



IO 7: Survival guide for NGO Founding and Funding

Type of material: Digital publication (online guide or interactive pdf), 50 pages maximum

Target group: NGO leaders and staff members (actual and potential)

Main goal: This output will specifically provide aid to citizens willing to create their own NGOs or to take part of an existing one in an educated way. It will consist of a step-by-step guide explaining all legal and practical requirements needed to found and manage an NGO. It will also suggest funding mechanisms and provide important "survival" tips from experienced leaders. In short, it will be an excellent starting point that will provide up-to-date support for new NGO leaders.

Contents will be adapted to the reality and legal context of each country and the document will be available in all partners' languages.

Creation period: from 01-08-2020 to 30-06-2021

Task distribution: Permacultura Cantabria will provide a research framework that will similarly be addressed by all other partners in their countries. According to results found, the actual guide will be designed, produced, adapted to each partner country and translated to all partners' languages.

All partners should have the same titles in their guides, but they can change the content to adapt it to their countries.

Budget available per entity: 8 working days for a researcher (adaptation to your local context)+4 working days for a technicians (translation into your native language)

Budget available for the leader: 32 days for a researcher+8 for a technician

No budget for layout.

	Chapter name	Contents	Max number of characters (without spaces)	Notes	Who
1	Introduction	Purpose of the manual	1,000		Permacultura
2	What is an NGO?	<ul style="list-style-type: none"> • Concept of NGO • Characteristics of NGOs • Principles: Legitimacy, Accountability, Transparency 	6,000	<ul style="list-style-type: none"> • <i>Definition of NGO by United Nations</i> • <i>Include some video link</i> • 	Permacultura
3	Types of NGOs	<ul style="list-style-type: none"> • Classification of NGOs 	1,500		Permacultura
4	Legal framework	<p>Regulation of NGOs in your country</p> <ul style="list-style-type: none"> • <i>Legislation</i> • <i>Main characteristics of the legal types of organization (definition, when one of these organisations is NGO)</i> • <i>Tax incentives regulated by law</i> • <i>Regulation of volunteering</i> 	7,000	<ul style="list-style-type: none"> • <i>It is important to search for the legislation that regulates the types of organizations, like associations, foundations, etc., but also the laws that regulates the tax regime, and volunteering</i> • <i>Search if there is any volunteering platform or information website</i> <p><i>The Spanish text is completed as an example</i></p>	All partners
5	Start and sustain an NGO	<ul style="list-style-type: none"> • <i>Key components to start an NGO (vision and mission, addressing community needs, three pillars of sustainability, , committed leadership, relationships with stakeholders, diversity in funding sources, training</i> 	5,000		Permacultura
6	Stablishing values, vision and mission	<ul style="list-style-type: none"> • How to stablish values, mission, vision • Alignment with Sustainable Development Goals 	3,500	<ul style="list-style-type: none"> • <i>Links to the SDGs and guides to align goals with SDG</i> 	Permacultura

7	People in an NGO	<ul style="list-style-type: none"> • Values that define the member of an NGO • Types of participation in an NGO • Manuals to manage people (staff and volunteers) in NGOs • Codes of ethics and conduct for staff 	3,500	<ul style="list-style-type: none"> • <i>All partners: Search for manuals in your language (if there is any) that can help to manage the human resources and volunteers in an NGO</i> • <i>It includes links to codes of ethics and conduct of some organization as examples</i> 	Permacultura All partners
8	Importance of leadership and demand for results-oriented leadership	<ul style="list-style-type: none"> • Social leadership • Competencies of NGO leaders • Management skills • Social demand for greater accountability • What is results-oriented, importance and benefits 	5,000		Permacultura
9	Principles of transparency and good practices	<ul style="list-style-type: none"> • Principles of transparency and good practices – Code of ethics and conduct for NGOs • Transparency and good practices audit 	5,000	<ul style="list-style-type: none"> • <i>All partners: search for some “Code of conduct for NGO” and manual in your country, if there is any, and complete the section</i> • <i>All partners search for organizations that audit transparency and good practices of NGOs in your country. Complete section “Audit organizations in your country”</i> 	Permacultura All partners
10	The three pillars of sustainability: planning, management, evaluation	<ul style="list-style-type: none"> • Planning: strategic planning, project planning • Evaluation • Management: tasks, Financial management 			Permacultura

11	Fundraising	<ul style="list-style-type: none"> • Donation • Membership fee • Crowdfunding • Income-generating activities • Subsidies/ grants: European and other funding sources • Collaboration NGO-Business - Corporate social responsibility (CSR) 	11,000	<i>All partners, search for additional European Funds focused on Environment</i>	<i>Permacultura</i> All partners
12	Collaborative approach in NGOs	<ul style="list-style-type: none"> • Collaborative approach • Why do NGOs collaborate • Good practices 	3,500		<i>Permacultura</i>
13	Communication	<ul style="list-style-type: none"> • Communication plan • Web contents and landing page: importance, Check list of web contents, website structure • Managing social media accounts • Measure the impact of communication 	13,000		<i>Permacultura</i>
14	Steps to create an association	<ul style="list-style-type: none"> • Give a name to your association • Organizational structure: board of directors, executive director, general assembly, staff members. • Bylaws • Registration of the association • Request the social interest for your association • Tax obligations and exemptions • Comply with data protection law • Other resources 	11,000	<i>All these aspects depend on the legislation in every country. You will have to search for tax obligations and data protection in your country (some guide for data protection in your language) Spanish situation is included as an example In other resources you can include manuals or guides for creating associations, other legislation, helpful websites for legal advice, etc.</i>	All partners



**NGEnvironment -
Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGOs**
Project Nummer: 2018-1-DE02-KA204-005014
IO 1 - Research

Co-funded by the
Erasmus+ Programme
of the European Union



15	Conclusions	•			
----	-------------	---	--	--	--