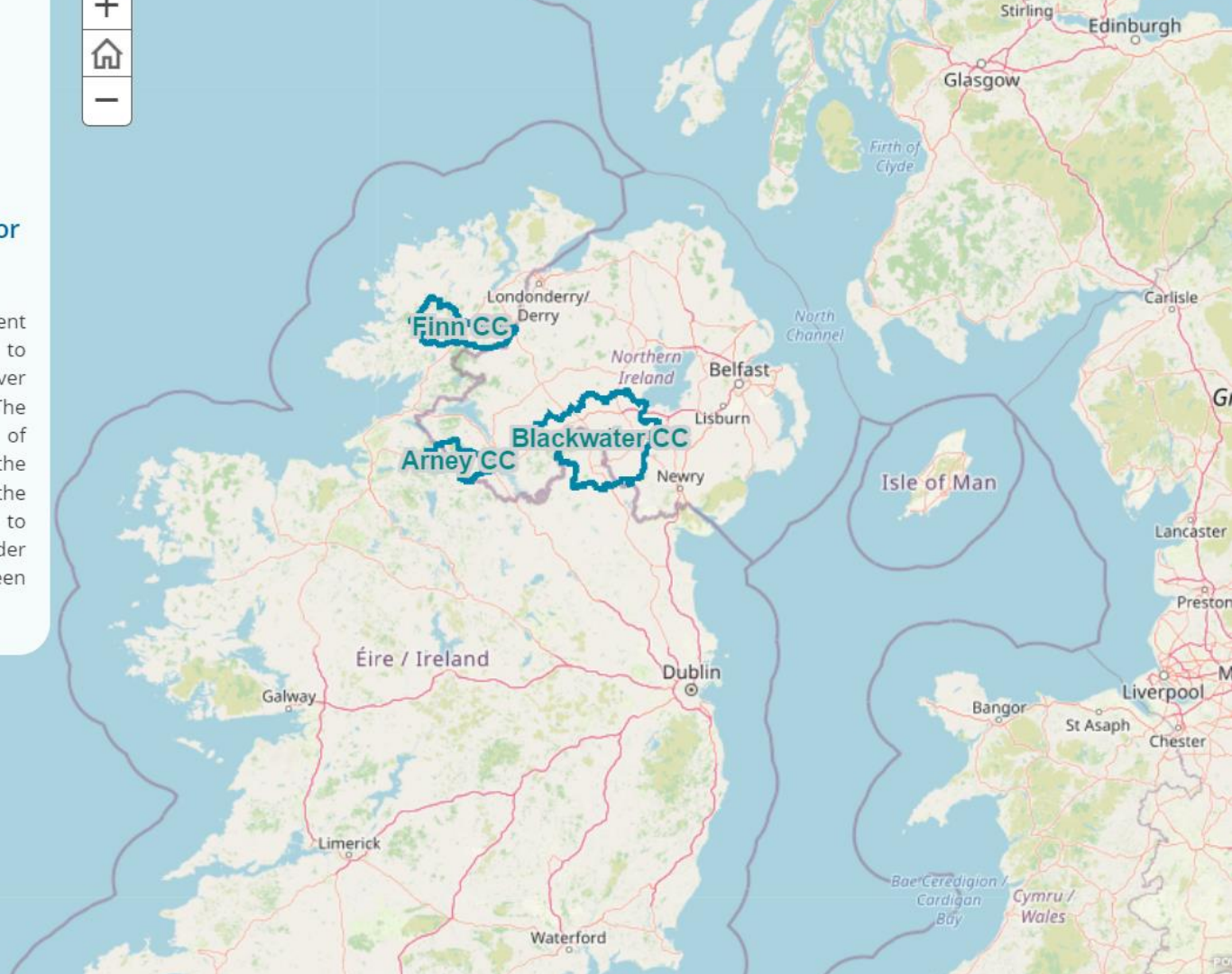
Community groups e.g.
recreational, youth

Ministries, e.g.,
environment

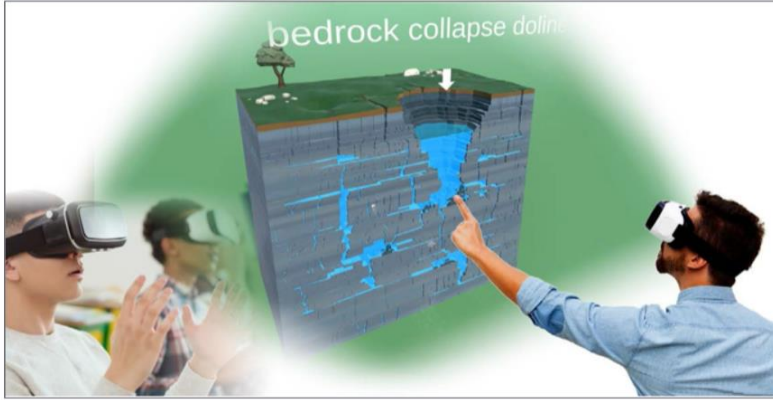


CatchmentCARE Community Actions For Resilient Ecosystems

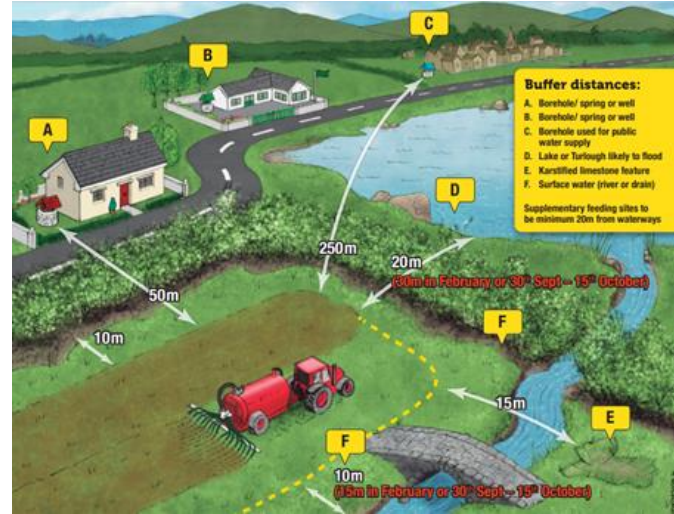
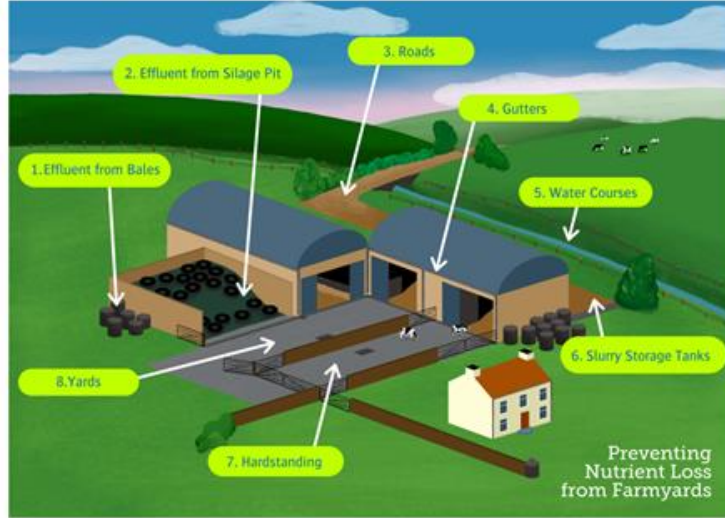
CatchmentCARE (Community Actions for Resilient Eco-systems) is an EU-funded project that aims to improve freshwater quality in cross-border river basins across three cross-border catchments. The aims will be achieved through the development of three water quality improvement projects in the **Finn**, **Blackwater** and **Arney** catchments and the installation of 50 boreholes across the region to better understand groundwater in the cross-border catchments and the interaction between groundwater & surface water bodies.



Virtual education tools



Catchment planning



Entrepreneurial Approach

- 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

4. Prioritisation of Stakeholders (review)

Motivation

Causal

Supportive

- Creates a powerful reason for monitoring, with local support
- Companies operating legally may wish to be seen to help improve environmental regulation
- Those with a vested interest could support the development of the LWF due to the following reasons:
 - **Economic** - They would directly benefit from water quality improvements, e.g., fisheries, tourism
 - **Branding**: They will improve their brand if they support a well-supported public campaign to support water quality monitoring, e.g., large scale users of water, e.g. drinks manufacturers
 - **Mission**: It supports their own mission to improve the environment, e.g. utilities, environmental agencies, environmental NGOs

Summary of Module 4- Funding

1. Who should be involved in the project?
2. What are your funding options?
3. Gear your engagement plan to attract interest for funding
4. Include crowdfunding if you can
5. Can you be an entrepreneur?

Breakout Session

Module 4



Breakout Session 4: Funding

1. Review your stakeholder mapping plan from Module 2
2. List the key stakeholders that you want to reach out to as a priority for your project
3. Complete the Funding Engagement Checklist

Funding Engagement Checklist

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We hope you enjoyed this workshop!

Please take a few minutes to give us feedback
here:

(online survey link)

Thank you!