



USAID
FROM THE AMERICAN PEOPLE



Volunteer Name: Steven Schneider

Country: Kenya

Country project: KE87

Host: Kinda CBO

Venue: Kinda CBO Office

Audience: Members of Kinda CBO

Number of people :10

Date: March 20 – 30, 2017



1. Assignment Objectives as in SOW

1. Evaluate Kinda CBO Business including SWOT analysis and state of business and Fundraising.
2. Create a Business Plan
3. Create a Fundraising Plan
4. Sales Training
5. Create Action Plan for implementation

2. Achievement of the assignment objectives

1. Evaluated the Kinda CBO Business.
2. Performed detailed analysis including SWOT.
3. Created a Business Plan document.
4. Created a Fundraising Plan Document
5. Created a One Page Marketing Tear Sheet
6. Created a Marketing Brochure
7. Created an Action plan with 19 To Do action items

3. Recommendations to the host with regards to the assignment

- Provide all available documents ahead of time for review.
 - For example the company charter had useful information that would have been valuable to know ahead of time.

4. Anticipated Impact

- Fundraising Growth
- Reach 30% more children in 1-3 years
- Improve and broaden the services provided.

5. Recommended future volunteer Assistance

- Teach the Teachers Project
- Financial Accounting Implementation once the Organization grows and requires a system

6. Recommendations to other non-host stakeholders

- Promote the Kinda CBO.

Action plan for host recommendations

Recommendation	Specific Action	Responsible person	By when
1 Leverage Bakery	Use Brochures and Inserts in products to promote donations	Maurice/Carol	Ongoing
2 Increase Donor base	Collect list of donors, businesses and Agencies to market to.	Maurice/Carol	Ongoing
3 Leverage Technology	M Pesa account and FaceBook	Maurice	Ongoing
4 Track Progress of Children	Develop a formal tracking mechanism to show success and impact	Maurice	Ongoing
5 Use Alumni for promotion	Reach out to Alumni and ask for them to promote CBO and raise money	Lazaros	Ongoing
6 New Storage Facility to generate profits	Work through the plan to build and sell storage space to farmers	Lazaros	Ongoing

7. How can CRS improve future volunteer experience

- Solicit feedback from Host and communicate back to volunteer

Thank You!