



2011 COMMITMENT TO ACTION

***Commitment Name:** ABCs of Asset-Based Community Development

2011 Focus Area: Poverty Alleviation

A. COMMITMENT MEMBER INFORMATION

***Commitment By** [CGI U participant organization(s)]: Foundation for Sustainable Development

B. COMMITMENT INFORMATION

I. *Commitment Summary

Foundation for Sustainable Development (FSD) commits to train its 300 partners at 11 program sites in Africa, Latin America and India in Asset Based Community Development. Asset Based Community Development (or ABCD) facilitates the process of identifying and allocating local assets and resources, leveraging existing networks, capitalizing community and individual strengths, and measuring and documenting results. FSD will apply a training of trainers approach using 5 local NGO leaders at each site, with FSD's program interns from U.S. universities supporting the training.

II. *Statement of problem

A challenge to international development is that many agencies see communities as 'clients' and exclude them from program design, implementation, or evaluation. Thus, many programs discontinue due to unfeasibility of long-term implementation, lack of enthusiasm by community constituents, or cultural inappropriateness. Another challenge is dependence of local NGOs on external resources – once start-up money and technical experts are gone, local NGOs and communities do not have the resources or knowledge to sustain the program, especially when things do not go according to plan. FSD works to enhance the capacity of NGOs to address socioeconomic issues in a community-based and sustainable manner. FSD provides training to partners in program design and management techniques that will help them achieve their goal.

III. *Commitment Details

APPROACH AND METHODOLOGY

The ABCD approach requires communities to be designers, implementers and evaluators of their own programs. ABCD identifies existing assets (physical, associations, institutions, individuals, local economy) and leverages them for use in the program design and management. It values the process as much as the outcomes, and makes organizations and community members accountable for both through participatory evaluation.

FSD will use a Training of Trainers approach, providing courses to its 30 program staff at 11 sites who will then make training available to all partners. The training will include participatory workshops with modules on techniques, case studies, and field visits to ABCD projects. As a criterion for participation, NGO partners will then implement the ABCD approach with their community constituents in at minimum one program within three months of the initial



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training. FSD staff will follow up with each participant to document and evaluate how the ABCD training has been used in the NGO programs. FSD site staff will provide refresher training and one-on-one support as needed.

IMPLEMENTATION, TIMELINE, AND DELIVERABLES

The home office of FSD will design the core training program and case study formats by August 2011. The FSD site staff will customize the training modules for cultural appropriateness and local context, and complete the case studies by December 2011. The training will be offered to all NGO partners at the ten FSD sites between January and April 2012. FSD home office will design the evaluation tools and distribute by April 2012. The evaluation of the outcomes of the ABCD training will be facilitated by FSD site and conducted by NGO participant staff and community constituents by December 2012. According to the outcomes, refresher training and individual NGO support as needed will be provided in early 2013.

IV. Newness of Commitment

Asset-Based Community Development has been used extensively in community development in the U.S. domestic arena (see www.abcdinstitute.org), but is now beginning to be expanded to international contexts as a discrete approach to community development (see *From Clients to Citizens: Asset-Based Community Development as a Strategy For Community-Driven Development*. Alison Mathie, Gord Cunningham, January 2002. The Coady International Institute, St. Francis Xavier University).

FSD is one of the largest international NGOs providing capacity building and implementation support in this approach. This commitment is new for FSD, which has piloted basic ABCD training in several of its sites, but has not developed or implemented a comprehensive ABCD training course nor yet evaluated results. ABCD is an effective and feasible approach that will help FSD achieve its mission by enhancing NGO partners' capacity to design, implement and evaluate sustainable programs that will have long-term social outcomes.

C. TIMEFRAME AND GEOGRAPHIC INFORMATION

*Anticipated launch and completion dates of commitment.

6/1/2011 – 6/1/2013

*All countries on which the commitment will have direct impact, in alphabetical order.

Argentina, Bolivia, India, Kenya, Nicaragua, Uganda

*States, cities, or villages targeted by commitment activities. This information will be used to map out the areas affected by your commitment on the CGI U website.

La Plata, Argentina

Salta, Argentina

Cochabamba, Bolivia

Jodhpur, India

Udaipur, India

Kakamega, Kenya

Mombasa, Kenya

Ciudad Sandino, Nicaragua

Tola, Nicaragua

Jinja, Uganda

Masaka, Uganda



D. PARTNERSHIP OPPORTUNITIES

*Current Partner(s):

All current FSD partners (approximately 300 at 11 program sites) are essential to the implementation of this commitment. It is FSD's mission to support their work in community-based approaches to health, education, environment, microenterprise/microfinance, human's rights, and gender equity. The ABCD training will be applied through their community development work and programs.

*Type of Partnership Opportunities

[As appropriate, CGI U strives to connect members to each other to build productive partnerships. Please indicate below the kinds of partnerships that you would like to build in order to implement this commitment or to share resources with others who are working in similar areas or on similar projects.]

SEEKING PARTNERSHIP

Please check all that apply.

- Financial Resources
- Implementing Partners
- Best Practice Information
- Media/Marketing Opportunities
- Other

Please provide specific information on the types of partnerships you are seeking here. Please limit your response to 150 words or less.

FSD is seeking funding partners to support the training program. FSD has a highly cost-effective approach to training since existing program site infrastructure helps contain costs. Nonetheless, funding is needed to provide the complete training to the extensive list of current partners. FSD also seeks university and CSR partners for a key program that provides HR support by training university student interns and professional volunteers in community-based development, who then work with NGO partners. FSD also seeks media/marketing partners to

foster awareness and support of the ABCD approach and FSD programs.

OFFERING PARTNERSHIP

Please check all that apply.

- Financial Resources
- Implementing Partners
- Best Practice Information
- Media/Marketing Opportunities
- Other

Please provide specific information on the types of partnerships you are offering here. Please limit your response to 150 words or less.

FSD provides technical expertise and best practice information in community-based program design and management for international development ventures. FSD can also offer insights into community-based partnerships and program operations. FSD staff are available for speaking engagements, educational/training seminars, and other technical support as an implementing partner.



E. COMMITMENT FUNDING (ESTIMATED)

Commitments take different forms, and funding structures differ accordingly. Please note that, while CGI U is not a fundraising organization, relationship managers work to communicate opportunities for supporting CGI U member commitments through our website, media, and other communications platforms. *Please enter the following estimates in U.S. dollars (USD).*

*What is the total estimated value of your Commitment to Action? \$30,000.00

How much of this total estimated value have you raised or secured to date?
[Please include all donations for in-kind contributions in this amount.] \$0.00

How much of this total estimated value will you be spending in year 1? \$20,000.00

If you still have funds to mobilize, please briefly outline your fundraising strategy.

FSD is seeking funds through foundation grants, individual major donors, and partnerships. However, piloting the program to date has been funded through its social entrepreneurial model that generates income through its training programs. FSD continues to seek training program partners that will invest in the training program curriculum, which includes an introduction to the ABCD approach. If additional funding is not secured, we will look at adjustments to our current budgeting frameworks to identify ways to support the training.

F. MEASURES OF SUCCESS

I. If possible, please indicate the total number of lives that will be **directly affected** as a result of your commitment (e.g., number of children receiving a vaccination) and those that will be **indirectly affected** (e.g., those reached through an awareness or media campaign). Please be conservative in your estimates, taking into consideration your own documentation and reporting of your impact.

Lives Affected	Target
Number of people to be DIRECTLY affected by this commitment	150
Number of people to be INDIRECTLY affected by this commitment	15000

Additional notes related to lives affected:

While the ABCD training will be offered to all NGO partners (~300), FSD will have a realistic target of 50% participation with at least one staff member from each partner participating (150). Each NGO partners serves varying community populations (from 100-10,000), but the conservative target of lives affected by the implementation of projects using the ABCD approach is 15,000.



G. COMMITMENT KEYWORDS

FOCUS AREA KEYWORDS

- | | | |
|---|---|---|
| <input type="checkbox"/> Adaptation | <input type="checkbox"/> Green Building | <input type="checkbox"/> Obesity/Heart Disease |
| <input checked="" type="checkbox"/> Agriculture | <input type="checkbox"/> Green Fund | <input type="checkbox"/> OVC |
| <input type="checkbox"/> Arts | <input type="checkbox"/> Green Operations | <input type="checkbox"/> Primary Care |
| <input type="checkbox"/> Biofuels | <input checked="" type="checkbox"/> Health Education | <input type="checkbox"/> Recycling |
| <input type="checkbox"/> Blindness | <input type="checkbox"/> Health Systems | <input type="checkbox"/> Report |
| <input type="checkbox"/> Cancer | <input type="checkbox"/> Hepatitis | <input type="checkbox"/> Reproductive Health |
| <input type="checkbox"/> Carbon Economy | <input type="checkbox"/> Higher Education | <input type="checkbox"/> Sanitation |
| <input type="checkbox"/> CDM | <input type="checkbox"/> HIV/AIDS | <input type="checkbox"/> Scholarships |
| <input type="checkbox"/> Chronic Disease | <input checked="" type="checkbox"/> Human Rights | <input type="checkbox"/> School Health |
| <input type="checkbox"/> Clean Energy | <input type="checkbox"/> Immunization & Vaccines | <input type="checkbox"/> School Infrastructure |
| <input type="checkbox"/> Community Centers | <input type="checkbox"/> Infectious Disease | <input type="checkbox"/> Smart Energy |
| <input type="checkbox"/> Conflict | <input type="checkbox"/> Injuries/Violence | <input checked="" type="checkbox"/> SMEs |
| <input type="checkbox"/> Corruption | <input type="checkbox"/> Jobs | <input checked="" type="checkbox"/> Social/Sustainable Enterprise |
| <input type="checkbox"/> Curriculum | <input type="checkbox"/> Leadership | <input type="checkbox"/> Special Needs |
| <input type="checkbox"/> Disaster | <input type="checkbox"/> Literacy | <input type="checkbox"/> Sports |
| <input type="checkbox"/> Donation | <input type="checkbox"/> Malaria | <input type="checkbox"/> STEM |
| <input type="checkbox"/> Early Childhood | <input type="checkbox"/> Maternal Health | <input type="checkbox"/> TB |
| <input type="checkbox"/> Ecosystems | <input type="checkbox"/> Media | <input type="checkbox"/> Trafficking/Slavery |
| <input checked="" type="checkbox"/> Educational Materials | <input type="checkbox"/> Mental Health | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Educator Training | <input type="checkbox"/> Mentoring | <input checked="" type="checkbox"/> Volunteerism |
| <input type="checkbox"/> Energy Efficiency | <input type="checkbox"/> Metrics | <input type="checkbox"/> Waste |
| <input type="checkbox"/> Financial Literacy | <input type="checkbox"/> Mobile Financial Services | <input type="checkbox"/> Water |
| <input type="checkbox"/> Fish & Wildlife | <input checked="" type="checkbox"/> Natural Resources | <input type="checkbox"/> Wellness |
| <input type="checkbox"/> Food Security | <input type="checkbox"/> NTDs | <input checked="" type="checkbox"/> Youth |
| <input type="checkbox"/> Forests | <input checked="" type="checkbox"/> Nutrition | |

CROSS-CUTTING THEMES AND APPROACHES

- | | | |
|---|---|---|
| <input type="checkbox"/> Access to Capital | <input type="checkbox"/> Finance | <input type="checkbox"/> Policy/Advocacy |
| <input type="checkbox"/> Access to Markets | <input type="checkbox"/> Governance | <input type="checkbox"/> Products/Services |
| <input type="checkbox"/> Awareness Raising | <input type="checkbox"/> Human Capital | <input type="checkbox"/> R & D |
| <input type="checkbox"/> Base of the Pyramid | <input type="checkbox"/> I.C.T. | <input type="checkbox"/> Religion |
| <input checked="" type="checkbox"/> Capacity Building | <input type="checkbox"/> Infrastructure | <input type="checkbox"/> Rural Development |
| <input type="checkbox"/> Civil Society | <input type="checkbox"/> Innovation | <input type="checkbox"/> Skills Development |
| <input checked="" type="checkbox"/> Community-Based | <input type="checkbox"/> Investment | <input type="checkbox"/> Supply Chains |
| <input type="checkbox"/> Direct Services | <input type="checkbox"/> Market-Based | <input checked="" type="checkbox"/> Sustainable Development |
| <input type="checkbox"/> Enterprise Development | <input type="checkbox"/> Microfinance | <input type="checkbox"/> Urban Development |
| <input type="checkbox"/> Entrepreneurship | <input type="checkbox"/> New Business Model | <input type="checkbox"/> Women/Girls |