Project Proposal

International Charity Fair for NGOs

SERENDIPITY o.s.
Prerov, Czech Republic

Agency Information

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Executive Director: Ales Baran
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Project Name: International Charity Fair for Non-Governmental Organizations

Program Area: All areas served by non-governmental organizations

Total Amount Requested: $5,000
Total Project Cost: $45,000

# of Persons to be Served (pilot program): 2,000+
to be Employed (pilot program): 5

Population Served: NGOs, corporate sponsors, information seekers in the Czech Republic and the USA

Project Justification:

We believe that non-governmental organizations (NGOs) represent a key factor in the development of a strong civic society and that they play a vital role in the transformation processes in many states in the world. Therefore, they should be provided with more opportunities and support in communicating with the public, sharing experiences with each other, establishing new partnerships and further education and growth. As Facebook, MySpace, Linkedin and others have shown, social media presents a unique opportunity for communication and sharing of information. Our project is an attempt to harness this potential for the special needs of NGOs.

Mission Statement:

SERENDIPITY o.s. is a non-profit organization with the following mission:

* improve the acquisition of information technology for non-profit organizations in the Czech Republic and even outside the country
* improve the conditions for carrying out IT functions in non-profit organizations
* support the enhanced usage of technical and programming tools which are available and can benefit the users

The main activities of the organization:

* interact with lawmakers and state authorities of the Czech Republic and European Union to create favorable conditions which support better use of information and communication technologies in the non-profit sector within and outside the Czech Republic
* on the basis of individual member requests, secure and arrange for their training and education in IT
* coordinate the exchange of IT experience/"know how" between local non-profit organizations and further cooperation with international organizations
* organize in whole or take part in the organization of conferences, conventions, seminars and working meetings
* organize contests with the goal of publicizing IT projects with the most benefit for non-profit organizations

Area and Population Served:

The pilot program will be implemented concurrently in the Czech Republic and the USA. It is expected that at least 200 NGOs in the Czech Republic will participate and the same or more in the USA. This project will serve NGOs, corporate sponsors and individuals who are seeking information regarding the services of NGOs. In this respect the program areas served are as diverse as the NGOs who participate.

Project Plan & Description:

For the web interface we will combine/customize two working models of virtual trade fairs: efair4u (www.efair4u.com) and lionexpo (www.lionexpo.com). The particulars of a virtual trade fair seem to fit especially well the needs of NGOs, their corporate sponsors, and even information seekers. The interface will need to be tweeked in order to incorporate the element of social media and its particular advantages. SERENDIPITY o.s. will play the main role in modifying/creating the interface. It will also take the lead in marketing and publicizing the service.

Objectives of the project :
For non-government organizations (NGOs)
1) better overall communication:
       a) within individual NGOs,
       b) between participating NGOs
       c) with the public ie. information seekers, target groups, volunteers, donors, governments,
       etc.
2) enhanced presentation of communication links and information resources,
3) possibilities to increase contributions from corporations (CSR and brand advertising),
4) possibility of obtaining additional income for their budgets through a charitable lottery
5) cooperation between the voluntary sectors in the EU and USA,

For corporations
1) brand advertising and increased visibility of their CSR (corporate social responsibility) activities.

For visitors of the fair
1) obtain information about NGOs,
2) support NGOs through a charitable lottery

SERENDIPITY will enlist corporations for the project and from those corporations will appoint "ambassadors." Ambassadors will then reach out to business partners and professional acquaintances through their social networks in order to raise money for the Charity fair. Those supporting the Charity fair will of course be given space for their advertisements. It will be the work of SERENDIPITY to appoint as many ambassadors as possible.

Expected Project Outcomes:

Measurement Activities:
measuring the success of the project will be quite easy due to the availability of web metrics associated with the web interface. The goal is to enlist a minimum number of participating NGOs for the pilot program and according to the usefulness and popularity of the Charity fair it will grow. The number of NGO registrations will be the first and most critical measurement followed closely by registrations of corporate sponsors. The corporate sponsors will have the opportunity to advertise in the trade fair "booths" of the NGOs that they sponsor and in general areas of the web interface. Payment for this advertising will provide the ongoing financial support for the project.
Daily activity on the Charity fair will also be a metric that is closely followed. This information will be shared with the NGOs so that they can evaluate the effectiveness of their "booth" and the information that they are sharing.
Finally, visitors to the Charity fair will have an opportunity to contribute to NGOs by means of a "charitable lottery." Donations (through online payments systems) to the "lottery" will be supplemented by corporate donations and periodically selected NGOs will win the lottery and receive the proceeds. The details of the "lottery" will need to be further refined according the requirements of the NGOs and the corporate sponsors.

Amount Requested/Total Project Cost:

We are requesting $5,000 from several corporate sponsors to cover the costs of the pilot program. The expected cost of the pilot program is $45,000 (see budget below).

Plans for Future Funding:

SERENDIPITY will count on volunteers to do much of the work in the project. The volunteers could be representatives of IT companies, IT enthusiasts within NGOs, university students (with a focus on the non-profit sector), etc. The volunteers' work will mainly consist of promoting the project and the work of the ambassadors.

SERENDIPITY hopes to secure project funding from one or several EU programs: "Europe for Citizens", "Framework Programme - the Competitiveness and Innovation Programme - CIP " or "Central Europe " between 2014-2018.

Sustainability of the project after the termination of EU funding will be ensured by self-generating revenues from corporate advertising, sponsorship and a charity lottery.

Budget outline in CZK :

Analysis of the existing commercial models	30.000,-
Viability study of solutions	25.000,-
SWOT analysis	10.000,-
Franchise analysis and initial studies	50.000,-
Legal counseling	35.000,-
Programing and graphics redesign of the new software model	540 .000,-
Processing of project applications for project funding from the EU	80.000,-
Translations into English	25.000,-
Business trips:	
- New York, Washington (2 flights, length of stay 3 weeks)	80.000,-
- Brussels (2 bus tickets, food and accommodation for 2 persons,	
length of stay 1 week)	25 .000,-

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Total (CZK)	**900,000, -**
(USD)	45.000,-