

# SUSTAINABILITY OF THE FSTP SUPPORT

## - *Looking for the Sorcerer's Stone?* -

Financial Support to Third Parties (FSTP) Workshop  
Belgrade, December 6-7, 2022

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## Few words about Trag...

- **Grantmaking foundation**, support organization and resource for active citizens in local communities in Serbia and the wider Balkan region
- Strong focus on **bottom-up approach and empowerment of local actors**. Promotion of **strategic philanthropy** as developmental approach in supporting sustainability of civil society efforts.
- Since 1999, supported more than **1,700 CSOs and informal groups** with more than **17 million EUR** of direct financial support, complemented with capacity development and outreach efforts
- Currently implementing 8 grantmaking and CB programs (grassroots, advocacy initiatives, women's groups, youth, social entrepreneurs, community foundations) – **65-75% of annual budget for grantmaking only**



# Experience with the EU FSTP programmes

- **Regional thematic networks:**

- **SIGN for Sustainability** – 2012-2014, 2014-2017
- **SIGN Up for Impact** – 2018-2022  
Advocacy for Enabling environment for Giving,  
Transparency and Accountability,  
Local Philanthropy, Financial Sustainability

- **Programmes in Serbia:**

- **Active Communities** 2011-2013
- **The Voice of Communities on the EU / Glasno i jasno o EU** - 2016-2019
- **Empower2Change / Pokret-Polet** - 2022-2024  
Support to Citizen activism, Public dialogue on the EU  
Building advocacy skills, civil society infrastructure





## The signs of (inspirational) change...

- **Regional Sustainability Academy** – capacity development in financial sustainability
  - Basic and advanced programmes on funding diversification and mobilization of local resources
  - Development of case for support, donors' circles and stewardship, fundraising techniques – corporate, P2P, crowdfunding, fundraising events. **Skills sharing**, first hand experiences...
- **Grantmaking mechanism** – technical and matching grants in support of local campaigns
  - *RSA 2019 – five WB countries. Forty-seven selected CSOs implemented their fundraising campaigns, while 39 were able to complete them and managed **to raise over 170,000 EUR** from individual and corporate donors in their local communities, which were **matched with a total of approx. 138,000 by the SIGN partners (total of 340k EUR)**. CSOs raised **1.23 EUR for each 1 EUR** that they received as a matching grant.*
- **THE GO-AHEAD SIGN** and **WHAT IF IT CAN?** publications
  - *Is this even possible? What if it is enough that we take courage, arm ourselves with patience and try? What if we do not have to wait for others to move us, but rely on ourselves? In simple terms, what if we can go ahead? it can be done?*

# Mid-term Evaluation of the Civil Society Facility for the WB and Turkey (2017)

*One example of a particularly effective approach to sub-granting is the **SIGN for Sustainability** project, delivered regionally by the Trag Foundation in Serbia, which developed and implemented a methodology that is **demonstrably replicable by other organisations/projects, across the region.***

*The key point of the SIGN For Sustainability methodology is that it shows **CSOs can survive on local resources,** and that that CSO support can, to a large extent, come from local resources.*

## **SIGN For Sustainability Methodology:**

- An **open a call for organisations** - 10-12 organisations per training cycle
- SIGN **matches** the grantee CSO's own fundraising from corporate and private donors (cash contributions only)
- **Capacity development** subjects include:
  - a. strategic planning
  - b. fundraising principles, techniques, approaches
  - c. Case for Support - the CSO's 'idea' about what they will do
  - d. communication and outreach
  - e. CSO fundraising strategies for both individuals and businesses
  - f. what is out there (a map of their context; who can open doors; who can give them what)
  - g. practice (actual practice in fundraising)
  - h. fundraising plan (detailed).



## Recommendations from the field...



# Beyond the FSTP framework – confirming the value of adaptive and learning approach to sustainability 1/3

## • Community Foundations development program – Serbia, BiH

### ŽELIŠ DA SVOJ KRAJ UČINIŠ BOLJIM MESTOM ZA ŽIVOT?

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Okupi još dve ili više osoba i zajedno razmisliite o osnivanju lokalne fondacije!
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Prošli ste u užu krugu? Kontaktirajmo vas da se bolje upoznamo!
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Jul je mesec: proglašavamo konačne pobednike konkursa.
- 

Postali ste učesnik programa? Dobijate zadatak da, uz našu podršku, prikupite 15.000 evra.
- 

Uspeli ste? Mi vam taj iznos dupliramo!
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# Beyond the FSTP framework – confirming the value of adaptive and learning approach 2/3

- **Support to Citizen Engagement**





## Beyond the FSTP framework – confirming the value of adaptive and learning approach 3/3

- **Issues Affecting Women Programme**



**Snažnije zajedno**

trag OAK

Izabrali smo

- **100 IDEJA** koje prolaze dalje.

Sada vi odlučujete!



Platforma za ujedinenje ženskog pokreta

Prijavi se

## Key challenges remaining

- CSO professionalism vs. voluntary activism?
- Predictability of donor support?
- Flexibility of funding available?
- Strategic investments in learning?
- Professional talent and retention?
- Changing the paradigm – relations of power?
- Local ownership? Role of other sectors?



**Thank you!**

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