

FAWS WOMEN ORG

Our Health Is Wealth

RESOURCE MOBILIZATION STRATEGY

Organization: FAITH ACTION AND WORK SILC (FAWs)CBO

Timeframe: 2026-2031

BACKGROUND

Faith, Action and work SILC (FAWS) Women Organization is a non-profit making organization that is for and led by Women. FAWS brings together PLHIVs in all their diversities within their support groups. FAWs capacity built, mentor and leads advocacy using practical approach leverage on experience. FAWS was formed in the year 2007 and registered by the department of Social Services in the Ministry of Gender and Children and issued with registration No. NCC/SD/CBO/087. Over the last 18 years FAWS has earned remarkable experience and a growing reputation as a leading local organization representing PLHIVs in Health advocacy and Human rights issues.

VISION

Healthy communities

Mission

To empower women living with HIV and vulnerable communities through inclusive sustainable development initiatives, strategic partnerships, advocacy, and capacity strengthening and improve quality of life.

CORE VALUES

Quality –we are committed to advocate for quality services for PLHIVs at all levels

Team work -we value and build strong teams that generate synergy and commitment

Integrity -we uphold openness transparency and mutual accountability

1. INTRODUCTION

The Resource Mobilization Strategy 2026–2031 provides a framework for mobilizing and managing the financial, human, technical and material resources required to implement FAWS's Strategic Plan. It seeks to strengthen the organization's capacity to secure sustainable and diversified resources in support of its strategic objectives.

The strategy outlines approaches for identifying funding opportunities, building strategic partnerships, strengthening internal resource mobilization capacity and promoting effective resource utilization. It also provides a basis for coordinating resource mobilization efforts, monitoring progress and ensuring accountability.

Through this strategy, FAWS aims to enhance its financial sustainability, reduce reliance on limited funding sources and secure the resources necessary to achieve its strategic priorities over the 2026–2031 period.

2. PURPOSE AND OBJECTIVES OF THE RESOURCE MOBILIZATION STRATEGY

2.1 Purpose

The purpose of this strategy is to provide a structured framework for mobilizing and managing the financial, material, technical and human resources required to implement FAWS Women Organization's Strategic Plan 2026–2031. It seeks to strengthen resource diversification, partnerships, financial sustainability and accountability in support of the organization's strategic priorities.

2.2 Objectives

The specific objectives of the strategy are to:

1. **Diversify funding sources:** Identify and pursue different funding opportunities to reduce dependence on a limited number of donors.
2. **Strengthen partnerships:** Build and maintain strategic relationships with government institutions, development partners, civil society organizations, the private sector and other stakeholders.
3. **Enhance resource mobilization capacity:** Strengthen organizational systems and staff capacity for proposal development, donor engagement, fundraising and resource management.
4. **Promote local resource mobilization:** Encourage community support, local fundraising, in-kind contributions and appropriate income-generating initiatives.
5. **Improve financial sustainability:** Establish approaches for securing predictable resources to support programme implementation and essential organizational

operations.

6. **Strengthen accountability:** Ensure transparent, efficient and responsible management of mobilized resources in line with organizational policies and donor requirements.

7. **Align resources with strategic priorities:** Ensure that mobilized resources contribute to the achievement of FAWS's Strategic Plan 2026–2031.

3. RESOURCE MOBILIZATION APPROACHES AND FUNDING SOURCES

FAWS Women Organization will pursue a diversified resource mobilization approach to support the implementation of its Strategic Plan 2026–2031. The organization will seek funding from development partners, government institutions, foundations, corporate organizations and other grant-making institutions. It will also strengthen local fundraising, community contributions, strategic partnerships and in-kind support.

The organization will prioritize developing competitive proposals, maintaining strong donor relationships and identifying funding opportunities aligned with its strategic priorities. All mobilization efforts will be guided by transparency, accountability and the need for sustainable and reliable resource sources.

4. RESOURCE NEEDS OVERVIEW

Resource Type	Description	Estimated Need (KES)
Financial	Program implementation & operations	38,000,000
Human Resources	Program Officers, M&E, Fundraising ,Finance Manager	Salaries for 9 staff
Materials & Equipment	Laptops, mobile health kits, office supplies	3 laptops, 1 Printer,1 desktop,1 office phone ,1 camera
Infrastructure	Office infrastructure mentainance	2,000,000

5. FUNDING SOURCES

A. External Sources

Source	Examples	Type of Support	Alignment to strategic plan
Bilateral Donors	Irish Aid, JICA, Italian AID, USAID	Grants, training, technical support	Goal 1: Health & Well-being (Support Groups 5/year + Joint planning 4/year) Goal 3: Human Rights & Gender
Foundations	Ford Foundation, Global Fund, Mastercard Foundation,AWDF,Canada fund	Thematic grants, capacity building	Goal 2: Livelihoods & Resilience (200 PLHIV + 60 Kitchen Gardens/year) Goal 3: WLHIV leadership + 400 outreaches/year
Embassies	Japan, Netherlands, Ireland Embassies	Small grants, events, advocacy	Goal 3: Human Rights & Gender (GBV campaigns, Civic Ed, PSEAH) Goal 6: Partnerships & Advocacy (4/year)
Corporates (CSR)	Safaricom Foundation, Equity Bank, Menengai LTD, KCB Foundation	Sponsorship, donations, co-funding	Goal 2: Livelihoods Goal 6: Stakeholder engagement & networking
Development Banks & Partners	AfDB, World Bank, EU, ADB, FAO	Project funding, equipment, M&E support	Goal 4: Org Capacity & Sustainability (Succession 4/year + Board 2/year) Goal 5: System Strengthening (MEAL 4/year + Quarterly review 4/year) – Laptops (3), Desktop (1), Phone (1), Camera
Crowdfunding / Community	M-Changa, GoFundMe, Community contributions	Community donations, in-kind	Goal 1 & Goal 3: Community outreach and support groups

B.Internal Sources

- Membership and volunteer contributions
- Sale of branded merchandise (e.g., shirts, crafts)
- Training services offered to partners
- Fundraising events and charity walks

6. STRATEGIC ACTION PLAN

Strategic Focus	Action Steps	Timeline	Responsible Party
Donor Mapping	Identify and categorize donors aligned to program goals	Q3 2026	Fundraising Team
Proposal Development	Build internal capacity, create a proposal calendar	Ongoing	Programs & M&E Units
Strengthen Visibility	Launch monthly newsletters, active social media presence	Start Q4 2026	Communications Lead
Local Partnerships	Engage County Government & private sector leaders	Quarterly	Director & Partnerships Officer
Internal Fundraising	Launch two annual events (walkathon, dinner gala)	Annually	Events & Resource Team
Staff Training	Fundraising, budgeting, donor reporting	Bi-annual	HR/Finance

7. MONITORING & EVALUATION

- Number of proposals submitted and funded
- Total funds raised per quarter/year
- Donor retention rate
- Percentage of income from internal sources
- Impact stories published and shared

Regular quarterly reviews will be held to refine tactics and report to the board.

8. RISK MANAGEMENT

Risk	Mitigation Strategy
Donor dependency	Diversify donors and local fundraising
Proposal rejection	Strengthen proposal writing and feedback use
Inconsistent communication	Assign dedicated communications officer
Staff burnout	Support team morale and training

9 RESOURCE MOBILIZATION BUDGET

Item	Estimated Cost (KES)
Proposal writing & printing	150,000
Communications & visibility	200,000
Donor meetings & outreach	100,000
Staff training	250,000
Fundraising events	300,000
Total	1,000,000

10. This strategy serves as a living document that will guide Faith Action and Work Silc (FAWS) fundraising efforts through 2031. By diversifying funding, building strong donor relationships, and strengthening internal systems, FAWS aims to ensure sustainability and greater impact across its programs.

APPROVED BY

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DESIGNATION : Executive Director

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NAME : MARRIAM JOSEPH

DESIGNATION:Board Chair

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