**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? | * Concept of NGO * Characteristics of NGOs * Principles: Legitimacy, Accountability, Transparency | *6,000* | * *Definition of NGO by United Nations* * *Include some video link* | *Permacultura* |
| 3 | Types of NGOs | * Classification of NGOs | *1,500* |  | *Permacultura* |
| 4 | Legal framework | Regulation of NGOs in your country   * *Legislation* * *Main characteristics of the legal types of organization (definition, when one of these organisations is NGO)* * *Tax incentives regulated by law* * *Regulation of volunteering* | *7,000* | * *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. Please complete the chapter as the Spanish example.* * *Search if there is any volunteering platform or information website. If there is any, please include the link and an explanation of what they do.*   *The Spanish text is completed as an example* | *All partners* |
| 5 | Start and sustain an NGO | * *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* | *5,000* |  | *Permacultura* |
| 6 | Stablishing values, vision and mission | * How to stablish values, mission, vision * Alignment with Sustainable Development Goals | *3,500* | * *Links to the SDGs and guides to align goals with SDG* | *Permacultura* |
| 7 | People in an NGO | * 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* |  | *Permacultura* |
| 8 | Importance of leadership and demand for results-oriented leadership | * 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 | * Principles of transparency and good practices – Code of ethics and conduct for NGOs * Transparency and good practices audit | *5,000* | * *All partners: search for some “Code of conduct for NGO” and manual in your country, if there is any, and complete the section* * *All partners search for organizations that audit transparency and good practices of NGOs in your country. Complete section “Audit organizations in your country”* | *Permacultura All partners* |
| 10 | The three pillars of sustainability: planning, management, evaluation | * Planning: strategic planning, project planning * Evaluation * Management: tasks, Financial management |  |  | *Permacultura* |
| 11 | Fundraising | * Donation * Membership fee * Crowdfunding * Income-generating activities * Subsidies/ grants: European and other funding sources * Collaboration NGO-Business - Corporate social responsibility (CSR) | *11,000* | *All partners, search for additional European Funds focused on Environment* | *Permacultura*  *All partners* |
| 12 | Collaborative approach in NGOs | * Collaborative approach * Why do NGOs collaborate * Good practices | *3,500* |  | *Pernacultura* |
| 13 | Communication | * 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* |  | *Permacultura* |
| 14 | Steps to create an association | * 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* | *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.* | *All partners* |
| 15 | Conclusions |  |  |  |  |