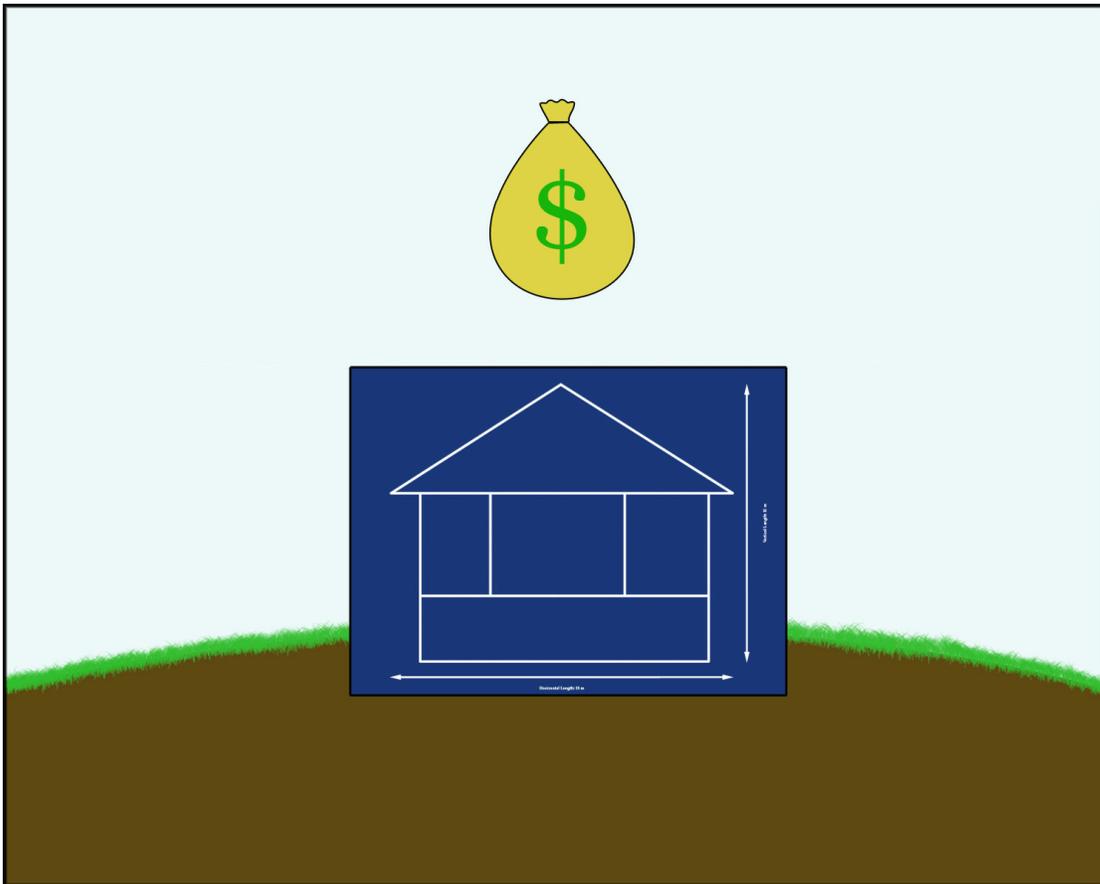


# Finance



*Helps you get the money and equipment to  
finance your ICT work*

**This part of the manual helps you acquire the resources you need to make working with ICT possible. While many ICT tools are available for free, it often takes a great deal of staff time and sometimes requires new or updated equipment to use them. Because of this you may find that you need to hire new people, acquire new equipment, hold trainings, or more.**

For this reason, this document gives tips for supporting ICT work, including raising money as well as acquiring the hardware and software you need.

## **Sponsoring ICT Work Through Project Proposals**

One way to get the money and equipment you need to undertake ICT work is by writing ICT-related costs into general grant submissions. For instance, if you are submitting a grant to help children get an education in Peru, a part of that project could be to start a blog to get people educated about and involved in the issue. You could include staff costs, and perhaps a computer and Internet connection to help fund this aspect of the larger project.

This is the primary method for getting funds to support your work with ICT tools. You should not wait for technology specific grants to appear, such as those giving money to organizations that want to use a particular tool in their work, but rather incorporate ICT costs in general grant submissions. Remember, these tools do not stand alone, but rather reinforce the work you are already doing. The tools are there to support your mission, so including ICT costs in your proposals is encouraged.

## **ICT Focused Grants**

The mission of some foundations is to help organizations improve their work through ICT tools. Therefore, in addition to including ICT costs in general grant submissions, you can also seek out grants that are designed specifically to fund ICT initiatives. Note that these kinds of grants are rare. A few examples are below:

### **Cisco Cash Grant Program**

[http://www.cisco.com/web/about/ac48/cash\\_grants.html](http://www.cisco.com/web/about/ac48/cash_grants.html)

Cisco provides cash grants to organizations that use ICT tools to address basic human needs, improve access to education and increase economic opportunity. See its website for more details about applying for a cash grant.

### **Open Society Initiative for Southern Africa**

<http://www.osisa.org>

OSISA supports organizations that use ICT tools to promote social change. Only organizations or individuals in Angola, Botswana, Democratic Republic of the Congo, Lesotho, Malawi, Mozambique, Namibia, Zambia, and Swaziland can apply.

### **Salesforce.com Foundation**

<http://www.salesforcefoundation.org/TechnologyGrantForYouthDevelopment>

The Salesforce.com Foundation has a Technology Grant for Youth Development for between \$5,000 and \$15,000. According to Salesforce's website: "The Technology Grants for Youth Development will be awarded to visionary nonprofit organizations, which focus on youth development, for technology projects or solutions that advance their organization's core mission."

### Seed Grant and Small Innovative Projects Fund

[http://www.globalknowledge.org/gkps\\_portal/index.cfm?menuid=507&parentid=630](http://www.globalknowledge.org/gkps_portal/index.cfm?menuid=507&parentid=630)

The SGSIP Fund supports small ICT projects that strive to end poverty, empower women, or encourage participation by marginalized communities such as youth, indigenous people, or displaced persons. The fund is currently closed for evaluation but keep it in mind for the future.

### Tech Museum Awards

<http://www.techawards.org/about/>

The Tech Museum Awards give out five \$50,000 awards each year for organizations or individuals using technology in an innovative way to solve the problems facing humanity. There are five award categories, with one winner in each: Health, Education, Environment, Economic Development and Equality.

## General Tips for Seeking Funding for ICT Costs

- **Focus on what the technology will help you achieve, not the technology itself.** In a proposal, you should not stress the technology you are planning to use, but rather what you want to achieve with the technology. For instance, if you want funding to support your social networking initiatives, you should stress the fact that you are looking to expand your contacts, increase global awareness, mobilize supporters, etc. Then you may say that you plan on using social networking tools to accomplish this.
- **Monitor and evaluate the success of an ICT initiative just as you would any other part of a project.** For instance, if you are applying to a grant so that you can better advocate on an international scale, you could write in the costs of creating a website. Make sure to include in the proposal how you plan to evaluate the success of the website (through website statistics, increased visibility of your organization, increased knowledge about the issue you work on, etc.). Funders like to see progress and that you know how you are going to measure it.
- **Include how you plan on sustaining the technology once funding runs out.** Funders do not want to fund something that will only last as long as the funds do. They want sustainability over time so it is your job to tell them how you plan to ensure that the ICT needs they cover are met in the future.
- **Calculate costs correctly.** As stated in the ICT Plan section, hardware and software costs are generally only 30 percent of your total technology costs. The other 70 percent are human costs. Even though donors may not know this you need to include these costs because without it you may find yourself with funding for a website but no one to actually maintain it. Stress to donors the importance of funding staff and training costs, as you need people to use and maintain the technology.

Source: [How to Cost and Fund ICT](#) by the ICT Hub

## **Acquiring Free or Cheap Hardware and Software**

In addition to writing equipment costs into proposals and applying for ICT specific grants, you can also fund your ICT work by seeking out free or discounted hardware and software.

While getting free or cheap hardware or software sounds like a great idea, you need to consider three things:

- First, equipment you are likely to get for cheap or free are usually not new machines and software, but rather years old. While they might work, the equipment may not be adequate for your needs. Therefore, make sure you know what you need (see the Standard Operating Procedures) and keep these needs in mind when choosing your equipment. Also, consider how long the equipment is likely to last. A used computer may cost \$200 and last one year, while a brand new computer can cost \$600 and last five years. Consider this when purchasing or accepting used equipment.
- Second, make sure you ask about warranties and if there are any refunds for faulty equipment. You don't want to buy a computer from a refurbisher for \$250 just to find out that it does not work and that you cannot return it.
- Third, you should ensure that you have the resources to actually use the equipment (for instance, staff, money for training, etc.). Do not seek out hardware and software if you cannot actually use it.

If you decide that you will pursue free or discounted hardware or software, fortunately, there are many ways for you to get it. Some NGOs specialize in donations and other providers are computer companies or refurbishers that sell hardware and software at a discounted rate. Below are some groups that provide hardware and software. Note that by contacting these groups and seeking their help, you are building your eco-network at the same time!

### **Charity Technology Exchange (UK-based)**

<http://www.ctxchange.org/>

Charity Technology Exchange offers UK-based groups discounted software from Microsoft, Cisco, Symantec and others. They charge a small administrative fee but the prices are still much lower than in stores.

### **Citnexus Online**

<http://www.citnexus.co.uk/acatalog/index.html>

This site sells discounted software from many leading companies such as Microsoft, Adobe and AVG (an anti-virus software provider). They offer discounts to charities and nonprofit organizations.

### **Close The Gap**

<http://www.close-the-gap.org/pages/frontend/Home.aspx?menuitem=18>

Close The Gap is a nonprofit organization that collects used hardware from businesses and donates them to organizations in developing countries. To receive a donation, you have to apply with Close The Gap and request specific equipment from its Order Form, available on its website by clicking the Submit a Project Proposal button.

### **Computer Aid International**

<http://www.computeraid.org/index.htm>

Computer Aid International provides refurbished computers to education, health and nonprofit groups in developing countries.

### **Digital Pipeline**

<http://www.digitalpipeline.org>

Digital Pipeline donates computers to nonprofit organizations all around the world for a small fee. You have to sign up with Digital Pipeline to become one of their beneficiaries.

### **Gifts in Kind International**

<http://www.giftsinkind.org/>

For an annual \$50 fee, you can be a member of this organization that partners with big businesses who donate products and equipment to NGOs. Once you are accepted as a member, you can request products you need. You just pay \$50 a year and small shipping and administrative costs.

### **InterConnection**

<http://www.interconnection.org>

InterConnection works to make information technology accessible to communities around the world by providing free website design and refurbished computers at a low cost. The recipient organization must work in the area of health, education and/or community development in a developing country.

### **Microsoft**

<http://www.microsoft.com/worldwide/>

To obtain licensed software from Microsoft for free, you need to contact the local Microsoft office in the country or region where you work. Not all offices will grant software.

### **Microsoft Community Authorized Refurbishers**

<http://www.mar.partners.extranet.microsoft.com/MARDirectoryByDest.aspx?RegionCode=NA&LocaleId=EN-GB&Country=USA>

Microsoft has a list of refurbishers it has authorized to sell computers with Microsoft software installed on them. Visit the website above, and search for refurbishers that ship to your country.

### **National Council for Voluntary Organisations (for UK-based organizations only)**

<http://www.ncvo-vol.org.uk/index.asp?id=5384>

NCVO gives discounted software and hardware to its member organizations. You must be based in the UK to become an NCVO member.

### **Salesforce.com Foundation**

<http://www.salesforcefoundation.org/donation>

The Salesforce Foundation gives donations of its Customer Relation Management tools to help nonprofits “manage a wide range of organizational needs including managing constituent relationships, fund raising campaigns, volunteer opportunities, program delivery, and much more.”

**TechSoup Global**

[www.techsoup-global.org](http://www.techsoup-global.org)

TechSoup Global helps nonprofit organizations working outside the US and Canada get free and discounted hardware and software.

**Throwplace**

<http://www.throwplace.com>

Throwplace is an organization that allows people to donate their computer equipment to nonprofits located all over the world. You have to sign up with Throwplace to receive donations.

**UK IT Recycling Limited**

[www.enviro-pc.com](http://www.enviro-pc.com)

This is a UK-based organization that sends used computer equipment to needy organizations in developing countries.

**World Computer Exchange**

<http://www.worldcomputerexchange.org/>

This organization donates computers to schools, youth centers, libraries, orphanages, etc. that have the goal of connecting youth to the Internet.

## **Additional Resources**

### **Donated Computers for Nonprofits: Consider that donated computer carefully**

<http://www.techsoup.org/learningcenter/hardware/page4811.cfm>

Article about what you should consider when receiving a used computer, such as upgrade costs, usefulness and more.

### **How to Cost and Fund ICT**

[http://sc.blogs.com/FREE\\_STUFF/How\\_to\\_Cost\\_and\\_Fund\\_ICT.pdf](http://sc.blogs.com/FREE_STUFF/How_to_Cost_and_Fund_ICT.pdf)

Excellent resource that helps you figure out the costs of your ICT initiative and how to find funding for it.