

# RESOURCE MOBILIZATION PLAN

2024-2026



@tashed\_tz



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# EXECUTIVE SUMMARY

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In the vibrant Tanzania, where the echoes of untold stories and unmet needs resonate, emerges the Tanzania Socio-economic, Health, and Environmental Development (TASHED) – glowing non-governmental organization with an unwavering commitment to transformative change. Embarking on a transformative journey to enhance its resource mobilization efforts and as a burgeoning force for good, we recognize the critical role that sustainable resources and resource management play in not only fortifying our organizational framework but also in realizing our ambitious projects aimed at fostering positive social impact.

At TASHED, our mission is not merely to witness change but to be the architects of it. Rooted in the belief that sustainable development is the cornerstone of thriving societies, we are driven by a holistic vision that encompasses socio-economic upliftment, health advocacy, and environmental stewardship. As we embark on this expedition, the need for robust resource mobilization stands as the linchpin that will enable us to carve a tangible path toward realizing our goals.

This Resource Mobilization Plan serves as our compass, guiding us through a process of securing resources for both internal purposes and the dynamic implementation of projects. As a young NGO, we recognize the paramount importance of strategically channeling resources to bolster our organizational capacity while ensuring that our projects unfold seamlessly, leaving an indelible mark on the communities we serve.

In the pages that follow, we dissect the core components of our resource mobilization strategy –from defining our school of thought and identifying our beneficiaries, to navigating the economic and competitive landscape. This plan is not merely a document; it is a blueprint for our collective aspirations, a testament to our commitment to the people of Tanzania, and an invitation to partners and individuals to join hands with us in shaping a future defined by sustainable development, improved health outcomes, and a sustainable environment.

TASHED invites you to be a part of this transformative journey. Together, let us turn the promise of change into a tangible reality, where every contribution, every resource mobilized, becomes a catalyst for the socio-economic, health, and environmental development that Tanzania so earnestly deserves.

# 1.0 INTRODUCTION

## 1.1 Background Information

Tanzania Socio-economic, Health and Environmental Development (TASHED) was officially registered as a non-governmental organization (NGO) in April 2022. The organization emerged from a collective vision to address the pressing challenges faced by communities in Tanzania, with a commitment to fostering positive change through socio-economic, health, and environmental interventions.

### MISSION

To help people raise the level of awareness on addressing the challenges pertaining to the community, through compassionate and volunteering activities in order to achieve a better sustainable future."

### VISION

"Envision a community embodied with healthier lives and a sustainable environment for future generations."

## 1.2 Purpose of the Resource Mobilization

The Resource Mobilization Plan for TASHED serves as a comprehensive strategy to propel the organization toward its mission of addressing socio-economic, health, and environmental challenges in Tanzanian communities. At its core, the plan aims to facilitate TASHED's sustainable growth by systematically acquiring the necessary resources. The plan emphasizes diversification of funding sources to enhance financial stability, reduce dependency on specific donors, and mitigate risks associated with economic fluctuations or changes in donor priorities.

### FINANCIAL CAPITAL

-To expand existing programs and initiatives,

### HUMAN RESOURCES

-To build a skilled and motivated team,

### MATERIAL RESOURCES

-To support the operational and programmatic needs of the organization

Furthermore, the Resource Mobilization Plan has a strategic focus on innovation and adaptation, recognizing the dynamic nature of community needs. By allocating resources for research and development, TASHED aims to foster a culture of continuous improvement and responsiveness to emerging challenges. The plan also underscores the importance of community engagement and empowerment, seeking to actively involve local communities in the design and implementation of programs. Through partnerships with government agencies, corporate entities, and other NGOs, the plan aims to leverage shared expertise and resources, amplifying the impact of TASHED's initiatives. Ultimately, the plan serves as a roadmap for TASHED to build resilience, enhance its operational capacity, and ensure a sustained positive impact on the communities it serves.

# 2.0 ORGANIZATIONAL ANALYSIS

## 2.1 SWOT Analysis

TASHED undergoes a thorough SWOT analysis to gain a comprehensive understanding of its internal strengths and weaknesses, as well as external opportunities and threats. This strategic examination is instrumental in shaping TASHED's trajectory as a young and dynamic non-governmental organization. By identifying key factors influencing its operations, TASHED aims to leverage its strengths, address weaknesses, capitalize on opportunities, and proactively mitigate potential threats.

This SWOT analysis serves as a valuable tool in guiding TASHED's strategic decision-making, allowing the organization to maximize its impact on socio-economic development, health, and environmental sustainability within Tanzanian communities as shown below.

<div>S</div> <div></div> <div>Strengths</div>	<div>W</div> <div></div> <div>Weaknesses</div>	<div>O</div> <div></div> <div>Opportunities</div>	<div>T</div> <div></div> <div>Threats</div>
Passionate	Limited Financial Resources	Diversification of Funding	Economic Instability
Leadership and Team	Dependency on Donor Funding	Sources	Political Instability
Local Community Presence	Limited Staff Capacity	Government Partnerships	Global Health Crises
Multidisciplinary Approach	Limited Technological Infrastructure	Technological Adoption	Increased Competition
Networks of partnerships		Capacity Building	Environmental Challenges
Innovative programs	Geographic Constraints	Community Empowerment	

## 2.2 Programmatic and Financial Needs Assessment

TASHED currently requires robust financial and resource support for its multifaceted programs. In the realm of socio-economic development, the organization seeks funding to sustain and expand skills, training initiatives, and support project interventions. Essential resources include qualified trainers, program coordinators/supervisors, and partnerships – nationally/internationally. TASHED's upcoming health awareness campaigns demand financial backing for community workshops, informative materials, and outreach events, while necessitating resources such as health educators, volunteers, and collaborations with healthcare providers for comprehensive workshops. Environmental sustainability projects, including tree planting and waste management, also require financial investments alongside the expertise of environmental professionals and dedicated volunteers. For these programs, capacity-building efforts and robust monitoring and evaluation systems are vital, demanding both financial allocations and human resources for training, analysis, and program assessment.

Looking ahead, TASHED envisions expanding its impact through future initiatives that necessitate significant financial commitments and resource mobilization. Plans to broaden socio-economic programs include increasing funds for successful initiatives in regard to socio-economic development, trainers and financial collaborations with institutions. TASHED is looking forward to even expand health advocacy initiatives including; health education and literacy, access to healthcare services, nutrition and healthy lifestyles, mental health awareness, environmental health, health equity, sexual reproductive health and patient rights.



Moreover, TASHED's vision for technological integration to enhance efficiency calls for financial resources to invest in technology infrastructure, while skilled IT professionals and training programs are crucial resources. These future initiatives also emphasize community-based environmental conservation, requiring financial backing for community-led projects, recycling programs, and sustainable agriculture initiatives, alongside the engagement of environmental experts and community organizers.

These financial and resource considerations underscore TASHED's commitment to fostering holistic development and sustainability in Tanzanian communities.



## 3.0 RESOURCE MOBILIZATION GOALS AND OBJECTIVES

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### 3.1 Financial Goals

TASHED has established comprehensive financial targets to ensure the sustainability and growth of its mission over the short, medium, and long term. In the short term, TASHED aims to secure sufficient funding to cover immediate operating costs, including administrative expenses and program execution. This involves building a financial foundation that supports ongoing initiatives and day-to-day operations. In the medium term, the organization aspires to achieve a balance between program expenses, such as increasing chances to acquire as many projects as possible, introducing new impactful initiatives, and maintaining a prudent level of reserves. This phase emphasizes the strategic allocation of funds to enhance programmatic impact while preserving financial stability. Looking to the long term, TASHED's financial targets involve creating a robust financial framework, ensuring not only the sustained operation of ongoing programs but also building reserves to navigate economic uncertainties, invest in innovation, and expand the organization's reach and effectiveness in addressing socio-economic, health, and environmental challenges within Tanzanian communities.

### 3.2 Non – Financial Goals

Beyond financial resources, TASHED recognizes the paramount importance of non-financial resources crucial to its mission. Skilled volunteers play a pivotal role in the organization's success, contributing their expertise in areas such as outreaches, education, and community development. Partnerships with local NGOs, government agencies, and international organizations are essential non-financial assets, providing collaborative opportunities, shared knowledge, and expanded reach. In-kind contributions, whether in the form of goods or services, are equally vital, as they bolster TASHED's operational capacity, ranging from donated equipment for health programs. These non-financial resources are integral components of TASHED's multifaceted approach to addressing socio-economic, health, and environmental challenges, fostering a collective effort that extends beyond monetary contributions to create a more sustainable and impactful future for Tanzanian communities.

## 4.0 RESOURCE MOBILIZATION STRATEGIES

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### 4.1 Individual Donations

Individual giving donations form a vital pillar of support for TASHED. Recognizing the power of individual contributions, TASHED actively encourages and values donations from compassionate individuals who share the organization's commitment to community well-being. These individual giving initiatives, whether one-time or recurring, provide essential financial resources that enable TASHED not only to contribute to the organization's financial stability but also to implement and sustain its diverse programs.

### 4.2 Diversification of Funding Sources

TASHED recognizes the critical importance of diversifying funding sources to enhance financial resilience and sustainability. The organization aims to go beyond reliance on traditional donors by actively seeking a mix of funding streams, including grants, corporate sponsorships, individual donations, and government support. Diversification not only mitigates the risk associated with dependency on a single funding source but also opens avenues for increased financial stability and adaptability to changing economic landscapes. By cultivating a diversified funding portfolio, TASHED aims to fortify its capacity to implement and expand impactful programs, ensuring a robust and stable foundation for addressing socio-economic, health, and environmental challenges within Tanzanian communities.

### 4.3 Corporate Partnerships

Corporate partnerships are integral to the success of TASHED. These collaborations involve forging strategic alliances with businesses that share TASHED's commitment to social responsibility. Corporate partners contribute financial support, in-kind donations, and expertise, playing a crucial role in the organization's ability to address socio-economic, health, and environmental challenges. Beyond financial contributions, these partnerships often involve joint initiatives, employee engagement programs, and shared resources, fostering a mutually beneficial relationship. TASHED values corporate partnerships not only for their immediate impact on program implementation but also for the potential to leverage the reach and influence of businesses in creating lasting positive change within Tanzanian communities.

### 4.4 Grant Writing and Fundraising Events

Grant writing and fundraising events are key components of TASHED's resource mobilization plan. Grant writing involves the systematic process of identifying, applying for, and securing grants from various sources, including government agencies, foundations, and philanthropic organizations. This crucial activity allows TASHED to access financial support for its programs and initiatives. Fundraising events, on the other hand, involve organizing activities such as galas, charity runs, or online campaigns to mobilize financial resources from individuals and corporate entities.



These events not only generate funds but also raise awareness about TASHED's mission, fostering community engagement. Together, grant writing and fundraising events play a pivotal role in diversifying funding sources, ensuring financial sustainability, and amplifying the organization's impact in addressing socio-economic, health, and environmental challenges in Tanzanian communities.

## 5.0 COMMUNICATION AND MARKETING

### 5.1 Branding and Visibility

Branding and visibility are critical components of TASHED strategic outreach efforts. Branding involves the creation and promotion of a distinctive identity for TASHED, encompassing its mission, values, and visual representation. Visibility strategies, on the other hand, encompass a range of activities aimed at enhancing TASHED's public presence. This includes maintaining an active online and offline presence, engaging in public relations efforts, participating in community events, and leveraging social media platforms to disseminate information about the organization's initiatives. Combined, branding and visibility initiatives play a crucial role in ensuring that TASHED's mission to address socio-economic, health, and environmental challenges is widely known and resonates with its target audience, thereby fostering increased support and engagement.



### 5.2 Public Relations

Public relations (PR) are a cornerstone of TASHED's communication strategy. PR involves managing and cultivating a positive image and relationships with the public, including donors, community members, and other stakeholders. TASHED employs PR practices to effectively communicate its mission, values, and impact, fostering understanding and support for its initiatives. This includes crafting press releases, organizing media events, and actively engaging with various media channels to ensure accurate and positive portrayals of the organization's work. By strategically managing its public image, TASHED aims to build trust, enhance visibility, and cultivate meaningful connections within the community and beyond, ultimately contributing to the success of its socio-economic, health, and environmental development efforts.

## 6.0 MONITORING AND EVALUATION (M&E)

### 6.1 Key Performance Indicators (KPIs)

RM TARGETS	KEY PERFORMANCE INDICATOR	MEASUREMENTS
Financial Targets	Achievement of Financial Goals	Compare actual funds raised against the predefined short, medium, and long-term financial targets outlined in the Resource Mobilization Plan. This involves tracking the overall fundraising progress and evaluating the organization's financial health.
Donor Retention Rates	Donor Retention Percentage	Calculate the percentage of donors from previous periods who continue to support TASHED. High donor retention rates indicate the success of donor engagement strategies and the organization's ability to maintain lasting relationships.
Programmatic Impact	Program Effectiveness Metrics	Assess the impact of TASHED's programs by measuring specific outcomes aligned with its mission. This could include the number of beneficiaries reached, improvements in health indicators, successful socio-economic interventions, and environmental sustainability achievements
Community Engagement	Community Participation Metrics	Quantify community involvement through indicators like the number of volunteers engaged, the level of community awareness, and the active participation of community members in TASHED's programs and initiatives
Partnership Development	Partnership Impact Index	Assess the impact and effectiveness of partnerships by evaluating the contribution of partners in terms of financial support, shared resources, and collaborative initiatives that amplify TASHED's reach and impact.
Brand Visibility	Brand Recognition Metrics	Evaluate the visibility and recognition of the TASHED brand by monitoring media mentions, social media engagement, and community perception to ensure that the organization's identity aligns with its mission.

By systematically measuring these KPIs, TASHED can gain insights into the effectiveness of its resource mobilization strategies, make informed decisions, and continuously adapt its approach to enhance overall impact and sustainability.

## 7.0 RISK MANAGEMENT

### 7.1 Identify Risks

TASHED faces several potential risks and challenges in its resource mobilization efforts. Economic downturns and fluctuations in donor priorities pose financial risks, impacting the organization's ability to secure consistent funding. Dependency on a limited number of donors or funding sources may heighten vulnerability to shifts in external support. Increased competition for grants and donations within the non-profit sector represents another challenge, requiring TASHED to differentiate itself and effectively communicate its impact.

Additionally, external factors such as political instability, global health crises, or environmental challenges can divert attention and resources away from TASHED's mission. Addressing these risks requires a proactive approach, including diversified funding streams, strategic partnerships, and robust risk management strategies to ensure the organization's resilience and sustained impact in addressing socio-economic, health, and environmental challenges in Tanzanian communities..

### 7.2 Mitigation Strategies

Mitigation strategies for TASHED involve proactive measures to address potential risks and challenges in its resource mobilization efforts. Diversification of funding sources, such as exploring corporate partnerships, individual donations, and government support, helps reduce reliance on specific donors and minimizes financial vulnerability. Strategic partnerships with various organizations enhance TASHED's resilience and amplify its impact through shared resources and expertise. Robust risk management practices, including scenario planning and adaptive strategies, enable TASHED to navigate uncertainties arising from economic fluctuations, political instability, and global events.

By continually assessing and addressing potential risks, TASHED aims to build a resilient foundation for sustained success in its mission to address socio-economic, health, and environmental challenges within Tanzanian communities.



## 8.0 IMPLEMENTATION TIMELINE

The implementation timeline for TASHED's Resource Mobilization Plan falls under three – years plan implemented in a span of strategic 12-month period. In year one (1), the plan begins with a comprehensive assessment and planning phase, followed by goal setting, financial planning, and the initiation of diversification strategies. The subsequent months focus on enhancing TASHED's branding and visibility, engaging donors through personalized strategies, and hosting fundraising events. The final phase involves continuous monitoring, adaptation, and ongoing efforts to improve resource mobilization strategies. This structured timeline ensures a systematic and adaptive approach to achieving TASHED's financial targets and programmatic impact over the course of the year. This is further described as follows:

MILESTONE	EXECUTION	TIMELINE (2024)
Strategic Assessment and Planning	<ul style="list-style-type: none"> <li>- Conduct a thorough assessment of TASHED's current financial status, donor history, and existing resource mobilization strategies</li> <li>- Establish a resource mobilization team, defining roles and responsibilities. Initiate stakeholder consultations to gather insights and identify potential funding sources.</li> </ul>	January – February
Goal Setting and Financial Planning	<ul style="list-style-type: none"> <li>- Set short, medium, and long-term financial goals in alignment with TASHED's mission and vision</li> <li>- Develop a detailed financial plan, breaking down funding targets, program budgets, and operational costs.</li> </ul>	March – April
Diversification strategies	<ul style="list-style-type: none"> <li>- Research and identify potential new funding sources, including corporate partnerships, individual giving campaigns, and grant opportunities.</li> <li>- Initiate discussions with potential partners and donors. Begin drafting grant proposals and creating a donor engagement strategy.</li> </ul>	May - June
Branding and Visibility	<ul style="list-style-type: none"> <li>- Develop and launch a branding and visibility campaign to enhance TASHED's public profile.</li> <li>- Utilize various communication channels, including social media, press releases, and community events, to increase awareness about TASHED's mission and resource needs.</li> </ul>	July - August
Donor Engagements and Fundraising Events	<ul style="list-style-type: none"> <li>- Implement a donor engagement strategy, including personalized communications, updates on TASHED's impact, and acknowledgment of donor contributions.</li> <li>- Plan and execute fundraising events, whether virtual or in-person, to attract new donors and engage existing supporters.</li> </ul>	Sept – October
Monitoring and Adoption	<ul style="list-style-type: none"> <li>- Implement monitoring mechanisms to track progress against financial targets, donor retention rates, and programmatic impact.</li> <li>- Conduct a review of the resource mobilization strategies, assess outcomes against initial goals, and adapt the plan based on lessons learned.</li> </ul>	Nov – Dec

## 8.1 Ongoing: Continuous Improvement

Regularly reassess and adjust resource mobilization strategies based on changing circumstances, emerging opportunities, and feedback from stakeholders. This timeline provides a general framework, and the specific milestones and deadlines should be tailored to TASHED's unique context and objectives. Regular monitoring and flexibility in adaptation are crucial for the success of resource mobilization efforts over the short, medium, and long term.

## 9.0 BUDGET

To effectively ensuring comprehensive coverage of key areas to effectively mobilize resources and support TASHED's mission, the budget needed for implementing TASHED's Resource Mobilization Plan is as follows:

S/N	DESCRIPTION	ESTIMATED COSTS (IN TSHS)	Y2	Y3
1	Allocations for initiatives, events, visibility campaigns, and communication channels	50,000,000		
2	Events: Community engagements and Fundraising activities	50,000,000		
3	Staffing costs	20,000,000		
	TOTAL	120,000,000		

# 10.0 STAKEHOLDERS' ENGAGEMENT

Engaging and mobilizing support from key stakeholders is crucial for the success of TASHED. Key stakeholders include:

STAKEHOLDERS	STRATEGY
Government Agencies	Establish collaborative partnerships with relevant government departments, aligning TASHED's initiatives with national development priorities. Engage in policy advocacy to gain government support and potential funding opportunities.
Corporate Partners	Develop mutually beneficial partnerships with corporations through corporate social responsibility (CSR) initiatives. Highlight the potential for positive brand impact and employee engagement through supporting TASHED's programs.
Individual Donors	Implement targeted fundraising campaigns, emphasizing the personal impact of individual contributions on TASHED's mission. Cultivate relationships through personalized communication, regular updates, and recognition of donors' contributions.
Community Members	Foster community engagement through town hall meetings, workshops, and participatory events. Involve community members in the planning and implementation of programs to ensure a sense of ownership and sustainability.
NGO Networks Alliances	Collaborate with other NGOs and join advocacy networks to amplify TASHED's voice, share resources, and enhance collective impact. Attend and actively participate in relevant forums and conferences
Foundations and Philanthropic Organizations	Develop tailored grant proposals targeting foundations and philanthropic organizations. Clearly articulate the alignment between TASHED's mission and the funders' objectives, emphasizing the potential for meaningful social impact.
Media Outlets	Cultivate relationships with media outlets to enhance TASHED's visibility. Share compelling stories, milestones, and program successes through press releases, interviews, and social media to garner public and donor attention
Academic and Research Institutions	Collaborate with universities and research institutions for data collection, impact assessments, and program evaluations. Leverage academic partnerships to enhance the credibility and evidence-based approach of TASHED's initiatives.
Local Businesses	Encourage local businesses to support TASHED through in-kind contributions, sponsorships, or employee volunteering programs. Emphasize the positive impact on corporate social responsibility and community development.
Volunteers	Develop a volunteer engagement program to attract and retain skilled volunteers. Recognize and appreciate volunteers' contributions through acknowledgment events, certificates, and continuous communication about the impact of their work

By employing these tailored strategies, TASHED can effectively engage and mobilize support from diverse stakeholders, fostering a collaborative and sustainable approach to addressing socio-economic, health, and environmental challenges in Tanzanian communities.



## 11.0 CONCLUSION

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In conclusion, TASHED has developed a comprehensive Resource Mobilization Plan that strategically addresses the organization's mission to tackle socio-economic, health, and environmental challenges in Tanzanian communities. With a clear focus on financial sustainability, the plan emphasizes diversified funding sources, including individual donors, corporate partnerships, and government support. TASHED aims to enhance its visibility through branding and effective communication strategies, engaging stakeholders at multiple levels. The plan outlines a systematic timeline, incorporating key milestones, events, and continuous monitoring to adapt to evolving circumstances. By actively involving government agencies, corporate partners, individual donors, and the community, TASHED is poised to create a positive and lasting impact, fostering resilience and sustainability in its mission to uplift and transform Tanzanian communities.