

Fund Raising for Financial Security and Sustainability

PADETC LAO: 9/12/08

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Four Year Strategy

Liveable Communities balance economic growth, social/cultural vibrancy, environmental harmony, and spiritual development.

Partnership with:

- | MoE, Province/District Agriculture/Education, in three Provinces
- | Community leaders, educators, youth, clergy
- | Private sector, community entrepreneurs

PADETC: Vision and Objectives

PADETC is a private, non-profit institution dedicated to helping Lao people solve their own problems in ways that are economically, socially, and environmentally sustainable and just.

- PADETC's work is focused on sustainable agriculture, appropriate technology, micro-enterprise development, child-centred education and youth leadership development.

Planned Outcomes (1):

By 2012, PADETC will through its programs *directly* reach and benefit:

- | 2,500 youth (through various activities)
- | 100 government officials
- | 3,200 teachers
- | 80,000 children in 400 schools
- | 200-300 Buddhist monks
- | 30 business enterprises.

Planned Outcomes (2):

In addition, PADETC will benefit

- | at least 3,000 villagers living in 100 communities in three core provinces (Vientiane, Sayaboury, Xieng Khouang)
- | at least two more provinces (Xekong, Champassak) where some agriculture programs will continue from this project phase.

The Financial Security and Sustainability Challenge

Substantial funding *secured for four years.*

However, *after 2012, this is not guaranteed.*

Need to develop a:

***diversified & sustainable
financial base***

Conceptual Framework

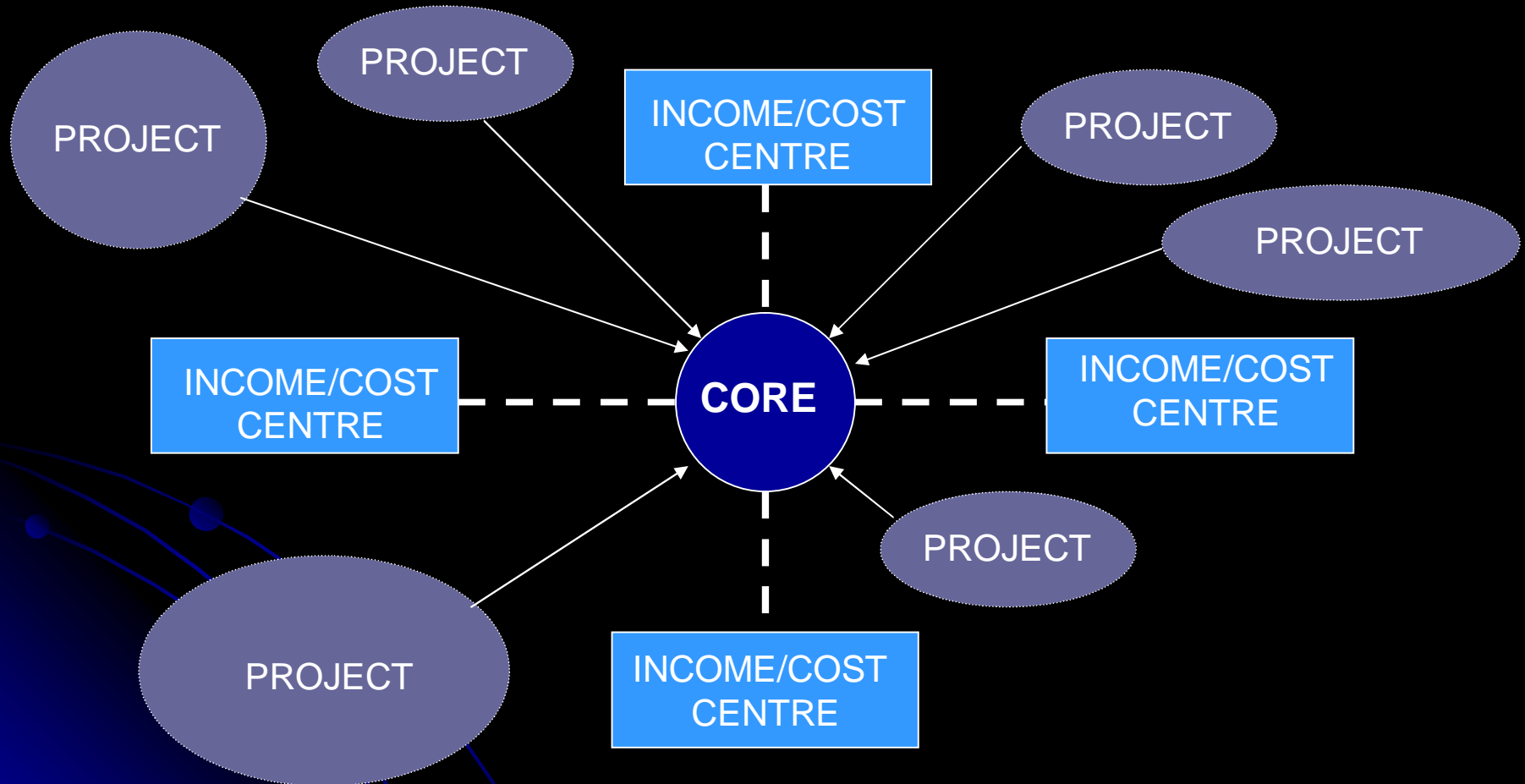
I **CORE**

I **INCOME/COST
CENTRES**

I **PROJECTS**



Financial Sustainability Concept



1 CORE

Includes costs of:

- | Director
- | Accounts/Central Administration
- | Monitoring/Evaluation
- | Action Research
- | Fundraising/Media

Funded by:

- | **Long-term renewable donations**
- | Percentage of project costs (overhead)

2 INCOME/COST CENTRES

Including:

- | Eco-forest park
- | Eco-rice fish farm
- | Organic farm
- | School
- | Temple
- | VEC

Funded by:

- | **Income generating activities**
- | **Training fees**
(from outside and from PADETC projects)

3 FIXED TERM PROJECTS

Must have:

- I Clear **SMART objectives**
- I Beginnings and **ends**
- I Committed funding **in advance**

Over time, projects will end and new projects may be started.

Specific projects may have more than one funding partner (PADETC keeps control)

SUSTAINABILITY VISION

This could provide: a secure CORE,
secure and viable TRAINING CENTRES,
and the ability to take up new PROJECTS
if/when funding is available.

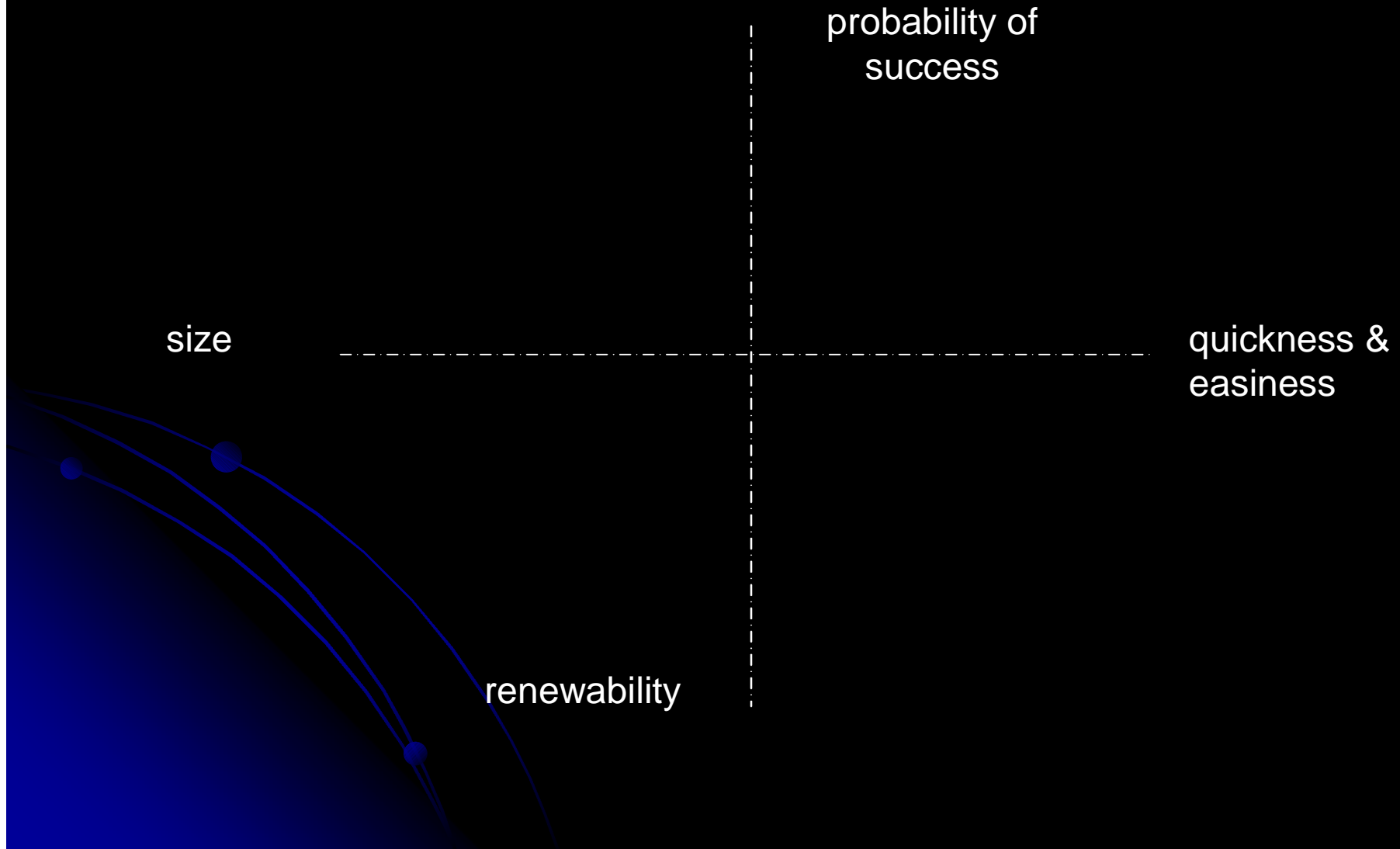
If project funding ended, ***PADETC could still continue its basic work.***

Fund-raising Priorities, Tools and Methods

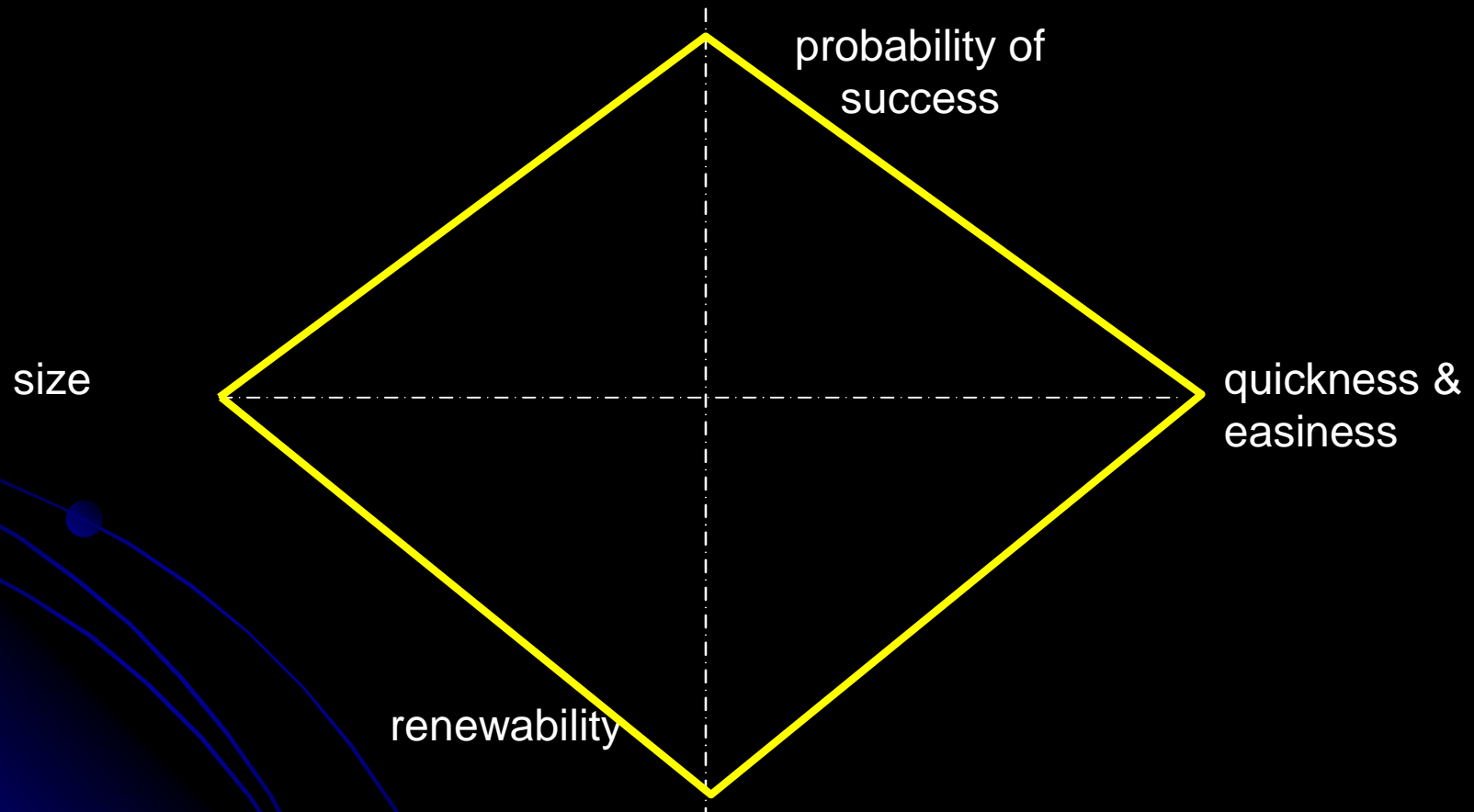
Criteria for Fund-raising (PQRS):

- | high ***Probability*** of success
- | ***Quick Results*** (without too much effort)
- | ***Renewable*** support – year after year
- | ***Sizeable*** benefit

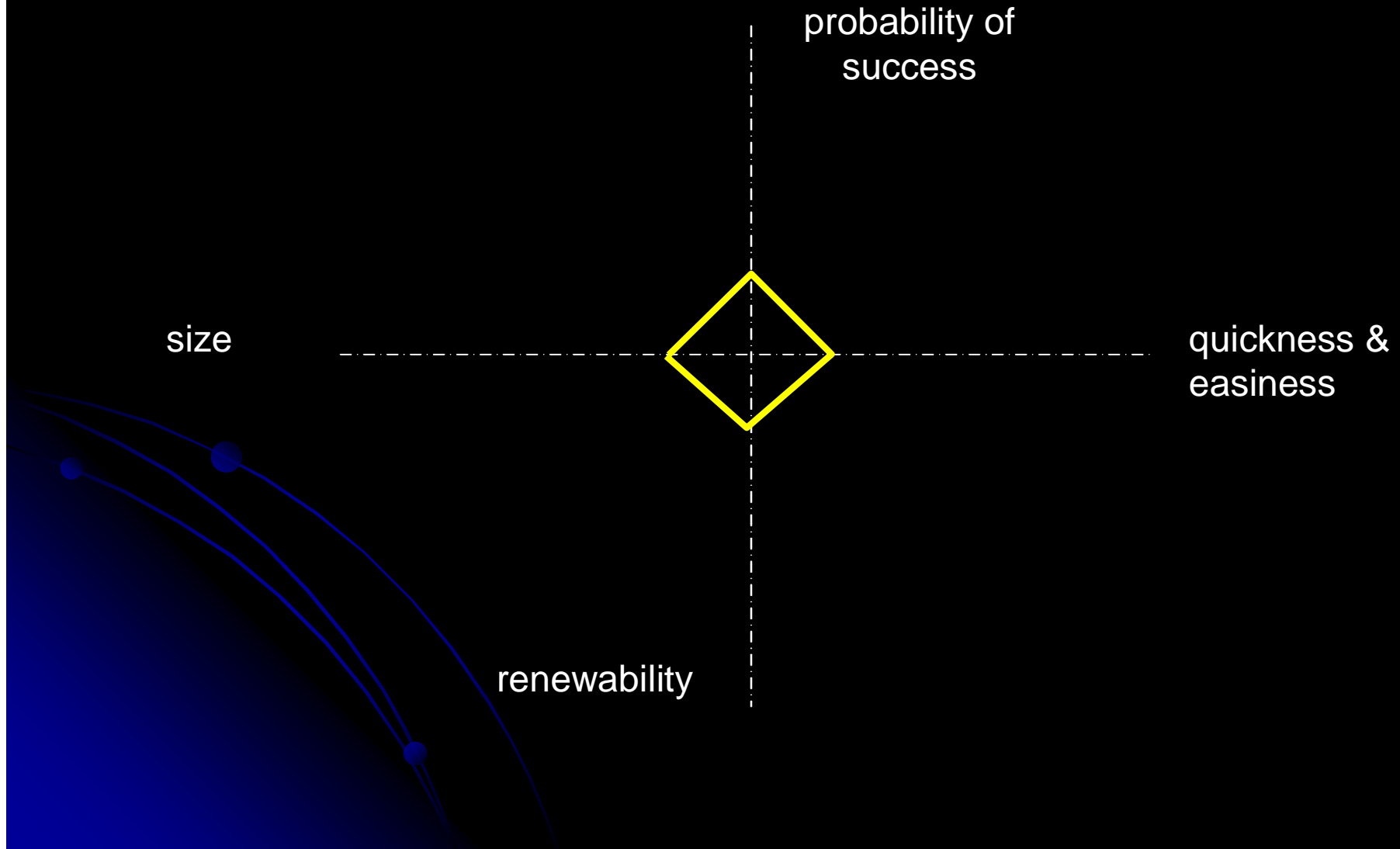
Funding Diagram: the PQRS concept



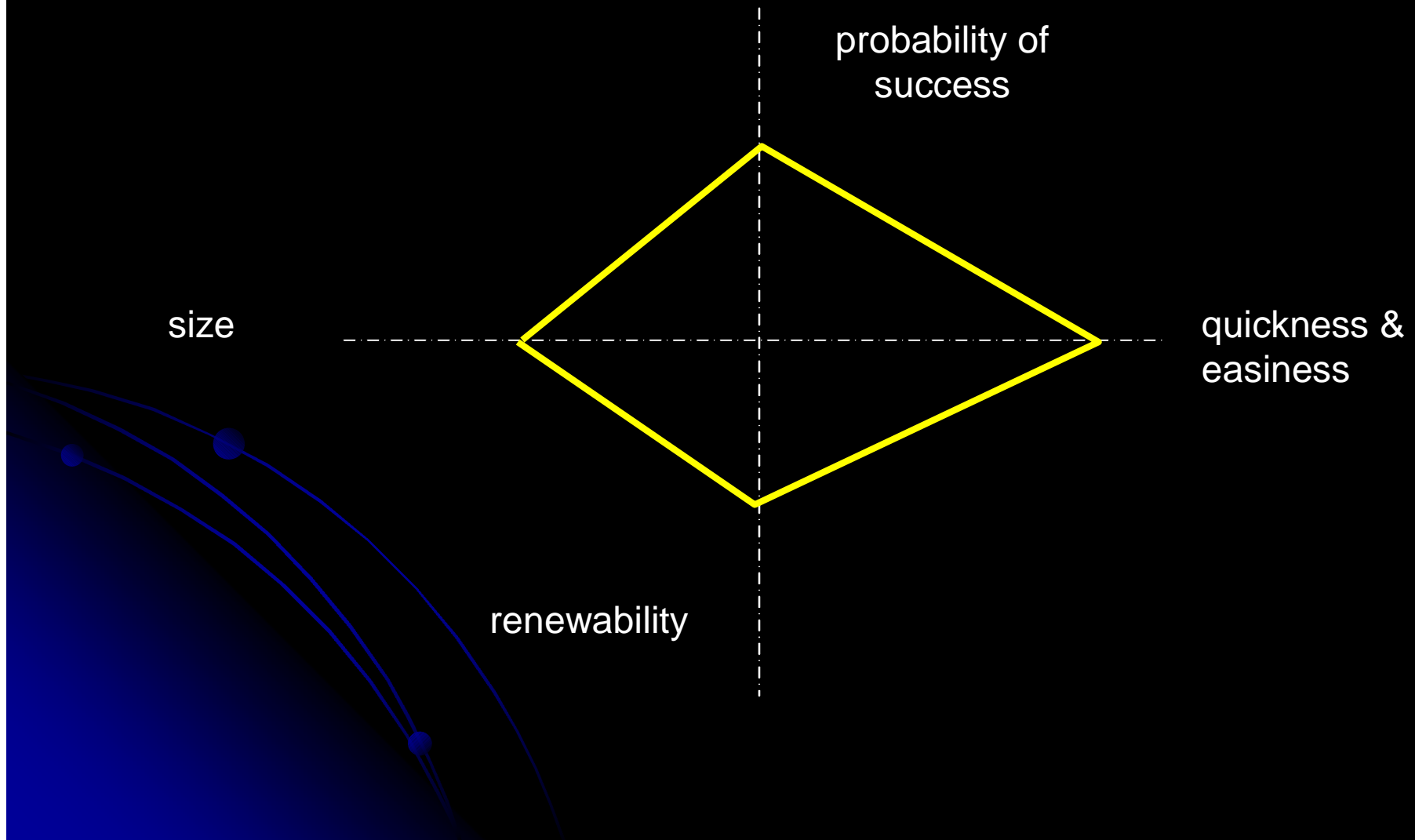
Funding Diagram: the dream opportunity



Funding Diagram: the low priority



Funding Diagram: good *project* opportunity



Comparing Options

Benefit/Cost Ratio

$$\text{B/C Ratio} = \frac{\text{Expected Benefit} \times \text{Probability}}{\text{Staff Time} + \text{Direct Costs}}$$

Note: multiply staff salaries by 2 for overheads



CORE Fund-raising

- | **Renewability** very important.
- | **Wide range of long-term supporters,** individuals, businesses, communities etc. in and outside the Lao PDR.

Key elements:

- | Coordination
- | Communication
- | Professionalism
- | Diversification
- | Good Records

Funding Diagram: CORE funding

