

FUND RAISING MANUAL FOR RDO STRATEGIC PLAN 2025-2030
Rural Development Organization (RDO)
Khyber Pakhtunkhwa, Pakistan

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EXECUTIVE SUMMARY

This manual provides a strategic framework for mobilizing **PKR 327,630,769** required for RDO's Strategic Plan 2025-2030. The approach capitalizes on RDO's 20-year track record, recent Buner flood response success with CRS, proven RAISE project implementation with HOPE'87, and strategic positioning in Charsadda, Buner, and Swabi districts.

Strategic Opportunities

- 1. Buner Flood Response:** CRS partnership (Sep-Nov 2025, 762 beneficiaries) opens Catholic relief network and establishes emergency response credentials.
- 2. RAISE Project Foundation:** 4-year HOPE'87 partnership (EUR 200,000) demonstrates protection-livelihood integration model scalable across all three districts.
- 3. PCP Certification:** Pakistan Centre for Philanthropy certification provides credibility for institutional and corporate funding.
- 4. Network Membership:** National Humanitarian Network, Pakistan Coalition for Education, Coalition for Inclusive Pakistan, START READY Pakistan memberships enhance partnership opportunities.

Funding Strategy

Total 5-Year Target: PKR 327,630,769

Diversified Portfolio:

- Institutional Donors: PKR 225,000,000 (69%)
- Government Co-Financing: PKR 50,000,000 (15%)
- Private Sector CSR: PKR 30,000,000 (9%)
- Social Enterprises: PKR 15,000,000 (5%)
- Islamic Philanthropy: PKR 7,630,769 (2%)

Path to Sustainability

- **Year 1 (2025-26):** 3% self-sufficient (PKR 1M earned income)
- **Year 3 (2027-28):** 10% self-sufficient (PKR 4M)
- **Year 5 (2029-30):** 20% self-sufficient (PKR 8M + endowment income)

Key Differentiators: Protection-livelihood integration, refugee-host economic bridging, community-based implementation through Youth & Women Collectives, climate-integrated programming, 20-year local credibility.


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1. STRATEGIC FUNDING FRAMEWORK

Alignment with Strategic Goals

Strategic Goal	Budget (PKR)	%	Primary Funding Sources
Protection	12,760,000	4%	UNHCR, Norwegian Refugee Council, UNICEF, CAR-KP
Economic Development	49,390,000	15%	Dutch MFA, GIZ, Industrial CSR, Social Enterprises
Humanitarian Aid	191,050,000	58%	CRS, WFP, PDMA, Islamic Relief, ECHO PARTNERS
DRR & Climate	60,000,000	18%	Green Climate Fund, GIZ, World Bank, PDMA
Organizational Dev	14,430,769	4%	Social enterprises, consulting, HOPE'87

Total: PKR 327,630,769

RDO's Competitive Advantages

Organizational Credentials:

- **20-year track record:** Evolution from grassroots to National NGO
- **PCP certification:** Governance, transparency, accountability excellence
- **Strategic partnerships:** HOPE'87 (4 years), CRS (established), GLA relationships
- **Network presence:** 5 major national civil society platforms

Program Strengths:

- **Protection-Livelihood Integration:** Unique model combining safety with economic empowerment (proven in RAISE)
- **Community Implementation:** Youth & Women Collectives reduce costs, ensure sustainability
- **Refugee-Host Integration:** Experience in Charsadda bridging vulnerable populations
- **Emergency Capacity:** Rapid Buner flood response (762 beneficiaries, 3 months)
- **Climate Integration:** Mainstreaming climate across all programming sectors


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2. INSTITUTIONAL DONOR STRATEGY

A. Catholic Relief Services (CRS) - Flagship Partnership

Foundation: Emergency response Sep-Nov 2025 (PKR 20M, 762 beneficiaries)

Expansion Pathway:

Phase 2: Early Recovery (2026)

- **Funding Target:** PKR 12,000,000
- **Focus:** Livelihood restoration, protection integration, CERT training
- **Success Probability:** 90%

Phase 3: Multi-Year Resilience (2027-2029)

- **Funding Target:** PKR 40,000,000
- **Focus:** Integrated protection-livelihoods, climate DRR, market linkages
- **Success Probability:** 75%

Catholic Network Expansion:

- **Caritas Pakistan:** PKR 15,000,000 (70% probability)
- **CAFOD (UK):** PKR 12,000,000 (60%)
- **Trócaire (Ireland):** PKR 8,000,000 (55%)

Total Catholic Network: PKR 87,000,000

B. UN Agencies

UNHCR (Charsadda refugee focus):

- **Protection programming:** PKR 15,000,000
- **Refugee livelihoods:** PKR 18,000,000
- **Total:** PKR 33,000,000 (75% probability)

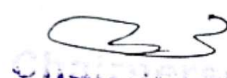
WFP:

- **Food assistance for assets (Buner):** PKR 20,000,000
- **Livelihood support during training:** PKR 12,000,000
- **Total:** PKR 32,000,000 (70% probability)

UNICEF:

- **Child protection systems:** PKR 12,000,000
- **Education in emergencies (Buner):** PKR 10,000,000
- **Total:** PKR 22,000,000 (70% probability)


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IOM:

- Documentation support: PKR 8,000,000
- Migration governance: PKR 7,000,000
- **Total:** PKR 15,000,000 (65% probability)

C. Development Agencies**Dutch Ministry of Foreign Affairs and/or Partners:**

- RAISE Buner expansion (2027-2031): PKR 40,000,000 (85% probability)
- RAISE Swabi expansion (2028-2032): PKR 35,000,000 (80% probability)
- **Total:** PKR 75,000,000

GIZ (German Development):

- TVET and industrial skills: PKR 18,000,000
- DRR and climate adaptation: PKR 15,000,000
- **Total:** PKR 33,000,000 (70% probability)

FCDO (UK):

- Women's economic empowerment: PKR 20,000,000 (60% probability)

D. Climate and Environmental Funds**Green Climate Fund:**

- Climate-resilient livelihoods project: PKR 25,000,000 (55% probability)
- Flood risk reduction infrastructure: PKR 15,000,000
- **Total:** PKR 40,000,000

Adaptation Fund:

- Community-based adaptation: PKR 12,000,000 (60% probability)

Total Climate Funds: PKR 52,000,000

TOTAL INSTITUTIONAL DONORS: PKR 225,000,000

3. GOVERNMENT CO-FINANCING**Provincial Government - KP****PDMA (Provincial Disaster Management):**

- Buner flood recovery: PKR 12,000,000 (75% probability)
- Annual DRR programming: PKR 6,000,000
- **Total:** PKR 18,000,000


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CAR-KP (Commissionerate for Afghan Refugees):

- Documentation and protection: PKR 8,000,000
- Refugee-host livelihoods: PKR 6,000,000
- **Total:** PKR 14,000,000

Social Welfare Department:

- Protection services: PKR 5,000,000
- Women/child development: PKR 3,000,000
- **Total:** PKR 8,000,000

Labour Department:

- NAVTTC skills training: PKR 8,000,000
- Youth employment programs: PKR 2,000,000
- **Total:** PKR 10,000,000

Federal Government**PPAF (Pakistan Poverty Alleviation Fund):**

- Livelihoods and microfinance: PKR 8,000,000
- Disaster recovery: PKR 3,000,000
- **Total:** PKR 11,000,000

NAVTTC (In-kind support):

- Accreditation, curricula, materials: PKR 5,000,000 equivalent

TOTAL GOVERNMENT: PKR 50,000,000

4. PRIVATE SECTOR ENGAGEMENT**Industrial CSR Strategy**

Target: Gadoon Amazai Industrial Estate

(250+ factories, PKR 50B+ output, 1-3% CSR mandate)

Sector Partnerships:**Marble & Stone Industries:**

- Skills training (200 youth): PKR 3,000,000
- Women's marble crafts: PKR 2,000,000
- **Total:** PKR 5,000,000

Textile Industries:

- Women's garment training (400): PKR 5,000,000
- Home-based work linkages: PKR 3,000,000
- **Total:** PKR 8,000,000


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Pharmaceutical:

- Lab technician training: PKR 3,000,000
- Safety training: PKR 2,000,000
- **Total:** PKR 5,000,000

Food Processing:

- HACCP training: PKR 2,000,000
- Agricultural value chains: PKR 2,000,000
- **Total:** PKR 4,000,000

Engineering/Steel:

- Welding and fabrication: PKR 3,000,000
- Industrial electrician: PKR 2,000,000
- **Total:** PKR 5,000,000

Banking Sector:

- Financial literacy and entrepreneurship financing: PKR 3,000,000

TOTAL PRIVATE SECTOR CSR: PKR 30,000,000

Engagement Strategy:

1. **Year 1:** Skills gap analysis, pilot with 3 companies
2. **Year 2-3:** Scale to 15 companies
3. **Year 4-5:** Formalize consortium of 25+ companies

5. LEVERAGING BUNER FLOOD RESPONSE**Multi-Donor Consortium Strategy**

"Buner Recovery & Resilience" Program (2026-2027)

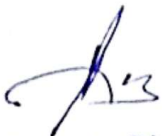
Total Budget: PKR 50,000,000

Duration: 24 months

Beneficiaries: 2,500 individuals

Funding Partners:

- CRS (anchor): PKR 12,000,000
- Caritas Pakistan: PKR 10,000,000
- PDMA: PKR 10,000,000
- Islamic Relief: PKR 8,000,000
- ECHO PARTNERS: PKR 10,000,000


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Components:

- **Economic Recovery (40%):** Skills, business recovery, agriculture
- **Protection (25%):** GBV response, MHPSS, documentation
- **DRR (30%):** Early warning, infrastructure, CERTs
- **Climate Adaptation (5%):** Climate-smart agriculture

Knowledge Products for Positioning

Investment: PKR 1,000,000

1. **Buner Flood Response Case Study** (Dec 2025)
2. **Mountain Flash Flood Early Warning Guide** (2026)
3. **Protection-Integrated Disaster Response Model** (2026)

Return: Establishes RDO as Buner disaster response specialist, attracting PKR 30M+ additional funding

6. RAISE PROJECT EXPANSION**Geographic Scaling****Buner District Expansion (2027-2031):**

- **Funder:** Dutch Ministry of Foreign Affairs and/or Partners
- **Budget:** PKR 40,000,000
- **Adaptations:** Post-flood recovery focus, marble sector employment, mountainous service delivery
- **Success Probability:** 85%

Swabi District Expansion (2028-2032):

- **Funder:** Dutch MFA PARTNERS or GIZ
- **Budget:** PKR 35,000,000
- **Adaptations:** Gadoon Industrial Estate linkages, apprenticeship model, urban-rural dynamics
- **Success Probability:** 80%

Co-Financing Opportunities

- **UNHCR** (Charsadda enhancement): PKR 15,000,000
- **WFP** (food assistance during training): PKR 12,000,000
- **GIZ** (advanced technical skills): PKR 8,000,000

Total RAISE Leverage: PKR 110,000,000


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7. SOCIAL ENTERPRISE DEVELOPMENT

Revenue Target: PKR 15,000,000 (20% Self-Sufficiency by Year 5)

Conservative Portfolio:

1. Skills Training Services (Commercial TVET)

- **Model:** Fee-based training (corporate, government, individuals)
- **5-Year Revenue:** PKR 7,000,000
- **Cross-subsidy:** 1 free trainee per 4 paying students

2. Consulting Services

- **Model:** Technical assistance in protection, M&E, DRR
- **5-Year Revenue:** PKR 5,000,000
- **Target:** 30+ NGOs and government departments

3. Artisan Marketplace

- **Model:** E-commerce platform, 30% commission
- **5-Year Revenue:** PKR 3,000,000
- **Impact:** 100 artisans earning sustainable income

Annual Revenue Progression

Year	Social Enterprise Revenue	Self-Sufficiency %
2026	PKR 1,000,000	3%
2027	PKR 2,000,000	5%
2028	PKR 4,000,000	10%
2029	PKR 6,000,000	15%
2030	PKR 8,000,000	20%

Reinvestment: 80% programs, 20% sustainability reserve

8. INNOVATIVE FINANCING

Endowment Development

Target Corpus: PKR 25,000,000 by 2030

Annual Income: PKR 2,250,000 from 2031 onwards (@ 9% return)

Fundraising Timeline:

- **Year 1-2:** PKR 10,000,000 (major donors, CSR)
- **Year 3-4:** PKR 10,000,000 (diaspora, legacy)
- **Year 5:** PKR 5,000,000 (completion)


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Islamic Philanthropy**Zakat Collection:**

- Mosque partnerships: PKR 4,000,000
- Ramadan campaigns: PKR 3,000,000
- Corporate Zakat: PKR 1,500,000
- **Total:** PKR 8,500,000

Zakat-Eligible Programs:

- Skills training for unemployed
- Orphan/widow support
- Documentation for vulnerable
- Humanitarian assistance

Digital Fundraising**Platforms:**

- GlobalGiving: PKR 3,000,000
- LaunchGood (Islamic): PKR 2,500,000
- Seed Out (Pakistan): PKR 1,500,000
- **Total:** PKR 7,000,000

Diaspora Engagement

Target: PKR 5,000,000 over 5 years

Strategies:

- Hometown connection (Charsadda, Buner, Swabi diaspora)
- Professional associations (APPNA, UK Pakistani groups)
- Ramadan virtual events
- Annual fundraising gala

TOTAL INNOVATIVE FINANCING: PKR 45,500,000

9. FIVE-YEAR IMPLEMENTATION ROADMAP

Year 1 (2025-2026): PKR 60,000,000

Q4 2025:

- Submit CRS Phase 2 (PKR 12M) ✓
- PDMA Buner recovery (PKR 8M)
- Zakat Ramadan campaign (PKR 2M)


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Q1-Q2 2026:

- UNHCR Charsadda proposal (PKR 12M)
- Government MOUs: CAR-KP, Social Welfare, Labour (PKR 15M)
- Launch Skills Training Services
- CSR pilot: 3 companies (PKR 3M)

Q3-Q4 2026:

- WFP proposal (PKR 15M)
- Islamic Relief (PKR 5M)
- Digital platforms active (PKR 1.5M)
- Endowment launch (PKR 5M)

Sources: Institutional PKR 35M, Government PKR 15M, CSR PKR 3M, Social Enterprise PKR 1M, Endowment PKR 5M, Islamic/Digital PKR 3.5M

Year 2 (2026-2027): **PKR 65,000,000**

Priorities:

- Multi-donor Buner consortium (PKR 50M)
- CSR expansion to 10 companies (PKR 8M)
- Social enterprises growth (PKR 2M)
- Government partnerships (PKR 10M)

Year 3 (2027-2028): **PKR 70,000,000**

Milestones:

- Dutch MFA PARTNERS Buner expansion (PKR 40M)
- GIZ multi-year (PKR 18M)
- Social enterprises (PKR 4M)
- Climate funds begin (PKR 15M)

Year 4 (2028-2029): **PKR 68,000,000**

Achievements:

- Green Climate Fund (PKR 25M)
- CSR consortium mature (PKR 10M)
- Social enterprises (PKR 6M)
- UN renewals (PKR 20M)

Year 5 (2029-2030): **PKR 64,630,769**

Consolidation:

- Dutch MFA PARTNERS Swabi (PKR 35M)
- Social enterprises peak (PKR 8M)


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- Climate adaptation continuation (PKR 12M)
- Endowment completion (PKR 25M total achieved)

5-YEAR TOTAL: PKR 327,630,769 ✓

10. RISK MANAGEMENT & IMMEDIATE ACTIONS

Major Risks & Mitigation

CRS Partnership Not Extended:

- Mitigation: Excel in Phase 1, develop PDMA/Islamic Relief backup
- Contingency: ECHO PARTNERS, START Fund applications

CSR Commitments Fail:

- Mitigation: Conservative targets, pilot before scaling, demonstrate ROI
- Contingency: Increase government TVET funding

Climate Funds Unsuccessful:

- Mitigation: Apply to multiple funds, strong government partnership
- Contingency: GIZ, FCDO bilateral climate programs

Social Enterprise Underperformance:

- Mitigation: Conservative projections (PKR 15M vs. ambitious PKR 40M)
- Impact: 25% buffer in strategic plan

Contingency Reserve

Target: PKR 15,000,000 (3 months operating)

- Year 1-2: PKR 8,000,000
- Year 3-5: PKR 7,000,000

IMMEDIATE ACTIONS (Next 6 Months)

Month 1 (November 2025):

- Board approval ✓
- Hire Resource Mobilization Officer
- **Submit CRS Phase 2 (PKR 12M) - CRITICAL**

Month 2 (December):

- PDMA application (PKR 8M)
- Gadoon assessment (investment PKR 300K)
- GlobalGiving profile setup



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Month 3 (January 2026):

- UNHCR proposal (PKR 12M)
- Government MOUs (CAR-KP, Social Welfare, Labour)
- Launch Skills Training Services

Month 4-6 (Feb-Apr 2026):

- WFP proposal (PKR 15M)
- Islamic Relief (PKR 5M)
- CSR negotiations (5 companies)
- Ramadan Zakat campaign
- Quarterly Board review

ROLES AND RESPONSIBILITIES

Board:	Strategy approval, door-opening, oversight
Executive Director:	Donor relationships, proposal approval
Resource Mobilization Officer:	Proposal development, pipeline tracking
Program Manager:	Technical inputs, impact documentation
Finance Officer:	Budgets, compliance
M&E Officer:	Impact data, evaluations

CONCLUSION

This manual provides a clear, realistic roadmap to mobilize PKR 327,630,769 over five years. Success requires:

1. Excellence in RAISE and CRS projects (foundation for expansion)
2. Strategic donor relationships (institutional, government, private)
3. Conservative social enterprise growth (20% self-sufficiency)
4. Adaptive risk management (quarterly reviews, mitigation)

The journey to PKR 327,630,769 begins with CRS Phase 2. Every partnership forged, every rupee earned, every community served brings RDO closer to sustainable, transformative impact.



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