

PPNEA: The journey towards fundraising



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1. PPNEA

Established in 1991

PPNEA focus of work:

- Threatened species conservation
- Protection of habitats / Protected areas
- Promotion of sustainable development
- Environmental education and awareness
- Engaging and strengthening environmental CSOs

Projects implemented in all the territory off Albania

Main office in Tirana

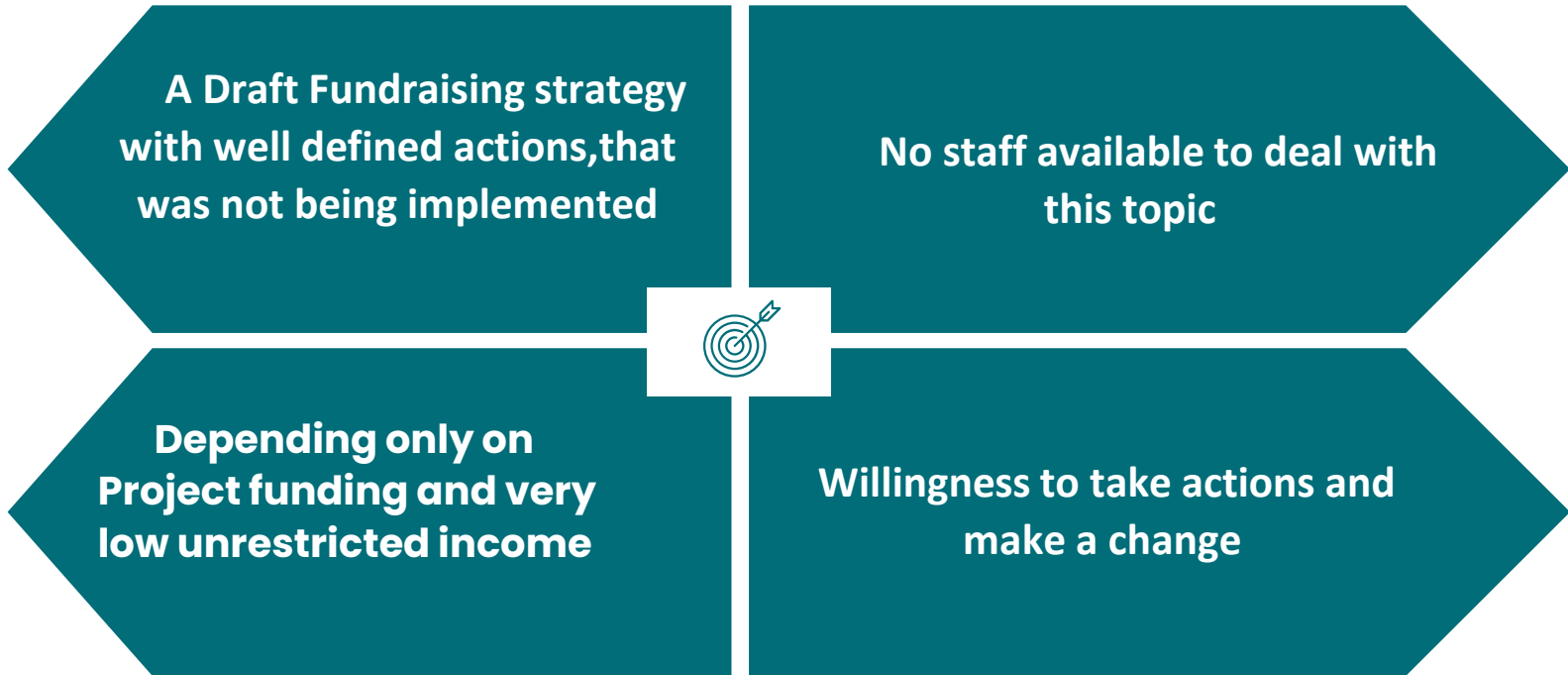
Local Office in Prespa

Information point In Vlora

2. Funding Approaches

- **Nearly 89 % of the fundings are coming from external donors**
- Limited unrestricted funds
- No income generated from other sources
- Lack of sustainability in long term - Funding depending on the project duration
- Not enough staff dedicated to fundraising
- Many initiated actions but never implemented.

3. The situation before



4. What did we do during the mentoring Sessions

- An internal work group was established to lead the process
- Deep analysis of the actual fundraising situation with an external point of view
- Using simple yet very practical tools that displayed the fundraising situation of the NGO very openly and clearly (SWOT and Boston Matrix)
- Established very open and effective communication with the mentor
- Discussed every concern, question and approach openly, practically, with a vision and accepted every suggestion
- A detailed review of the funding situation was conducted that served to set the next steps

SWOT Analysis (in terms of fundraising)

Strengths

- Well established Donor Network
- Very specific and attractive causes we work on
- Social media Presence (FB, IG, LinkedIn, Twitter, Website) Including having a dedicated person for communication
- Financial Support by BirdLife
- Experience with EU Funding
- Steady Staff (Renewed Contracts)
- Very communicative + Young Staff (28 on average)
- Capacity for advocacy by the employees
- A long History of successful initiatives. Projects Continuity
- Iconic Programs Being part of transnational, trans regional networks (EU and Balkans)

Opportunities

- Recruit a fundraiser (funds+ member's relationship management) **(Priority 1)**
- Following the MAVA Training programs, being part of MAVAs Network and use that network in the fundraising direction **(Priority 1)**
- Turn into a membership organization **(Priority 2)**
- Establish an Online Shop **(Priority 2)**
- Start looking for corporate funding **(Priority 3)**
- Increase Overheads level (the average overheads level at the moment is 10%) **(Priority 4)**
- **EU funds**
- Partnerships

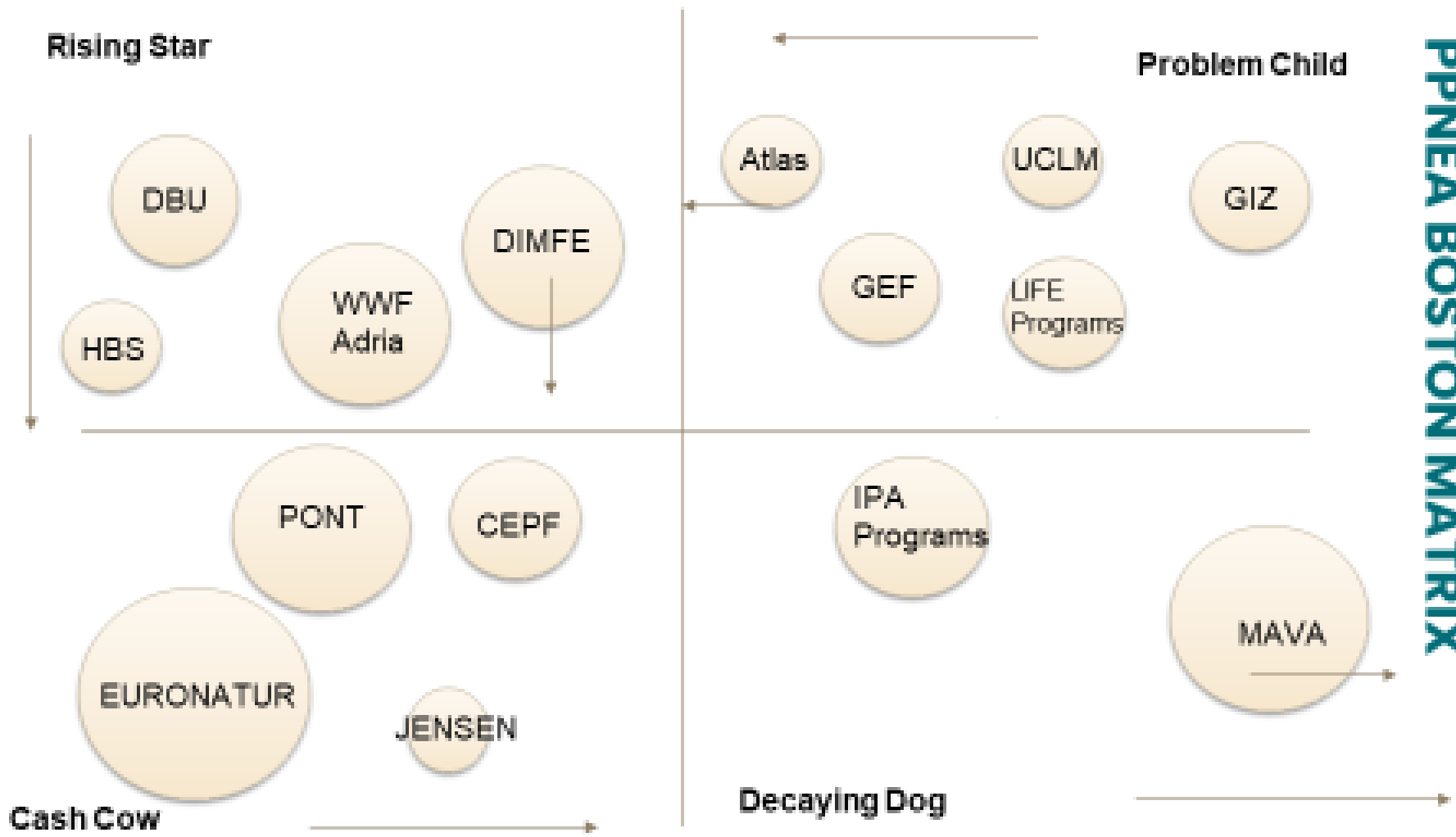
Weaknesses

- Membership based strategy still in progress (Or not progress at all)
- Not having a fundraiser
- No unrestricted funding (No sufficient sources for that)
- Having no members of the organization

Threats

MAVA closing

PPNEA BOSTON MATRIX



5. Where are we now

- The staff is aware about the progress and the situation
- We have two fundraising officers and a communication officer
- Fundraising actions are being integrated in the upcoming projects
- A CRM system was established
- Materials are being designed and produced from PPNEA
- A webshop will be integrated into the website
- We continue implementing actions from the fundraising Strategy
- We have a reviewed fundraising strategy
- We rearranged the objectives, the expected results
- We identified the immediate actions that are achievable within our resources and capacities at the moment

What we aim

- Taking it one step at the time
- Financial sustainability and stability
- Increase the unrestricted funding
- Develop further the marketing Strategy and approaches of the organization
- Establish adaptive standardization within the NGO
- Focus more on the income generating activities and actions



PPNEA WEB SHOP

COMING SOON

THANK YOU

Does anyone have any questions?

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