Program Funding

September 2015

To contribute towards the well-being of the most vulnerable children Red een Kind works together with Non-Governmental Organizations (NGOs) in selected countries. In this chapter we describe the Red een Kind Guidelines (minimum requirements) of a program.

3.9 Multiple Sources of Funding

The most stable source program funding comes from child sponsorship funding that is used through the application of the Community Ambassador Model (CAM, see 3.10). For most programs, this will serve as the basic funding of the program. However, on top of that, various other types of funding must be raised. These will often be more thematic and focused and available for a more limited timeframe. As part of financial sustainability, partners and community groups will be supported/encouraged to explore different means of fundraising opportunities. In case they use both CAM related funding and other institutional funding, the partner organization will be expected to adhere to requirements of both donors. Together with ReK, the partner will need to determine how this can be done in the most efficient/ cost effective manner (see annex 21 Description Program cycle management paragraph 6).

3.10 Program Budgeting

Budgets for the program are uploaded in the budget portal according to that format. Budgets are expected to be set in line with the logical framework of the program.

3.11 Community Ambassador Model (CAM)

Historically the support of Red een Kind for vulnerable children has been arranged through private child sponsorship (individuals support a child financially on a monthly basis for a longer period of time and have correspondence with that child or family in the community). This system still exists, whereby a sponsor can sponsor a child, family or even village. The money will not go to the individual child or family, but to the program for the whole community. This child, family or village acts as an 'ambassador'. For Red een Kind this is a major source of funding. Therefore the majority of program supported by Red een Kind will depend on sponsorship funding for their programming. As reporting to the private sponsors on these programs is done by community ambassadors, this source of funding is also called the Community Ambassador Model (CAM). Below the minimum requirements for CAM (these are described in more detail in the Community Ambassador Model (CAM) Manual):

a. *CAM feasibility assessment*: This involves an assessment of likelihood that the implementation of CAM could be successful in the selected area. The assessment will indicate potential risks that need to be addressed to allow CAM to be implemented (see feasibility assessment form in the Community Ambassador Model (CAM) Manual).

b. *Local government approval*: Because CAM is a long term source of funding with a lot of administrative costs involved it is important that (local) government approval is received to allow long term CAM implementation to take place.

c. *Strategic Program Plan*: In the SPP the partner will provide information on how the CAM will become part of the program.

d. *CAM program and community preparation*: If the assessment report indicates CAM is feasible, the community and other stakeholders are prepared for the implementation of CAM. This preparation phase includes awareness raising about CAM, capacitating facilitators and preparing communities to select Community Ambassadors.

e. *CAM selection process*: To allow CAM to be implemented, careful selection of community representatives needs to take place. Who will be willing to represent the community and correspond with the sponsors, thus keeping them informed (see annex 30 Guidelines for incentives for volunteers).

f. *Correspondence with the sponsor*: Twice a year community representatives are involved in correspondence activities with sponsors. In some cases, groups of youth are involved in writing stories that are shared with the sponsors

g. *CAM monitoring*: To allow the community representatives to effectively represent the community they are adequately supported and frequently monitored.

h. *Sponsor Related Documentation*: To manage the relationship between the sponsor and the community representative necessary Sponsor Related Documentation such as the provision of introduction and leaving forms will be adhered to.

i. *Audit:* CAM processes and systems are audited at least twice during the lifetime of a program.