

Spiritan Centre for Cooperation and Development
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RESOURCE MOBILIZATION STRATEGY (2024-2028)

Goal To diversify the resource base of Kibanda and increase revenue for sustainable program implementation.

Objectives

1. Strengthen the existing relationship between the donor agencies and Kibanda by 2025.

Strategies

- (i) Schedule and hold face-to-face meetings with the donor agencies that have Spiritan links such as LNw, WMF with the involvement of the CDO (Central Development Office) to highlight the Spiritan origin of the agencies and link to the Spiritan vision and mission.
- (ii) Schedule and hold face-to-face meetings with Spiritan Confreres who founded these agencies and the board members who are Spiritans to continually align their vision and mission of the agencies with that of the Congregation.
- (iii) Schedule and hold face-to-face meetings with other agencies already having some working relationship with Kibanda.

2. Broaden the database of Kibanda donor partner agencies by the year 2026

Strategies

- (i) Identify potential donors in Europe from the database of Catholic donor agencies (Mission Project service {MPS} funding guide), study their priorities and seek to build relationship with them
- (ii) Mapping of potential donor agencies with links to other faith traditions (eg Bread for the world-protestants, FORD Foundation), know their priorities and seek ways of building relationships with them.
- (iii) Identify potential donors from corporate and government entities.

3. Rejig Kibanda to begin its own fund-raising activities to by year 2025

Strategies

- (i) Create personal stories, visual aids and infographics of Spiritan works of compelling reasons to donate; suggest giving amounts and payments options
- (ii) Create a database of donors and make online donations methods user friendly and accessible

- (iii) Engage relevant diaspora communities for support and contributions to Kibanda with marketing materials and events.
 - (iv) Participation in Meetings/Conferences/Trainings that has the potential of exposing the staff to fundraising strategies and opportunities.
 - (v) Pursuit and obtain the tax waiver number for Kibanda to make it more attractive to potential individual and corporate donors
 - (vi) Obtain CR-M softwares eg Salesforce, MARCOM (Marketing & Communication goals) and other technology to manage donor relationships and use social media tools to reach wider audience, improve efficiency and effectiveness.
 - (vii) Propose own project that will contribute to the administrative cost of Kibanda
4. Support the Circumscriptions to develop their unique value and winning projects that add value to the local context.

Strategies

- (i) Accompany the individual circumscriptions in the social analysis of their potential projects to identify the real problems that need to be addressed.
- (ii) Guide them to develop winning project proposals to solve the problems and their projects competitive
- (iii) Match the project with the appropriate potential donor agencies from the Kibanda database of donors
- (iv) Support the circumscriptions to access the relevant EU delegations' fund and their respective member embassies as well as other embassies; and CSR of companies operating in their localities.