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102 – Induction to Pedagogy for NGO staff

Module 5 –

The NGEnvironment Immersion Programme Part 3: Case studies on NGO development

Prepared by
Rightchallenge



NGEnvironment

ERASMUS+ Programme – Strategic Partnership
Agreement No.
2018-1-DE02-KA204-005014

Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGO's



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Agenda

3. Case studies on NGO development

3.1 Charity:water

3.2 Teach for All



Source: *Unsplash*

Learning Outcomes of Module 5

- ❖ Recognise the importance of Business models and value propositions
- ❖ Be able to reflect on their own resilience and its value in starting a business
- ❖ Understand the chances of being an entrepreneur with an own NGO
- ❖ Be able to develop a structured business plan
- ❖ Be able to pitch for approval of a business idea



NGEnvironment

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Overview on Module 5: The NGEEnvironment Immersion Programme

Module/Unit	Learning Outcomes – The learner will:	Indicative Content
The NGEEnvironment Immersion Programme	<ul style="list-style-type: none"> • Understand the characteristics and structure of a Business Model • Understand the importance of the value proposition for NGOs and non-profits • Understand the development process of an NGO • Understand the entrepreneurial process to develop a sustainable business 	<ul style="list-style-type: none"> • Business Models • Value Proposition • Case studies NGOs development • Creation of own entrepreneurship ideas • Opportunity recognition and selection • Business plan • Pitching business ideas

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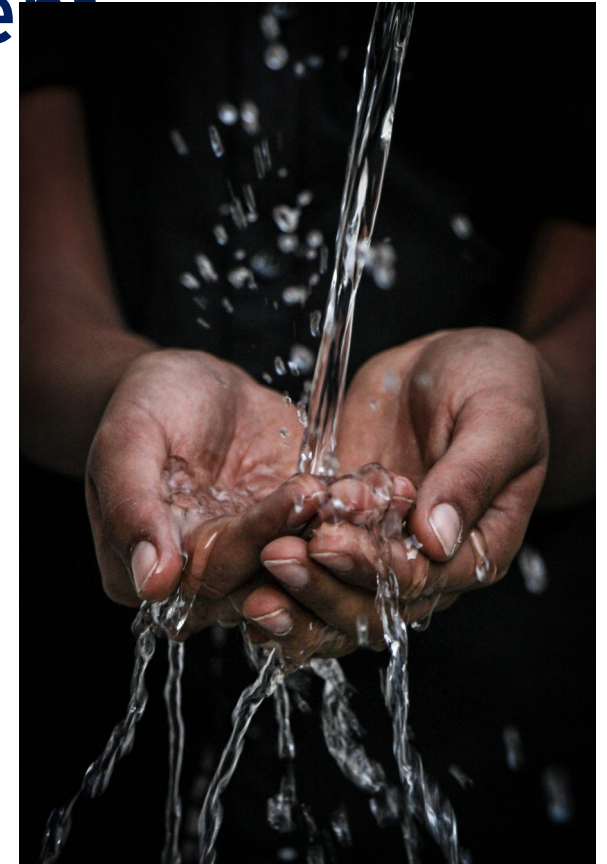
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3. Case studies on NGO development

3.1 Charity:water

Charity: water is a “*non-profit organization bringing clean and safe drinking water to people in developing countries*” (charity:water, 2018, p.3)

Charity:water is one of the most known and **trustable non-profits** in the world for its **transparency and commitment** to the cause. Renowned for its 100% donation model, this NGO disrupted how social entrepreneurs work while inspiring millions of people to join its mission.



Source: *Unsplash*

3.1 Charity:water About the founder

“Scott Harrison was recognized in Fortune Magazine’s 40 under 40 list, the Forbes Magazine Impact 30 list and was recently #10 in Fast Company’s 100 Most Creative People in Business issue. He is currently a **World Economic Forum Young Global Leader.**”
(charity:water, 2019b)

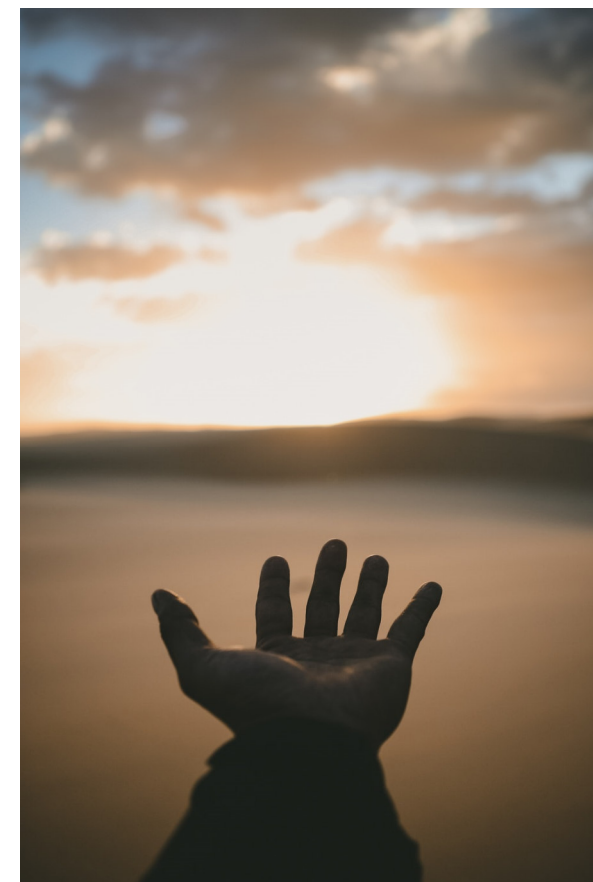


Source: *charity:water (2019).All rights reserved.*

3.1 Charity:water The development

Richard wanted to build his charity in a different and innovative way. From day one, charity:water promised that **100% of all donations would go directly to cleaning water**. He opened a separate bank account for overhead and he never touched the donations to pay for things like salaries, office or travel expenses. He started to look for **generous people, investors and enterprises** with enough resources to **fund this expenses**.

❖ Find out more about charity:water's **100% model** [here](#)



Source: *Unsplash*

3.1 Charity:water

The power of marketing for getting personal connections

Richard believed that for the sustainability of his work, he had to engage with the **local communities**.

With his organisation staff, Richard **built outdoor exhibitions in NYC with water walks and designed ads to make people feel differently**.

They also created tv commercials, rented bus and taxi ad spaces to spread their mission to as many people as possible.



**4,500 KIDS WILL DIE TODAY FROM
WATER-RELATED DISEASES. **HELP.****

charitywater.org

Source: DIGITALFIRE (2015). All rights reserved.

3.1 Charity:water

The power of digital marketing for charity fundraising

The organisation created an online platform that allows people to create **fundraising campaigns linked to personal events** (e.g birthdays, holidays and marathons). Each fundraiser would share it with their network of connections via online and face-to-face, creating an wide sharing space for fundraising and dissemination of the organisation (Gray, n.d.).



Source: *Charity:water. All Rights Reserved*

3.1 Charity:water

The power of digital marketing for charity fundraising

Charity:water is also committed to show **social proof to their donators**. The organisation use social proof "to encourage people to fundraise on their online platform. They employ numbers throughout their site to make people **feel aligned with thousands of others, and they give a face and a voice to those thousands with pictures, videos, and written stories.**" (Gray, n.d.)



Source: *Unsplash*

3.1 Charity:water

The power of digital marketing for charity fundraising

*“We are trying to build a movement of **passionate people who are going to form a relationship with us** for years.... We want our donors to be **advocates**. We want them to share content, we want them to feel **really connected to their impact**, and we want them to represent that to all their friends and family.”*

Paull Young, Director of Digital at charity: water

3.1 Charity:water Results

Since 2006, the organisation has funded **over 28,000 water projects to serve over 8.2 million people worldwide.**

In 2017, charity:water funded projects **that will bring clean water 1,183,926 people in 15 countries worldwide.** It was raised an amount of 35 million for those projects and 15 million for operating expenses.

Source: Charity:water (2017)

Case Study on NGO development: Charity:water

Task

- Video 1: Who is charity:water?
https://www.youtube.com/watch?v=b_FfY-3vUv4
Charity:water – Youtube Standard Licence
- Video 2: The Spring – The Charity: water story
<https://www.youtube.com/watch?v=UE9UvT5ujyg>
Charity:water – YouTube Standard Licence
- Video 3: Scott Harrinson | INBOUND 2018 Keynote
<https://www.youtube.com/watch?v=V4E1t2yIZlc>
LeWeb- YouTube Standard Licence
- Video 4: Innovation that Matters | Charity: water
<https://www.youtube.com/watch?v=N4K8Z5rfVUw>
L2inc – Youtube Standard Licence

- On what principles did Scott Harrison built the credibility of charity:water?
- How does charity:water track donors and increase the delivery of their value proposition?

Optional reading: Harrison, S. & Sweetingham, L. (2018). *Thirst: A Story of Redemption, Compassion and a Mission to Bring Clean Water to the World*. USA: Crown Publishing Group

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3.2 Case studies on NGO development

Teach for All

Teach for All is a **global network of organisations** united for the development of collective leadership to ensure all children can fulfil their potential. The organisation was founded in 2007 by the “Teach for America” founder Wendy Kopp and “Teach First” founder Brett Wigdortz, **after receiving several requests from social entrepreneurs around the world to build similar organisations in their own countries.** These requests were inspired by the previous models: Teach for America and Teach First.



Source: *Unsplash*

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3.2 Teach for All

The educational need behind the idea

Wendy Kopp conceived the "Teach for America" idea during his senior thesis in Princeton University. "With the goal of getting highly competent college graduates to make a two-year commitment to teach in struggling schools, Kopp raised \$2.5 million in order to begin recruiting college students and professionals to become what TFA called 'corps members'". The funds for the salaries of the corps members were provided by school districts and grants by AmeriCorps, a network in which Teach for America was member.

The organisation grew so fast that in the beginning of the 21st century, Teach for America was one of the largest employers of recent graduate students in the United States.



Source: *Unsplash*

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3.2 Teach for All Mission

Following the same structure, Teach for All enables **leadership development by calling graduates from different fields and professionals to commit at least two years to teach in the schools and communities where they're needed most.** Throughout the journey, the recent graduates are engaged in continuous education and learning, while developing classroom leadership. (Teach for All, 2019).



Source: *Unsplash*

3.2 Teach for All Results

After 10 years of existence, Teach for All global network **includes 46 countries on six continents.**

The organisation continues to foster network growth; to support partner scale, impact and creativity; to build an interconnected global community; to operate a global learning lab and to influence the global discussion.



Source: *Unsplash*

Case Study on NGO development: Teach for All

Task

- Video 1: Teach for All: An Introduction
<https://www.youtube.com/watch?v=CJhns2rFH8&t=21s>
Teach for All – Youtube Standard Licence
- Video 2: A Conversation with Wendy Kopp, CEO and Co-founder, Teach for All
<https://www.youtube.com/watch?v=pubX6pQfVVU&t=332s>
Columbia Business School– YouTube Standard Licence
- Video 3: Getting millions to learn: Interview with Wendy Kopp of Teach for All
<https://www.youtube.com/watch?v=hQm7y9tPS9s>
Brookings Institution- YouTube Standard Licence

- How did the idea creation of Teach for All came up?
- What are the main differences between Teach for All's education model and the traditional education model?

Optional reading: Kwauk, C., Robinson, J. P. & Spika, S. (2016). Teach for All: *Building a Pipeline of Future Education Leaders Around the World*. Washington D.C., USA: Center for Universal Education, Brookings

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Thank you very much for your attention!

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Websites:

<http://www.ngenvironment-project.eu/>
<http://ngenvironment.eduproject.eu/>

Sources

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- Gray, C. (n.d.) *Nine Valuable Marketing Lessons From a Nonprofit – Charitywater.org*. Website. Retrieved from: <https://neilpatel.com/blog/marketing-lessons-from-charitywater/>
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