



AFRICA IMPACT FUNDRAISING GRANTS

THE NEW AFRICA FUND (NAF)

- Founded in 2021 by two former Peace Corps Volunteers
- Grant making institution
- Our mission is to strengthen civil society in Africa
- Work through local partners

NAF STRUCTURE

501c3 Operating Charity registered in Florida, USA

Staff and consultants in Togo, Rwanda, Kenya, and Israel

Five board members

- Steven Beck; President and Chair
- Evan Wolfson
- Dr. Abdou Salam GUEYE
- Marie Baptiste
- Mr. Winnie Tay

THE CURRENT WORK OF THE NAF

- Venture Philanthropy Grants
- Africa Impact Fundraising Grants
- Girls Scholarship Program
- Special Project Grants
- Human Rights Grants

Who the NAF Funds

- Grants are only for local African organizations
 - NGOs
 - CBOs
 - Social Enterprises
- Grants cannot not fund
 - International NGOs
 - Government institutions
 - Individuals

What the NAF Funds

- Our mandate includes:
 - Health
 - Education
 - Livelihood
 - Human and civil rights
 - Youth empowerment
 - And basically, anything else...
- The NAF looks to fund organizations that are finding creative solutions to local problems

AFRICA IMPACT FUNDRAISING GRANT

- What are AIF grants?
- Why is this model unique?
- Why is it needed?
- What is provided?

WHERE DID THE IDEA COME FROM?

- When African NGOs are asked what they want the answer is almost always the same – money and the skills to raise more money
- The VP application process produced so many applicants that were not suitable for the VP grants but were still great orgs
- The need for fiscal sponsorship is huge
- Many orgs have no unrestricted funding and even a few thousand dollars would mean their key staff gets paid

BASICS OF THE AIF GRANT PROGRAM

- Organizations are identified as having suitable infrastructure
- After they are vetted for fiscal sponsorship
- The NAF gives an online training in running a small donor campaign
- \$5000 as a matching grant against funds raised during a 30-day challenge period
- Top fundraisers are invited to the in-person workshop in Kigali
- Organizations that perform best after the workshop will have other incentivized opportunities.

Application Process

- Organization apply through the new NAF online portal
- The application will score organizations based on a predetermined criteria.
- Up to 70 organizations will be offered a slot for the challenge grant and vetted for fiscal sponsorship

WHAT IS PROVIDED

- Once selected grantees are given fiscal sponsorship from the NAF and an online training session on running a small dollar online campaign
- Participants are given 30 days to raise up to \$5000 that is matched 1-1 by the NAF
- Best performing organizations will be invited to an intensive one-week training workshop in Kigali
- After the workshop there will be other incentivized fundraising opportunities (TBD)

Who can apply?

- Any NGOs, CBOs, or social enterprises registered in one of the 55 AU member states.
- Certain countries may need to be excluded
- Organizations working in any field of development are eligible
- *No funding for government bodies, international organizations, or individuals*

Other Support to AIF Grantees

- Free fiscal sponsorship for one year
- Continued fiscal sponsorship if they continue to use it
- AIF alum funding opportunities TBD
- AIF Alum continuing training

Pilot Program

- Ten former and current NAF grantees were invited to be part of the pilot
- They were giving a webinar on small donor fundraising
- They were given four months to raise \$5000 that would be matched by the NAF
- Ended on November 25, 2024
- Six of the organizations raised past the \$500 floor and three passed the \$5000 ceiling.

Application Walkthrough

Questions?



NEW AFRICA



FUND

THANK YOU!

www.newafricafund.org