



RESOURCE MOBILISATION POLICY



TEZPUR SOCIAL SERVICE SOCIETY (TSSS)

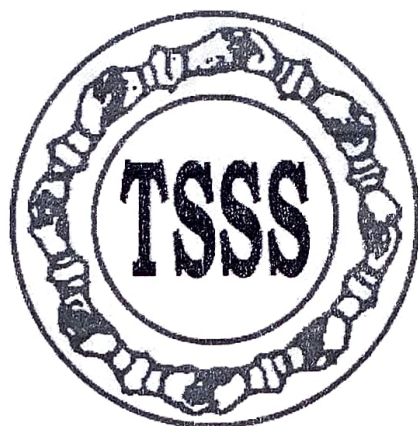
Registered HQ

Bishop's House, Tezpur, Sonitpur District, Assam - 784 001

Operational HQ

Dholaibil, Sonitpur, Assam - 784 182

RESOURCE MOBILISATION POLICY



Tezpur Social Service Society

Registered Headquarters

Bishop's House, Tezpur – 784 001

Assam, India

Operational Headquarters

Dholaibil, Sonitpur, Assam - 784182





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PART I

1. Preamble/Introduction:

This document outlines Tezpur Social Service Society's (TSSS) policy on fundraising and accepting donations. It provides a set of principles to guide the Tezpur Social Service Society's decisions in this regard. The objective of the policy for Resource Mobilisation is to enhance and guide Tezpur Social Service Society to give comprehensive guidelines for mobilising resources to fulfil the aim and objectives of the organisation. This Policy will also enable the organization to mobilize resources to carry out the Diocesan mandate of social apostolic work of the diocese, and also for the sustainability of the organization. This Policy encompasses and covers all the resources that the organisation intends to mobilise.

2. The Context

Tezpur Social Service Society (TSSS) is the social wing of the Diocese of Tezpur. The society was registered in the year 2005 under the Societies Act 1860. It has vast experience in implementing various social development projects. The organization is rendering service to rural poor women, children, farmers, and flood-affected victims of 6 districts, i.e., Sonitpur, Nagaon, Udalguri, Biswanath, North Lakhimpur, and Dhemaji of Assam. TSSS stands for the promotion of justice, peace, and development. It works with socially and economically backward sections of society, irrespective of class, creed, gender, race, or sex. Priority is given to women and children, small and marginal farmers, tribals, the backward classes, and the minorities who are socio-economically poor and marginalized. Based on experience, the organization feels the need for a resource mobilization policy for the organization. The Resource mobilization policy of Tezpur Social Service Society aims at mobilizing Financial, material, and Human resources for the resource sustainability of the organization to realize the following vision and mission of the organization:

Vision: *"Formation of a Just and Self-Sustaining Society based on Human Values."*

Mission: *"To promote the integral development of the poor and marginalized through conscientization and people's organization."*

3. Purpose of the Policy

The organization is reduced in the number of international and national funding agencies because India is no longer a priority country for funding. As a result, the different socio-economic development works of the organization may discontinue. The purpose of this policy is

- To ensure the Tezpur Social Service Society's position on accepting donations.
- To ensure a consistent approach
- Guide for the organization for mobilizing resources.
- To ensure that, in accepting the fund, the ethical norms are followed.
- To ensure TSSS is independent from commercial influences.
- Resource mobilization Policy is the strength of the organization in mobilizing the required resources.

4. Policy Statement

The resource mobilizing policy will strengthen the organization in mobilizing resources in order to enhance human dignity and to serve the poor and marginalized irrespective of caste, colour, and creed. The policy will encourage our commitment and dedication to restore the lives of human beings in our operational area under the Diocese of Tezpur.

This policy for resource mobilization covers resource mobilization in terms of fund mobilization, human resources, materials mobilization, volunteers' mobilization, and utilization of funds mobilized

“Since there will never cease to be some in need on the earth, I therefore commend you to open your hand to the poor and needy neighbour in your land.” [Deuteronomy 15:11]

PART II

5. Guiding principles

- 5.1 The policy applies to all donations to Tezpur Social Service Society of any type, including money or gifts in kind.
- 5.2 Tezpur Social Service Society accepts donations from any donor whose objectives are compatible with Tezpur Social Service Society's mission and vision.
- 5.3 Tezpur Social Service will put due effort toward networking and mobilizing resources.
- 5.4 There shall not be differences in cast, class, creed, sex, age, tribe, and religion or any other socio-economic or political background in delivering services and utilization of the resources raised.

6. Accepted Gifts

It is highly important that the donors and Tezpur Social Service have a contract and understanding during the gift.

The organization will accept the gifts in kind or cash under the following conditions:

- a) Proper documentation
- b) Details of proof and ownership of the donor
- c) Legal Compliance
- d) Easy and cost-effective
- e) Non-existence of connected liens or security interests
- f) Acceptance after the review of the Resource Mobilization Team

7. Rejection of Gifts

The organization will reject gifts in kind or cash under certain conditions.

- a) Gifts which do not comply with the law/ Illegal gifts



- b) Without proper legal documents
- c) Damaged and expired goods
- d) The administrative cost is higher than the gift
- e) The gifts which is not on the mission and vision of the organization

8. Fund Mobilization

Any start-up that is established in order to serve its organizational objective needs funding. For a non-profit organization, fund is required to sustain the work of the organization. As per the Diocesan strategy plan, there are many more prevailing issues of our region that are to be addressed. To fulfill the vision and mission of the organization and to sustain the organization, Tezpur Social Service Society will primarily seek funds from the following sources:

1. National and state government
2. Corporate sector
3. International donors
4. Trust and foundations
5. Individual donations and well-wishers
6. Revenue generation from infrastructure
7. Medium and small enterprises
8. Catholic church institutions

8.1 Fund mobilization strategies

8.1.1 National and state government

- a) Identifying the scheme
- b) Project Proposal
- c) Lobbying/Advocacy
- d) Networking and collaboration
- e) Website
- f) Brochure/reading materials
- g) Social media

8.1.2 Corporate sector

- a) Identifying the donor
- b) Build rapport and networking
- c) Project proposal
- d) Social media (website, Facebook video clip, etc.)
- e) Brochures and fact sheets

8.1.3. International donor

- a) Identifying the donor
- b) Rapport building and networking
- c) Project proposal
- d) Social media (website, Facebook video clip, etc.)
- e) Brochures and fact sheets

8.1.4. Trust and foundations

- a) Rapport building and networking
- b) Project proposal
- c) Social media (website, Facebook, video clip, etc.)
- d) Brochures and fact sheets

8.1.5 Individual donations and well-wishers

- a) Face-to-face conversation
- b) Request for donation
- c) Brochures and fact sheets

8.1.6 Catholic church institutions

- a) Build rapport
- b) Collate information on the institutions that can mobilize and share resources
- c) Promote and create a platform for a resource mobilization campaign

9. Material mobilization

Resources can include many different things, not just money. India has a high level of goodwill factor at different times, especially during times of a catastrophe. This goodwill needs to be channelled imaginatively to the needs of the people. The most important and primary need after a disaster is the provision of life-saving materials – medicines, shelter, food, water, and clothing.

In the policy, the following strategies are laid down for materials mobilisation:

- Need-based assessment
- Build a detailed list of materials generally required.
- Project proposal
- Organization website
- Informing the district, local authority and identifying the beneficiaries.
- Identifying the responsible person
- Develop a procurement committee.
- Using of existing warehouse in the interest of the economy
- In accepting used materials, ensure adherence to prescribed hygiene and minimal quality standards.
- For perishable items, food and medicines adhere to the related laws and policies of the local government.
- Minimise waste. Share materials that are not used with those who need them.

10. Opportunity of giving

The opportunities for giving to a genuine cause are large. There are organizations/agencies and individuals that are committed to giving to the unprivileged section of society. The organization will explore opportunities for donation through the following strategies.

- Annual fundraising campaign
- Programme support
- Strength of the organization

- Non-profit organization
- Year of working experience
- Organization legacy

11. Volunteer Mobilization

Mobilizing volunteers is an important component in the smooth running of the programme. India has a large young workforce. Volunteers can help expand and mobilize communities to engage in the overall development process. Volunteers help to create a space or platform to interact and communicate with the community. Volunteering becomes an indispensable part of society. But the organization's operation does not depend on volunteers. Volunteering is a supplementary activity that adds value to existing services. To mobilize volunteers for additional support of the organization, Tezpur Social Service Society will adopt the following methods and strategies:

- List of volunteers
- Creating a platform for volunteers
- Capacity building of volunteers
- Mapping the skills of volunteers
- Assigning the volunteers as and when required

12. Recognition of Donors

Tezpur Social Service Society acknowledges the role played by philanthropy toward achieving the organization's mission and vision. The organization will take it as a mandate to show our gratitude to all the benefactors. Tezpur Social Service Society donor recognition is as important as receiving the donations. As part of this acknowledgement, every single donor receives a personal letter of thanks. This Donor recognition and appreciation will create encouragement for future gifts and networking. To recognize and show gratitude for their invaluable contribution, the following means will be used. This, however, is not an exhaustive list.

- Using the donor's logo in the calendar and banners
- Annual reports
- Newsletters



- Greetings to donors on special occasions
- Mails
- Greeting cards
- Telephone
- Website
- Social media
- Video
- Thanksgiving or appreciation letter


Conclusion:

This document is the guiding statement of Tezpur Social Service Society on resource mobilization. This will give direction to the organization on what type of resources the organization will look for and what type of gifts the organization will not accept. It also states the strategy for mobilizing funds within and from outside the country. The objective of the resource mobilization is based on the organization's principles of Catholic Social Teaching and to realize its vision and mission. This document will be reviewed from time to time as the strategic plan and perspective plan of the organization are reviewed and revised.

Approved by the Governing Body of TSSS / Chairman of the Society

RESOURCE MOBILISATION POLICY

This Resource Mobilisation Policy has been approved by the Governing Body of TSSS and duly signed in the presence of all Managing Committee Members:


 Bishop Michael Akasius Toppo
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