# IsDB-ISFD NGOs EMPOWERMENT FOR POVERTY REDUCTION PROGRAM

# GUIDE FOR TADAMON CROWDFUNDING ACADEMY OPEN CALL FOR PROPOSALS; ELIGIBILITY AND EVALUATION CRITERIA

## Tadamon Crowdfunding Academy (CFA) training for CSOs

## INTRODUCTION

Guide to the Call for Proposal for Tadamon Crowdfunding Academy capacity building training with Eligibility and Evaluation Criteria will be used to appraise eligibility and quality of selected CSOs and their proposals for **CROWDFUNDING ACADEMY CAPACITY BUILDING TRAINING** (non - financial requirements)  - Participation in the Crowdfunding Academy capacity building training in pilot countries.

CSOs selected for capacity building program will qualify also for **IsDB MATCHING GRANTS** for CSOs; based on their fundraising activities (through crowdfunding, in-kind contribution and contribution from other sources).
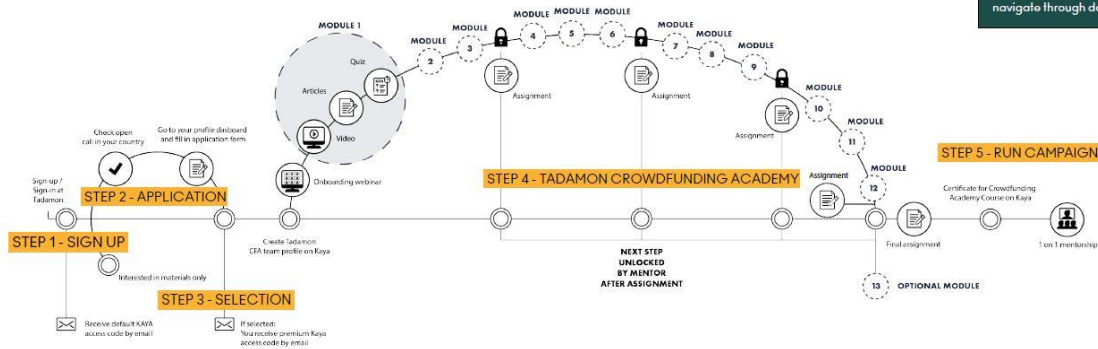
In order to get selected, CSOs need to submit proposals that supply all necessary supporting information and meet eligibility criteria before they can be scored.

# CROWDFUNDING ACADEMY CAPACITY BUILDING PROGRAMME



## A. ROADMAP - Application to Tadamon Crowdfunding Academy

1. In the first step, CSO Signs up on Tadamon and creates Tadamon Profile/Account on this link: https://tadamon.community/sign-up

2. In the second step CSO proceeds to TADAMON main page on https://tadamon.community/cfa

3. After submitting Sign-up information, CSO proceeds to its profile dashboard to Apply for Tadamon Crowdfunding Academy (application form) and Signs the Commitment Letter

4. After finalization of the Call for proposals, and upon screening the applications through **evaluation** and **eligibility** criteria, a jury (at least 3 members from IsDB, UNDP and strategic partner) selects 20-25 organizations in a pilot country

5. Organizations that are Accepted are participating in Tadamon CFA training program organized in their country through UNDP country office and strategic partners.

## B. Eligibility criteria to participate at Tadamon Crowdfunding Academy

Only CSOs that submit all the information required by application form will be eligible to go through the next level. The list below sets out the eligibility requirements. CSOs might be asked for additional documentary evidence to support statements you make on the forms.

**Tick Box**

☐ Crowdfunding Academy project proposal application form is submitted

☐ Full breakdown of project costs with clearly identified costs of each element of the project

☐ A copy of your official registration in the IDB Member country is uploaded

☐ Project will take place within the programme Fully Eligible Area (57 MCs of IsDB Group)

☐ Signed letter of commitment for CSO/NGO to participate at Tadamon Crowdfunding Academy and implement crowdfunding campaign (*provided in the Annex)

## C. Application forms in English, Russian, Arabic and French



CSO profile (what CSO sees when it goes to its Tadamon CSO profile). Tadamon CFA Application Form is embedded in every CSO profile.

Admin profile (what Admin sees when he/she goes to Tadamon Admin page) All filled Application Forms can be extracted here and sent as CSV form to panel of judges (that are evaluating based on the Matrix applications per country)

**English version:**

**Application form for Tadamon Crowdfunding Academy**

1. Why do you want to participate in Tadamon Crowdfunding Academy? (max 200 words)

2. Describe your project idea and what part of it would you like to finance through crowdfunding (max. 500 words)

3. What are the target groups of your project? (max. 100 words)

4. The total required budget for the implementation of the project? (USD)

5. Amount of funding sought to receive through crowdfunding (USD)?

6. Do you plan to cooperate with local partners in your campaign (NGO; startup incubator, social entrepreneurship, university…)? Please explain how you intend to incorporate them in the project (max. 100 words)

7. How many members of your team will participate at Tadamon Crowdfunding Academy?

8. Describe the members of your team and their role in the crowdfunding project (max. 200 words)

9. Do you speak English?
   - Yes  No

10. Are you committed to actively participate in the project during Tadamon Crowdfunding Academy?

- Yes
- No
- Partly

11. How much time per week you and your team can invest in Tadamon Crowdfunding Academy?

12. Please clarify your financial contribution to the campaign (in-kind, other donors, own resources)

**Russian Version:**

**Application form for Tadamon Crowdfunding Academy in Kazakhstan**

1. Почему Вы хотите принять участие в краудфандинговой академии Tadamon? (не более 200 слов)

2. Опишите идею Вашего проекта и какую часть проекта Вы хотели бы профинансировать с помощью краудфандинга (не более 500 слов)

3. Какая целевая аудитория у Вашего проекта? (не более 100 слов)

4. Общий требуемый бюджет для реализации проекта? (в долларах США)

5. Какую сумму Вы хотели бы запрашивать с помощью краудфандинга (в долларах США)?

6. Планируете ли Вы сотрудничать с местными партнерами в рамках вашего проекта (НПО; инкубатор стартапов, социальное предпринимательство, университеты)? Пожалуйста, опишите, как Вы собираетесь вовлечь их в проект (не более 100 слов)

7. Сколько членов Вашей команды примет участие в Академии краудфандинга - CFA?

8. Опишите членов Вашей команды и их роль в краудфандинговом проекте (не более 200 слов)

9. Владеете ли Вы английским языком?

- Да
- Нет

10. Готовы ли Вы активно участвовать в проекте краудфандинговой академии Tadamon?

- Да
- Нет
- Частично

11. Сколько времени в неделю Вы и Ваша команда можете инвестировать во время участия в краудфандинговой академии Tadamon?

12. Пожалуйста, уточните ваш финансовый вклад в кампанию (другими донорами, собственными ресурсами, другие способы взносов).

**Arabic Version:**

<div dir="rtl">

أكاديمية التمويل الجماعي - دعوة لتقديم مقترحات

1. لماذا تريد المشاركة في أكاديمية تضامن للتمويل الجماعي؟ (بحد أقصى ٢٠٠ كلمة)؟

2. صِف مشروعك وما هو الجزء الذي ترغب في تمويله من خلال التمويل الجماعي (بحد أقصى ٥٠٠ كلمة)؟

3. ما هي الشريحة المستهدفة من خلال مشروعك؟ (بحد أقصى 100 كلمة)

4. ما هى الميزانية الإجمالية المطلوبة لتنفيذ المشروع؟ (دولار أمريكي)؟

5. ما المبلغ الذي ترغب في تحصيله من خلال التمويل الجماعي ( بالدولار الأمريكي)؟

6. هل تخطط للتعاون مع بعض الشركاء المحليين في حملتك (منظمات غير حكومية ، ريادة أعمال اجتماعية ، جامعة ...)؟ يرجى توضيح كيف تنوي دمجهم في المشروع (حتى 100 كلمة)

7. كم عدد أعضاء فريقك الذين سيشاركون في أكاديمية تضامن للتمويل الجماعي؟

8. صِف أعضاء فريقك ودورهم في مشروع التمويل الجماعي (بحد أقصى ٢٠٠ كلمة)

9. هل تتحدث الانجليزية؟ (نعم / لا)

10. هل تلتزم بالمشاركة الفعالة في المشروع من خلال أكاديمية التمويل الجماعي؟ (نعم ، لا ، جزئيًا)

11. كم من الوقت اسبوعيا يمكنك أنت وفريقك الاستثمار في أكاديمية تضامن للتمويل الجماعي؟

12. يرجى توضيح مساهمتك المالية للحملة (عينية ، مانحون آخرون ، موارد خاصة)

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**French Version:**

**Académie de Crowdfunding- Appel à propositions**

1. Pourquoi souhaitez-vous participer à l'academie de financement participatif Tadamon? (max 200 mots)
2. Décrivez votre projet et quelle partie souhaitez-vous financer à travers le financement participatif ? (max 500 mots)
3. Les groupes cibles de votre projet? (max 100 mots)
4. Le budget total requis pour la mise en œuvre du projet? (USD)
5. Combien estimez-vous collecter grâce au financement participatif (en USD)?
6. Envisagez-vous de coopérer avec certains partenaires locaux dans votre campagne (ONG; incubateur de startups, entrepreneuriat social, université…)? Veuillez expliquer comment vous comptez les intégrer dans le projet (jusqu'à 100 mots)
7. Combien de membres de votre équipe participeront à l'Académie de financement participatif?

8. Décrivez les membres de votre équipe et leur rôle dans le projet de financement participatif (max. 200 mots)

8. Parlez vous en Anglais? (Oui/Non)

9. Commettez- vous à participer activement au projet pendant l'Académie de financement participatif (oui, non, partiellement)

10. Combien de temps par semaine vous et votre équipe pouvez investir dans l'Académie de financement participatif Tadamon?

11. Veuillez préciser votre contribution financière à la campagne (en nature, autres donateurs, ressources propres)

## D. Evaluation criteria and overall scoring

*jury*

The maximum score for a project is 100 points.  Projects must score at least 60 points to pass the quality threshold.  Projects, which do not meet the quality threshold will not be eligible for funding.

Each criteria is assessed against a number of checklist questions and the average score (0-5) then converted into a percentage mark contributing to the overall total of 100.

**Scoring table based on evaluation criteria**

| | |
|---|---|
| ● In-kind contribution or additional funding including project's cost breakdown | 25% |
| ● Team strength | 10% |
| ● Crowdfunding ability (Project idea suitable for crowdfunding) | 25% |
| ● Campaign's Impact scale | 10% |
| ● Partners & Beneficiaries: The more beneficiaries and partners the merrier | 10% |
| ● Feasibility and sustainability | 10% |
| ● Innovation: Edge, innovative solutions | 10% |

**E.  Letter of commitment**


**Template for letter of commitment for CSO/NGO to participate at Tadamon Crowdfunding Academy and implement crowdfunding campaign**


**Letter of commitment**


This letter is to confirm that (name of CSO/NGO) represented by (name of legal representative) is committed to prepare and launch a crowdfunding campaign developed during the learning program Tadamon Crowdfunding Academy and to ensure its sustainability. I also acknowledge that payment will be released upon satisfactory completion of the works and donor's approval (where appropriate).

As participants/beneficiaries in IsDB- ISFD NGO Empowerment for Poverty Reduction Program my CSO/NGO (delete as appropriate) is undertaking to perform the roles and tasks set out in the Tadamon Crowdfunding Academy Call for Proposals.

We also pledge to take part in the activities of the Tadamon Crowdfunding Academy where appropriate and feasible – through,
1. Participation in Country Tadamon Crowdfunding Academy Activities and Digital Crowdfunding Academy on e-learning Kaya platform




2. Timely reporting of homework's and engaging work with Tadamon Crowdfunding Academy mentors
3. Timely finalization of Tadamon Crowdfunding Academy activities (work with mentors, submission of homework and creation of crowdfunding campaign)
4. Implementation and delivery of crowdfunding campaign on local or international platforms
5. Promotion of IsDB- ISFD NGO Empowerment for Poverty Reduction Program and engagement in partnership projects (where appropriate)