

**A RESUME OF WORKSHOP  
 “PASTORAL RESPONSES TO FINANCIAL MANAGEMENT”  
 DIOCESE OF GEITA: 17 - 21 MAY 2010**

**1. FOREWORD FROM THE DEVELOPMENT DEPARTMENT DIRECTOR**

The workshop on “Pastoral Responses to Financial Management” was conducted on May 17 through 21, 2010 by the Diocesan Development Department Office, Diocese of Geita in Tanzania. This was part of celebrating the Diocesan 25<sup>th</sup> Years Anniversary.

The challenges facing the Diocese of Geita in Tanzania were discussed during the workshop, and how the Church could build up sustainable resources focusing on eradicating poverty. The aim was to strengthen pastoral and developmental agents understanding of Financial Management, with the purpose of improving management of resources in the diocese, and grants writing skills for socio-economic projects.

In evaluating the workshop, participants came to a consensus that at diocesan level, parish, and institute levels we should plan for short term and long term projects, focusing on Pastoral and community development. This should be implemented immediately after the workshop.

This report was prepared by the workshop’s secretarial committee chosen during the first day of the workshop. It was edited by the committee and approved by the diocesan development department director. The committee recorded the daily sessions and edited the reports as shown below.

**2. MONDAY: 17 MAY 2010- DAY ONE**

Participants started registration from 9 am till noon in the Development Department office, and were shown their guest houses. Later on participants were taken to see the Development Offices, the new Cathedral on construction, Bishop’s Office and residence, and Geita down town parish which is the present cathedral.

Right Reverend Damian Dallu led a blessing before meal in the dining room at 2.00 pm, and all had lunch. After lunch all participants were invited to the workshop’s session room. The first session started at 3:15pm. Mr. Theonest Kishenyi the Chairperson for the Workshop Preparation Committee gave a few opening words and then invited all participants and facilitators to introduce. Mr. Kishenyi then welcomed the Diocesan Development Director Fr. Mathew Bulala to address the assembly. Fr Bulala gave the opening talk: extending his thanksgivings to all who made the workshop possible including the workshop preparation committee, the donors, facilitators and all the attendees. Fr. Bulala ended up by inviting the Bishop of Geita, Right Reverend Damian D. Dallu to give the workshop’s inaugural speech.

➤ **OPENING SPEECH BY BISHOP DAMIAN D. DALLU**

Bishop Dallu started his speech by asking all “What are the needs of the People of God in the Diocese of Geita?” Responding to this question bishop Dallu continued stating that the greatest need is to build up Human Integral Development and to be good stewards of the materials we have been given by God. The Bishop made it clear that church workers should let the Community or peoples’ interests prevail before personal interests. Like Jesus, we must put the people first. The Bishop said that Integral human development should be holistic in approach if the following factors will be put into practice: health, economic, social, political and spiritual factors.

The Bishop cautioned about corruption which benefits the few and leaves the people and the country far behind. In regard to Catholic institutions he stressed that development can be revamped by good stewardship.

What is good stewardship, the bishop asked? He answered saying, it is to make choices as individuals; it is to ensure management of all that God has given to us in every aspect of life. It is to respond to God's grace and goodness and observe how our choices affect everyone and everything. It is to acknowledge that God is the true owner of all and we are accountable to God for the use of all goods. Stewardship is to plan integral development while caring for the totality of the human being.

Bishop Dallu made a reference to the Encyclical Letter of Pope Benedict XVI, "Caritas in Veritate," which focuses on Integral Human Development in "Charity and Truth." Commenting on this the Bishop stated, yes get rid of the poverty that exists in developing countries. We must plan for the liberation of ideology into action. Development and finances are needed to reach the common good. We need to be good planners in order to manage and not be managed. Lastly, we are not just concerned with material growth but also with the spiritual growth of humankind-the integral human development of charity and truth (Cf. Caritas in Veritate, # 22).

In conclusion, the Bishop invited all the participants to "act on behalf of the poor and marginalized and down trodden people."

After the Bishop's speech, Fr. Bulala facilitated the participants in choosing various committees. The following committees were chosen:

1. Steering Committee /Secretariat
  1. Mr. Edgar Kashaga
  2. Fr. Gerald Singu
  3. Sr. Peg Donovan
2. Food Committee
  1. Sr. Rustica Mngong'o
  2. Fr. Munganyizi Francis.
3. Liturgical Committee
  1. Fr. Makoye Faustine
  2. Deacon. Maximilian Mtanda
  3. Sr. Leocardia Masabo
4. Accommodation Committee
  1. Mr. Batiho Thobias
  2. Sr. Leocardia Masabo
5. Time Keeper
  1. Deacon Bulugu Godfrey
6. Heath Committee
  1. Dr. Jackson Materu
  2. Fr. Nicodemas Duba

Afterwards, Fr. Bulala welcomed Brother Marcel Sylvester, FIC to present the first session, **“Introduction to Project writing skills.”**

Brother Marcel began with a story: “The disciples are gathered two people in white appear, Jesus is leaving the group. These two people say to Jesus “where are you going? Your work is hardly finished. Who will continue?” Jesus looked at all of them and said “It is YOU the ones I am leaving behind.”

The essence of mission is the Promise of the kingdom of God. We are instruments of the Kingdom of God. Church needs people who can continue finishing the uncompleted work started by Jesus, i.e. promoting others to the Kingdom of God. The church by itself is an instrument of this kingdom. Thus, it needs people to carry out that work.

To maintain its work, the church has for many years given out encyclicals that educate on how promotion to the kingdom is to be carried out. Some of these are “*Ad Gentes*,” and “*Redemptoris Missio*.” Pope Benedict XVI in his three encyclicals, including “*Caritas in Veritate*,” “*Spe Salve*” (Saved by the Faith), continues the work of promoting others to the Kingdom of God by his teachings. In these Encyclicals Pope Benedict XVI points out that our whole being in the Church is centered on three elements:

- 1) Scripture,
- 2) Sacraments, especially the Eucharist.
- 3) Practice of active charity.

These encyclicals *direct* each person to carry out their *vocation centered* on scriptures *and the* sacraments especially the sacrament of the Eucharist, which *will enable* people to practice active charity. When Jesus instituted the Eucharist he first washed the feet of his disciples to make them the loving instruments to others. When speaking of hope, the Pope says that the key *is* personal development; he insists on integral development that people should not only hope of entering heaven but also live a happy life beginning here on earth. Thus, everyone should be a fully developed human being.

#### ➤ **The Donors**

Br. Marcel challenged the participants by saying that *he has not come to teach people how to be sophisticated beggars; rather he is here to enable participants to be partners in development*. He pointed out that the church is the instrument of the *Kingdom of God and it should fulfill the* mission of development of human being by emphasizing the holistic Human development. He also spoke of donors and their intentions by insisting that every human being is God’s creature. Instead of doing things individually, we should strive to do things in groups.

In our pastoral works, even though priorities differ within a group, we should look for what is common to us all and work upon it. What a difference it makes when the pastor decides to have a Community Centered Development Program. This is the key to any development. We are to become partners in development. We must be clear to inform every donor that they should respond to groups rather than personal requests. Each participant of this workshop *can* learn to become a specialist but must also be a partner in development. He stated that if your donor has contributed to your program you could suggest that he/she could help other projects.

Br. Marcel quoted an old saying that “God blessed me, so I need to share with others what I have”. This must be the spirit of everyone when managing to get something from the donors. This is true only because for a Christian “any success which is not shared is a partial failure” and so we must all think I have succeeded in my project.

Dependence is BAD. Independence is NICE, but being Interdependent is the IDEAL

### ➤ **BEST METHOD OF TEACHING**

Brother Marcel uses **KSAV** as a method of teaching:

**K** - Stands for knowledge. Before one decides to write for a donation, he/she must acquire knowledge. It is important to have this to enable you success in your aims.

**S** - Stands for skills. This means knowing how to do something well. For example, swimming, or using computers etc, are acquired skills. Knowledge without skills is nothing, it is zero!

**A**- Stands for attitude. In Africa there seems to be a great deal of fatalism; “we are poor... What can we do...nothing?” President Obama seems popular in parts of Africa, Why? *This is because* he challenges us to work together and to think of the common good. *YES WE CAN!* As you go out of the place you live you meet people of different attitudes and this makes them do or become as they are.

**V**- Stands for values. There are many gifted people here working for the common good. We need HONESTY which seems difficult to find these days. One has to be HONEST, clear, and accountable and establish a reputation as a reliable partner. Br. Marcel identified values like transparency, stewardship, honesty and mindset as among individual values for people /church workers who are ready to help other fellow people to realize development.

With this Code of **KSAV**, Bro. Marcel has managed to teach in different countries and to people of different cultures and he was understood. With such experience of working with donors, he has come to discover that many of the agencies are tired of receiving requests since they have less money (Donor Fatigue). Furthermore, some agencies fail to respond to some requests because those who have received don't report after they have received the money. He reminded the participants that their job is not to be careless with the money but become a reliable partner. Let everyone be honest and use every single shilling according to the intention of the donor. Many don't respond after receiving money from donors, there is no accountability. We need to be honest and respected partners. Misuse of funds can cause agencies to refuse assistance to a whole diocese or area due to one person's neglect. Do you want to be that person?

### ➤ **EUCCHARISTIC CELEBRATION**

After the session we all went to attend the Opening Holy Mass which was held at the Geita Cathedral Parish. The main celebrant was Rt. Rev. Damian D. Dallu, Bishop of Geita. The mass began at 5.20 pm. During his homily, the Bishop spoke about development and focused on a stance against corruption. He cited examples of politicians who refused to sign a contract for water supply construction in Geita town simply because there were no personal gain-allowances for the committee. As a result the project had been delayed at the expense of the marginalized and down trodden people. The Bishop was bitter and wished that if he had the ability to cane the accused politicians he would have done so. The bishop appealed to the workshop's participants to distance themselves from such kind of acts and, instead, work for the poor and marginalized people.

Before concluding the Eucharistic Celebration, Fr. Bulala gave a word of thanks to the general public for joining the workshop's Eucharistic celebration. He also expressed appreciation for Bishop Dallu in accepting being the Main Celebrant. Fr. Bulala also introduced Brother Marcel Sylvester, FIC from USA and Martin Urassa, FIC from Moshi as facilitators from outside the diocese of Geita. The opening Mass ended up at 6:30pm. After Mass, all participants with Bishop Dallu took general photos in front of the grotto of Our Lady of Fatima, Geita Parish.

At 8.30 pm there was a reception dinner for all participants and facilitators at Geita Youth Center. Immediately after dinner, the Development Director, Fr. Bulala invited the Vicar General Fr. Nicodemus Duba to lead a closing prayer for day one.

### **3. TUESDAY: 18 MAY 2010 -DAY TWO**

Day two started by celebrating of the Holy Mass at 7:15 – 8:00 am followed by breakfast at 8.15am.

#### **➤ FIRST SESSION: “Unfolding Integral Evangelization for the Church in Geita, Tanzania.”**

At 9:20 the Workshop Chairperson Mr. Kishenyi introduced Fr. Mathew Bulala, M.A., and welcomed him to present his topic. On this topic, Fr. Bulala began by speaking about the Vision and Mission of the Diocese of Geita. The Vision of the Diocese of Geita: A Holy Spirit centered Family of God oriented towards Integral Development for deep Evangelizations. *“Now go out where it is deep and let your nets and you will catch a lot of fish (Luke 5:4).”* The mission for the diocese of Geita is “to inspire and empower people as Family of God through deep evangelization, socio-economic, healthcare services, good education, and the relevant formation of all agents of evangelization, revitalization and continued emphasis on with the role of Small Christian Communities. Preferential treatment should be given to the poor and marginalized, and those infected by HIV/AIDS.

Father Bulala wanted to remind the participants that the objectives and outcomes of this workshop should reflect on the vision and mission of the diocese. Above all our endeavors of discipleship and stewardship should reflect the mission of the diocese as instruments of the mission of Jesus. Fr. Bulala made a reference to the mission of Jesus Christ which is narrated in the gospel of Luke 4:18-19.

He said, when the Lord Jesus began his public ministry, he chose the Messianic text of the Book of the Prophet Isaiah in order to shed light on his mission. His mission was to preach Good News to the poor, proclaim release to the captives, give sight to the blind, liberty for the oppressed, and to proclaim the acceptable year of the Lord (cf. Luke 4:18-19; & Is 61:1-2). The Lord was sent to relieve human misery and combat every kind of neglect. He came to liberate humanity; he came to take upon himself our infirmities and diseases. The entire ministry of Jesus is marked by the concern he showed to all those around him who were affected by suffering. This is the mission we must carry on in our present ministries.

In conjunction with the workshop's theme, “Pastoral responses to financial management,” he pointed out that the workshop will aim to strengthen pastoral agents' understanding of financial management while focusing on improving management of the resources we have and the development of writing skills to obtain grants for socio-economic projects. This aims at the implementation of the slogan, “Help me help myself.” As the old proverb says, give a person a fish and he/she can eat for a day, but teaching him/she how to fish, and he/she eats for a life time, this may be a good philosophy for building integral development in developing countries like Tanzania.

This principle requires two things: first, training the recipients how to fish, and second, training those who have the resources; leaders, and developed countries, to give nets and not fish, and to give in the spirit of stewardship.

Fr. Bulala extended his sincere gratitude to the Director of the Mission Project Service, Brother Marcel Sylvester, FIC, for giving us a net to fish. He said, "This is truly the vision of our diocese in evangelization, *"Now go out where it is deep and let down your nets and you will catch a lot of fish (Luke 5:4)."* Today the vision has become the reality."

To end his presentation he invited the participants to discover ways for the church to invest *in* building up a strong economy for the future. He said, investment is another way of getting the money needed to run the church that many dioceses in Tanzania have not yet built. The investments we have made are non-profit institutions like hospitals, colleges, and schools. We also need to start commercial projects that can earn money on *a* daily basis. The church should start financial enterprises and industries to provide employment. The Church has to work and organize its members, and assist them in creating an advanced society. All participants received a copy of this presentation.

After the presentation a lively discussion followed. Various participants discussed the reasons why Tanzania in particular and Africa at large are disadvantaged economically. Reasons given were: Firstly, poverty is the main reason. This poverty is based on lack of ATTITUDES, KNOWLEDGE, and SKILLS. Money is not the main thing, but is our commitment to fight bad attitudes and values that hinder progress. Secondly, lack of commitment of political leaders and general public. Thirdly, laziness (UVIVU): no good work among people especially youth. Fourthly, corrupted political leaders and misconception of their role. Fifthly, betrayal of educated people. This means the educated people, who were educated at the tax payer's expense, work against them in various ways for example; by signing dubious contracts, refusing to work in remote areas even though that is where the majority of the citizens live. They only use their education for their own benefit. Finally, lack of vision and initiative which frustrates. We all need a more positive attitude.

So, we need the "Spirit of the Living God in our diocese to renew us. We need a spirit of dedication.

## ➤ **SESSION TWO: GRANT WRITING SKILLS**

Fr. Bulala welcomed Br. Marcel to present a topic "Grant writing skills." Br. Marcel stated clearly that PROGRESS OR DEVELOPMENT HAS ITS COSTS among these are *the* changing and the people's effects on culture and solidarity. In other words, there is a trade between development and the changes in the people and their culture and solidarity. For example a business needs profits. But because of value of solidarity where relatives feel they can get free service in their brother's business, soon this business will soon fail. Helping each other is a good cultural value, but how do we apply this to our development programs?

To have good development, people should adopt a policy of preventive maintenance whereby machine breakdown can be attended to and fixed, and a maintenance schedule followed allowing the machine to last longer. However, often it is seen that Africans lack preventive maintenance culture, and, as a result when the machine breaks down, they leave it and look for new ones. This habit can make Africans permanently dependant. We need to develop that attitude of preventive maintenance. He stressed that in order to have a good future, one needs to sacrifice today (Deferred gratification). Having the habit of using a habit of saving account can result in true independence. Dependency is very bad and we need to enable people to strive to be free of it.

An important point Br. Marcel shared is that “to do things FOR people is good and can bring development, but to do things WITH people *will create* sustainable development.” Human capacity building is a key to development.

In other words there is a trade between development and the changes in the people and their culture of solidarity.

Br Marcel invited the participants to start to familiarize themselves with the (Manual Book) of the Workshop: “*Agencies for Development Assistance: Sources of Support for Community Based Socio-economic and Religious Projects in Less-Industrialized Countries,*” Seventh Edition, 2007. He encouraged the participants to spend time with it and become familiar with how to use the charts. He also pointed out that there are other agencies not in this book, such as Embassies, Rotary & Lions Clubs, Diocese to Diocese partnerships, European Union, etc.

Brother Marcel emphasized that we need to keep the following steps in mind:

1. Study the needs of your people and the area.
  2. At what stage is the Diocese at now or your parish?
  3. Keep your first request small that is between 6,000.00 to 15,000.00 dollars. Once you have shown you can handle this amount, agencies will be more willing to grant larger amounts.
  4. Never throw away anything that has to do with the project, even if it is rough draft.
  5. Keep the exchange rate handy and use it from time to time making note of the official date.
  6. Buy your supplies immediately for the best price and store them safely.
  7. *Donor agency* wants to know *all about you and your intended project*, so be sure to let them know. Check the internet for Diocese of Geita for information and statistics.
  8. If you have a Board of Advisors, list them but do not invent them!
  9. Do not make request too wordy and long, just put the important facts.
  10. Never send a project that has not been reviewed by at least two other people.
- From 11:50 – 1pm Br. Martin Urassa shared his experience of managing projects and some ways to build credibility with the development partners. Br. Urassa insisted that over ambitiousness in requesting large amounts or big projects can be very dangerous. Instead he suggested starting slowly by asking *for* small assistance and then a *send an accurate* report on time. *Personal* contact and networking is *also* very crucial in securing funds. “Double funding” (requesting the same thing from two different agencies without explaining this in the write up) according to Br. Marcel and Br. Urassa is *not* good because once this is detected by the agency it can result in no funding in the future. The benefactors (through internet) often share information. Therefore they will know if you have received money from another benefactor for the same project.

### ➤ **GROUP WORKS**

After lunch and break, participants were divided into nine groups according to ministries. Each was asked to propose two projects; one for pastoral needs and another for developmental need. The groups also looked at what resources were available and what resources *were* needed. The participants discussed the assignment and they were told to present *it on* day three. Every group should select Chairperson and Secretary. Awareness of gender when selecting chair *and* secretary was highly encouraged.

#### **4. WEDNESDAY: 19/05/2010- DAY THREE**

##### **Continuation of Grants Writing Skills**

After breakfast, the participants gathered at 9.11am. Br. Marcel continued the discussion on the group work. Each group was requested to present one pastoral need and one developmental need along with its project proposal. The Secretary of each group presented the group's work which was then open to discussion. Each group had a chance to present. There were *seven* groups.

At 2.33pm Br. Urassa continued with the topic "Grant proposal writing skills." Br Urassa told the participants that many development partners (donors) have *a* unique proposal writing format. However, the following contents generally do exist in many formats. Most of the formats include title, executive summary or abstract, introduction, description of the problem, proposed solution and anticipated outcome, method or rationale, personnel and facilities to be used for project implementation, project evaluation, budget and appendix.

After a short break, the session resumed by Br. Urassa taking the participants through a sample of grant proposal *that was* presented to TERRE SANS FRONTIERS (TSF) in 2006. This grant was successful in obtaining the grant for finishing the girls' hostel at Arumeru Secondary School in Kenya.

Br. Urassa then showed the participants one of the forms which he filled when he was requesting a grant from **TSF** for furnishings for the Arumeru Secondary School in 2007. The participants discussed both samples and asked many questions for clarification. Br. Urassa revealed that he was still new at that time as far as proposal write up was concerned. However he managed to get the grant.

Br. Marcel stressed the importance of good planning, not just to go haphazardly. There needs to be a budget, receipts, plans, and project costs. So know that you need to be busy preparing all of these. What is the COST OF STAGNATION? If you don't move ahead, you go back. So if there is no systematic planning, *you* will slide down the poverty scale. Nothing stands still. Remember we did not come to this workshop to learn how to be professional *beggar*, but we do need to learn how to invite people to join us in a partnership of development. There are some examples of working together:

- 1) In Uganda all the Catholic Secondary Schools have joined together to purchase things, like books etc. This makes for cost efficiency.
- 2) In Tanzania there is a group in Dar-es-Salaam called CODE. They have a big store with thousands of books and members get the books *at a* low costs saving lots of money for their schools.
- 3) TUPPS in Moshi is also an NGO that assists Women's Development and Education with things like school furniture, books. All private schools can apply for membership.



Br Martin also spoke about SMART steps of project planning:

- 1) **S - SPECIFIC:** show a real need, present time frame
- 2) **M - MEASUREABLE:** show your goals and objectives which are specific and can be measured.
- 3) **A - ATTAINABLE:** these objectives have to be realistic and attainable, possible to achieve.
- 4) **R - REALISTIC:** when the budget is being made, are your costs realistic or are you inflating them? Are your costs related to the objectives?
- 5) **T - TIME BOUND:** are you able to achieve your objectives realistically in a certain time line? Explain this time line for each objective.

In answering to a question regarding the difference between goals & objectives, Br Martin explained that a **GOAL** is the large picture of your project, the overall aim. **OBJECTIVES** are the way you will reach your goals so they have time lines and statistics that relate to the objective. E.g. reduce the infant mortality rate by 50% in five years. This is a measureable thing which you can report upon in your project.

Br Marcel then explained some important terms for clarification.

- 1) **CENTRALIZATION:** this is when all decision on made on the central level by the head; example would be if all decision in regard to everything in the diocese were made by the Bishop alone.
- 2) **CHAOS:** This is when everyone has their own way and their own plans and their own decisions with nothing coordinated or shared.
- 3) **COORDINATION:** This is when there is a person *or* place where plans and decisions can be decided together. It should act as *a* clearing house for all the happenings and projects of the diocese.
- 4) **SUBSIDIARITY:** This is when a decision is made at the level or point at which the implementation will be carried out. Higher authority only interferes if there is misuse or abuse of activities and funds.

So it is important to know what level of autonomy one has in regard to a project or activity. It is also important to involve others in any project or activity to enhance its stability.

Br Martin challenged the participants to change the way they limit themselves. He shared the following story: “Think of your day of death and your burial ceremony. What do you want to hear from the people gathered? Now write that down on a piece of paper, read it often and start working toward becoming that way. There is only one person who can set limits to your growth and that is **YOU!** You are the only person who can revolutionize your life and influence your happiness by your success. Be a winner while building yourself and your reality. The most important relationship is with you.

## ➤ SOME TIPS ON WRITING PROPOSALS

1. Write a good proposal and evaluate your ideas and your ability to implement them.
2. Assess the value of your idea. Is it needed? Does it solve an important problem? Is it timely, unique and innovative? Can you or your organization realistically follow through on what you have proposed?
3. Foundations generally base their decision on five things:
  - (a) Quality of people involved,
  - (b) Significance of the problem,
  - (c) Importance of the solution to the problem or idea being proposed,
  - (d) Stature of the sponsoring institution,
  - (e) Reasonableness of the price (budget), if the idea measures up to the criteria.
4. Search for the agency that fits your proposal, read carefully the requirements. Enquire by email with a brief letter of description.
5. Gather internal and external support. If possible have a Board of Advisors. You have to get supporting documents or letters, for example, from the Bishop of the Diocese; Government leaders etc.
6. Fill out the form and follow the guidelines. If no guidelines are given follow what is on page 20 of the book. Show you *are best placed* to respond to this need/problem.
7. Be sure to state who the beneficiaries will be. Detail actual beneficiaries and indirect beneficiaries who are touched by the project.

At 5.30pm evening prayer (Vespers) was lead by Deacon Bulugu Godfrey and Deacon Maximilian Mtanda.

### **5. THURSDAY: 20 MAY 2010- DAY FOUR**

We opened the day with a song, “Spirit of the Living God.”

Br Marcel began the session with a few reminders: 1) Prepare a file for all the papers, receipts of the project. 2) Put yourself in the shoes of the donor. What does he want to know about you? E.g. the organization, the owner, the ministry, how long has it been in existence. We need to **SELL** our organizations ideas to the donors. 3) Make short statements with objectives. 4) Have some statistics about your area and work. 5) Identify yourself clearly and introduce your needs but put them in the global context. 6) Indicate the involvement of the group in the discussion and approval of the project. 7) Show *its capacity in enhancing and promoting* human development. 8) Show that this project fits into the whole picture/plan of development in your ministry. 9) Use the currency converter on Google or yahoo to get the updated exchange rate. 10) Your request needs to be moderate in order to establish credibility and transparency. Use **page 20** of the book as a guide for your task. The workshop continued in groups.

➤ **SECOND SESSION 11:00 am: “Principles of Fundraising: Resource Mobilization and Fundraising”**

Fr. Bulala welcomed Mr. Joseph Shigulu and invited him to present his paper. This paper covered the area of fundraising and its importance and the main skills required for fund raising. It also touched on donors sources (**see handout**).

*MARKETING is the key concept of FUNDRAISING.* It is selling something to a person who has means to buy it. You need to make the donor interested in your idea. It is not only about money but also about networking and building a broad base of friends for support that is viable and strong.

**LONG TERM PLANNING:**

A plan is *needed* so that projects into the future along with the *budget*. *FAILING TO PLAN IS PLANNING TO FAIL.*

**A VISION:** This is long term objective. It needs to be clearly stated. It gives the direction for the organization

**MISSION STATEMENT:** This is a brief statement indicating what you intend to achieve

**SURVIVAL:** Every project needs money to survive, the list is endless e.g. maintenance, new equipment. All the pressing needs will be unmet if we do not have money. **NO MONEY NO WORK.**

**REDUCE DEPENDENCE:** Dependence can cause a financial crisis when the agency moves away, so we need to broaden *our* base of donors.

**EXPANSION IS DEVELOPMENT:** We need to improve the services we are giving and be innovative by doing research into the needs of the area. All this requires money.

**INTERNAL REVIEW:** When we are trying to evaluate our situation and our project we need to consider the following:

➤ **SWOT METHOD OF ANALYSIS:**

**S = STRENGTHS**

**W = WEAKNESS**

**O - OPPORTUNITIES**

**T - THREATS**

We need to include all of these when we are analyzing the *situation for which* we are requesting funding. In Swahili NUFUVI

**N = NGUVU**

**U = UDHAIFU**

**Fu = FURSA**

**VI = VIKWAZO**

➤ **EXTERNAL REVIEW**

1. WE USE THE “PEST” ANALYSIS:

**P** = POLITICAL

**E** = ECONOMIC

**S** = SOCIAL

**T** = TIME/Technological

➤ **STAKEHOLDERS ANALYSIS**

First we need to identify the stakeholders. Who do you think would fund your project? What is their interest? What do you do that they would be interested in? Is your project useful? Will your project transform people and their lives?

**SELLING OUR IDEA**

This is a two stage process.

1. *Show that this* is an important need and you are doing something very useful i.e. *transform people's lives.*
2. Commitment to cause: What is the cause you are trying to sell? Do you understand it? Do you know how to ask for assistance?
3. Persuasiveness: One needs to be able to persuade people to assist a particular project. What they do with their money is their choice and there are many competing demands. Your job is to persuade them to support you.
4. Confidence: this is needed to be able to deal with people with respect and persistence. One must be truthful, no partial truths. Present a sensitive but truthful case.

**ACCOUNTABILITY & REPORTING:**

- 1) Use the money only for what it was given. Ensure accounts and reports are transparent.
- 2) Do not breach the trust that was put in you by the benefactor
- 3) Show appreciation always.

**FRIDAY: 21 MAY 2010 -DAY FIVE**

➤ **FIRST SESSION:** Government and Church in Development Programs

Fr. Bulala introduced Mr. Theonest Kishenyi, the Project Coordinator for the Diocese of Geita. He invited Mr. Kishenyi to talk about his topic (see addendum for full talk).

**A few highlights:**

Tanzanian Government is committed to an Empowerment agenda especially for the poor people's participation in the political process in four areas: i) accessibility to appropriate information. ii) Participant involvement. iii) Accountability. iv) Community capacity to preparedness. This program is a Community Demand Driven Development strategy (CDD)

Mr. Kishenyi gave the background of many programs that have been started such as: i) TASAF (Experience Tanzanian Social Action Fund). ii) MKUKUTA (Tanzanian Strategy to reduce poverty). iii) MDGs (Millennium Development Goals. iv) PWP (Public works Program). v) SSP (Social Support Program. vi) CDI (Community Development Initiatives. vii) NVF (National Village Fund. See handout for more information on these programs.

Mr. Kishenyi asked “Where does the Church fit in with all these Government strategies?”

- 1) The Church follows the CDC approach to development
- 2) The Church can access its development policy through NGO’s, WAWATA and other Church groups the government facilities like TAZAIDS etc...
- 3) Attending workshops that the local government gives on development
- 4) The Church needs development plans both short term and long term including a budget
- 5) The Church needs to have a Diocesan Council on Development which coordinates all the Church institutions’ plans (including parish plans)

Mr. Kishenyi ended by stressing that development is for the people and by the people.

A lively discussion followed after presentation. Some points of importance discussed were:

- 1) Progress reports every year used to be done, we need to revive this custom.
- 2) The people need to be involved at all levels in the planning process
- 3) We need to increase our local involvement with the government especially where we live

### ➤ **SESSION TWO**

Following a break Br Marcel gave some input on “GRANT WRITING SKILLS” (see handout)

#### **A few points from his input:**

- 1) Financial report: during the implementation of the project have a file for all you did and said (meetings). Keep all the receipts. If you hire a contractor have a copy of the original document.
- 2) Make reports brief and concise and clear. Donors do not want to read a book.
- 3) Make sure report is based on your proposal, what you asked for and projected as expenses.
- 4) Be sure to stress the IMPACT your project had on the people and the area. Be specific
- 5) Give a detailed financial report.

In closing the session Br Marcel requested that each group have a proposal ready to be sent and evaluated by the Development Office before 7 July 2010. He also suggested that each group establish a Development Committee. He also stated the importance of a Diocesan Development Committee.

### ➤ **SESSION THREE: EVALUATION**

Fr. Bulala thanked all the participants and requested that they fill in the evaluation form of Br Marcel. After this Fr. Bulala had an oral evaluation with the participants.

### ➤ **CLOSING SESSION**

The Closing Mass was held at Geita Parish Church. Toward the end of the Liturgy the Bishop presented each participant with a certificate of attendance at the workshop and thanked the facilitators and the development team for all the good work.

After Mass there were a reception dinner and farewell party held in the bishop’s office conference room.

**ADDENDUM:**

1. Bishop Damian D. Dallu's welcome speech Monday 17 May 2010
2. Bishop Damian D. Dallu's sermon at opening Mass Monday 17 May 2010
3. .Rev. Mathew Bulala's paper "Unfolding Integral Evangelization for the Church in Geita Tanzania"
4. Mr. Joseph Shigulu's talk "Principles of Fundraising" Thursday May 20, 2010
5. Mr. Theonest Kishenyi's talk "Government & Church in Development Programs: Friday 21 May 2010
6. Br Marcel Sylvester's paper "Important Considerations in Seeking Assistance" whole workshop
7. Br Martin Urassa's paper "Introduction on Writing Grants Reports" whole workshop
8. Br Martin Urassa's paper "Grant Proposal Writing" whole workshop
9. Br Marcel & Br Urassa various samples of grants
10. Bishop Damian D. Dallu's sermon at the closing Liturgy Friday 21 May 2010
11. Bishop Damian D. Dallu's closing remarks at official closing of the workshop Friday 21 May 2010