«CSO DePo»
Civil Society Organizations Development Program

CSO DePo's vision

CSOs are the quintessential institutional agents of change. CSOs are visionary, non-partisan, and freedom-oriented, they promote volunteerism, they are flexible, active, committed and innovative. They are one of the main foci of freedoms and committed service provision; they cooperate with state structures, but they also embody freedom and express criticism.

CSO definition

- US AID's defintion CSOs are defined broadly as:

"any organizations, whether formal or informal, that are not part of the apparatus of government, that do not distribute profits to their directors or operators, that are self-governing, and in which participation is a matter of free choice. Both member-serving and public-serving organizations are included. Embraced within this definition, therefore, are private, not-for-profit health providers, schools, advocacy groups, social service agencies, anti-poverty groups, development agencies, professional associations, community-based organizations, unions, religious bodies, recreation organizations, cultural institutions, and many more."

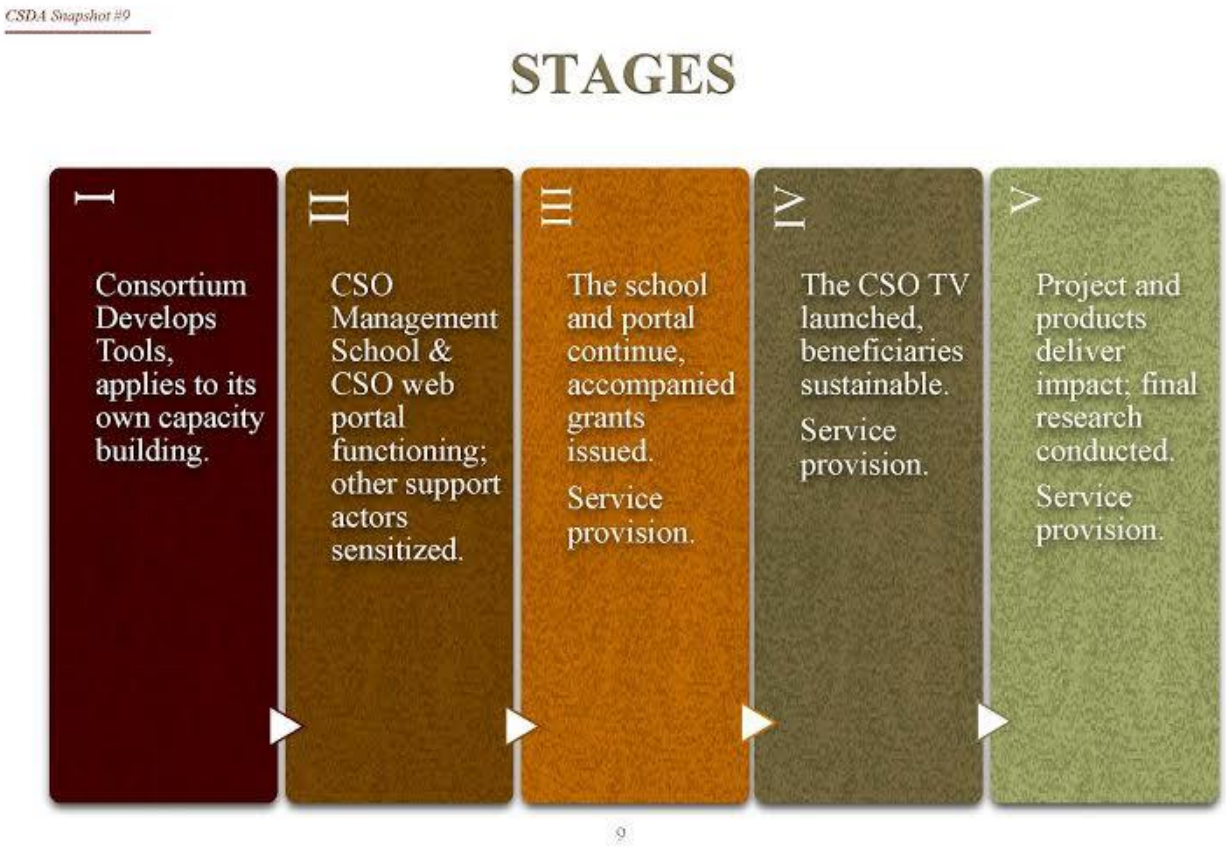
- DePo's : CSOs are successful actors in building a more engaged, prosperous and well-governed Armenian society

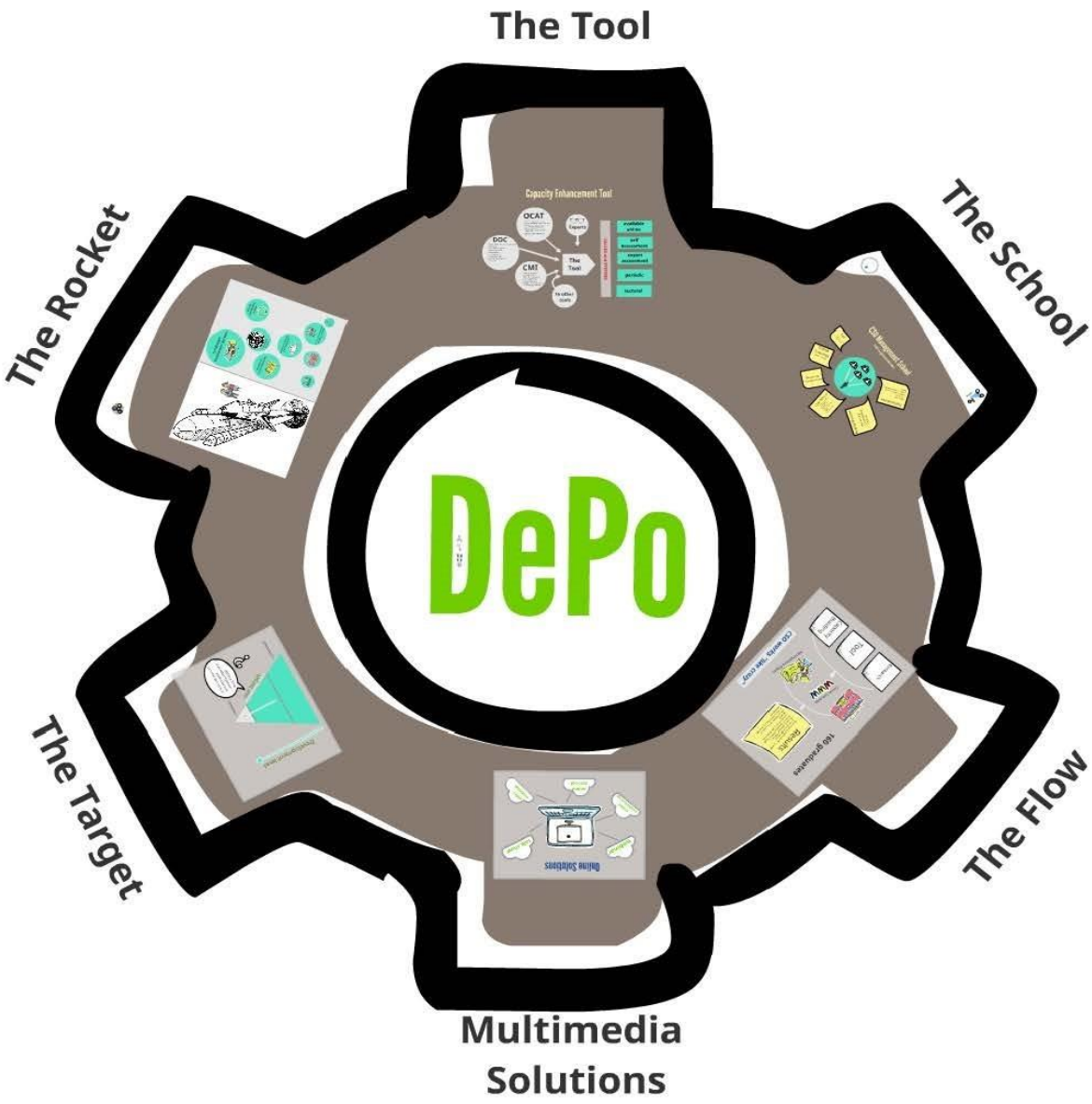
Therefore the CSO DePo is designed to:

- Make CSOs more sustainable

- Develop CSOs' strong **internal capacities**, marketing capacities and coalition-building capacities and they better deliver services and advocate and monitor reforms.

How will this happen?




The Tool
The School
The Flow
Multimedia Solutions
The Target
The Rocket
DePo
Capacity Enhancement Tool
OCAT
DOC
CMT
The Tool

CRRC CSO MAPPING & MARKETING RESEARCH

1. Consortium + CRRC Team + USAID
2. Implementation
   - Methodology
   - Survey
   - Focus groups
   - Interview
   - Desk
3. Report / Recommendations/ Dissemination

THE PROCESS

I.A. CSO MAPPING

- How to classify?
- How to evaluate?
  - Mission
  - Practice
  - Impact
  - Reputation
- Type
  - Legal
  - Profile (advocacy, service, think tank)
- Sustainability
  - Management
  - Fundraising
  - Networking

The Market Gap

- Would you support them if they did?
- What should they do?
- What do CSO do?
- Trust

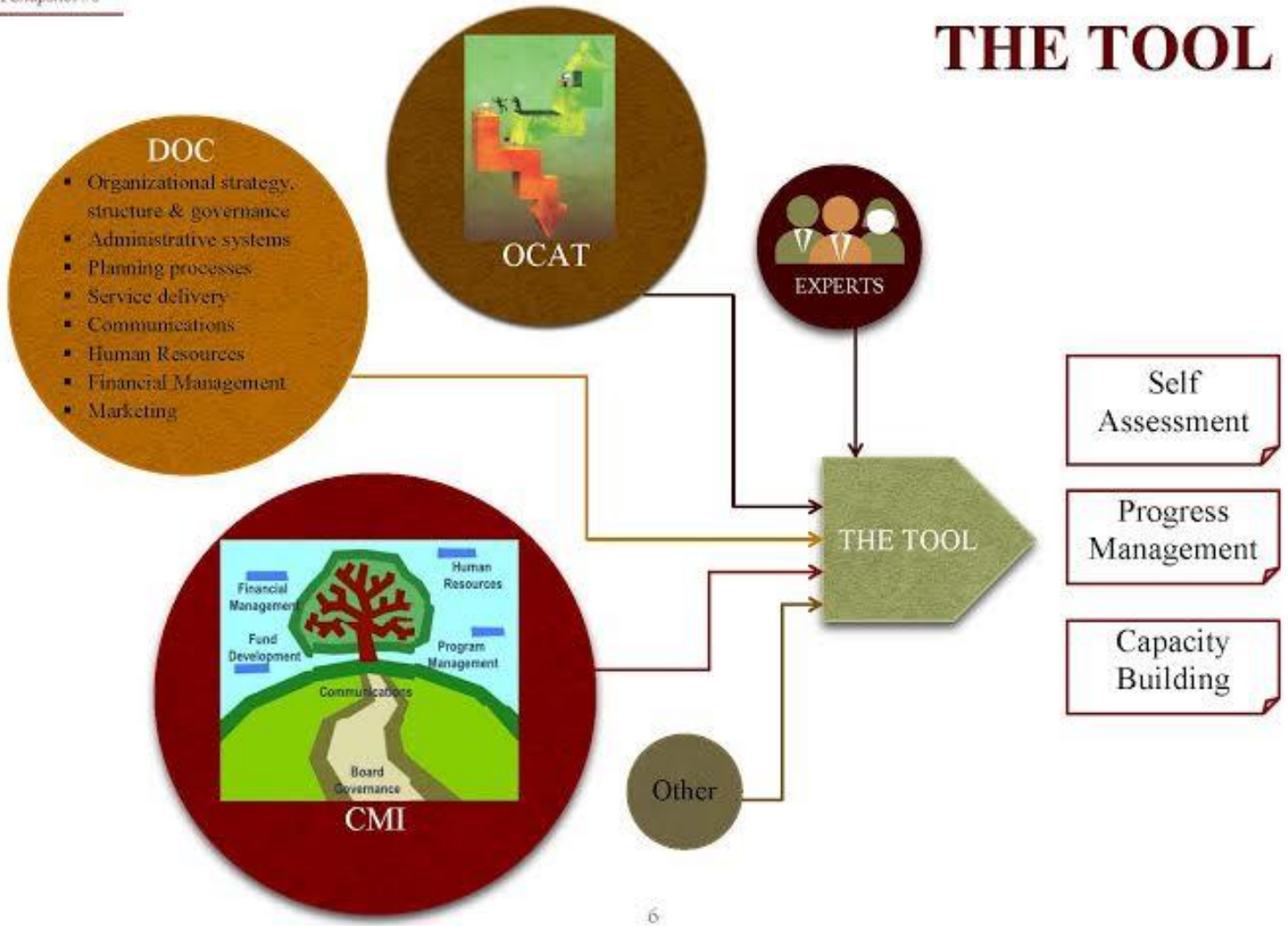
I.B. MARKET

- Potential Support Actors
- Public
- Membership
- Government
- LG
- Businesses
- Donors

Research

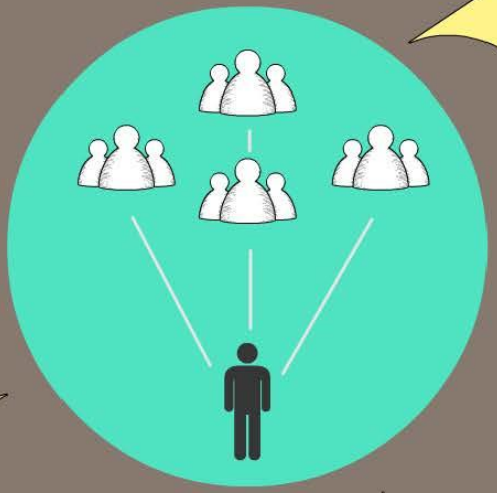
100 NGOs and Foundations
40 in Yerevan
60 in REGIONS
10 focus group discussions
Surveys
In-depth interviews
Focus Groups
30 in-depth interviews
20 CSOs
15 (Businesses, Government, International, Organisations)

THE TOOL


DOC
Organizational strategy, structure & governance
Administrative systems
Planning processes
Service delivery
Communications
Human Resources
Financial Management
Marketing
OCAT
EXPERTS
THE TOOL
Self Assessment
Progress Management
Capacity Building
Financial Management
Human Resources
Fund Development
Program Management
Communications
Board Governance
CMI
Other

CSO Management School

160 organizations



ToT

at least 15 trainees annually, 3 years

Online Trainings

at least 10 annually

Mentoring accompaniment

CSO School

- One week, twice a year.
- 25-30 participants in EPF conference room.
- Martuni, Goris,
- Noyemberyan, Vanadzor...
- Infoturs.
- Rural Communities.

Priority Modules

- Fundraising?
- Crowdfunding?
- NGO PR?

Full modules

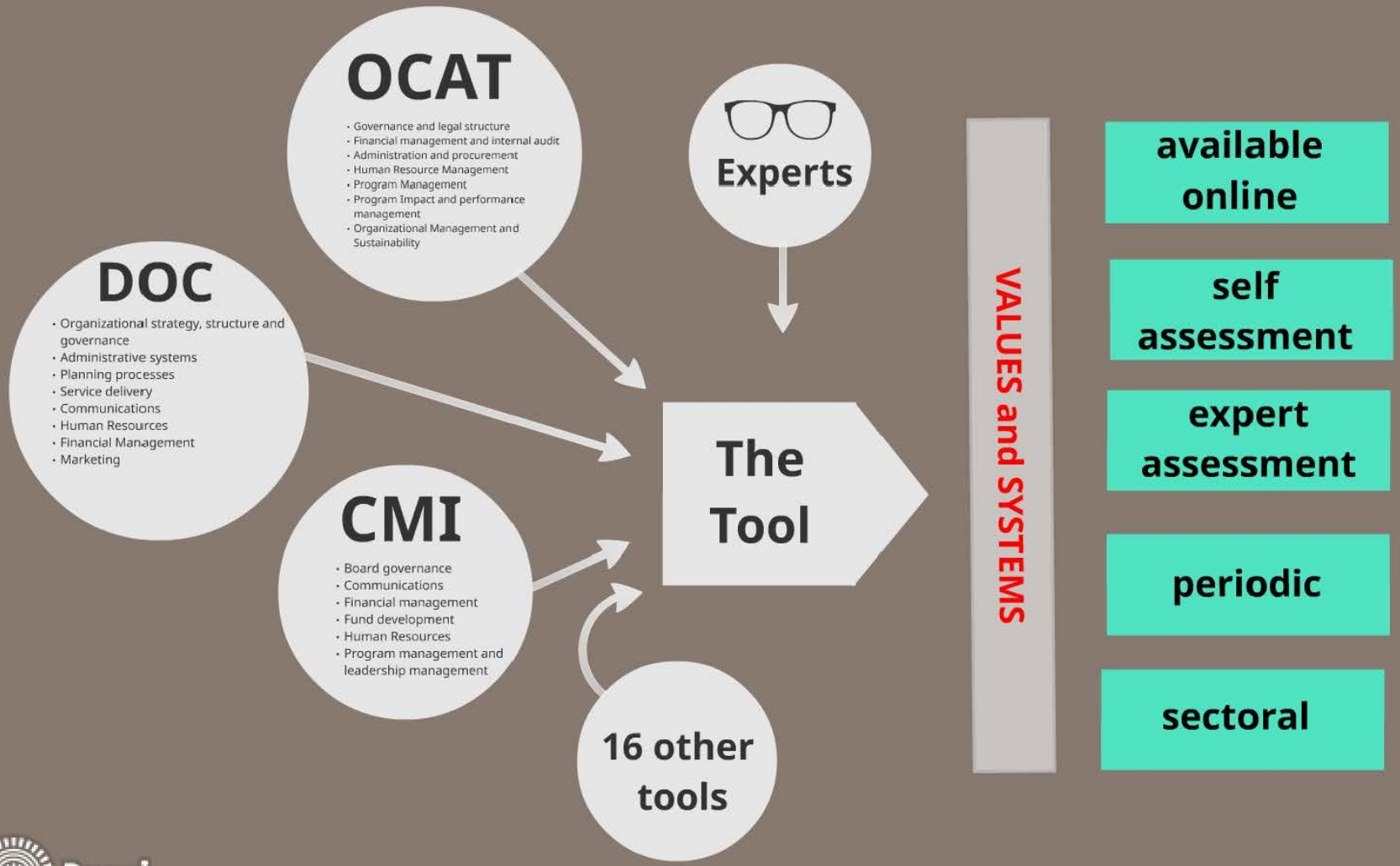
- PM modules
- OD modules
- Profile modules (eg. advocacy)
- Mainstreaming modules (eg. gender)

Prezi

DePo Portal: hkdepo.am

CSDA Snapshot #1

Capacity Enhancement Tool



Prezi

Accompanied grants to beneficiaries

- The Program will target up to 160 CSOs with proven record of success over the last years, willingness to build on this success, and need to become sustainable in all possible senses.

- The Program will provide grant support to a second group of beneficiaries (10-15 NGOs), who will improve their sustainability and become ISOs.

Five Year Impact

- CSO DePo's Consortium Partners become development service provision organizations in Armenia, specialized in civil society support and capacity-building;
- CSOs become better-known and therefore better trusted. If they become more business-minded this will strengthen their values, because they will become more sustainable and can afford adhering to their values
- 160 CSOs have participated in capacity building offered by the School, Portal and coaching by Intermediary Service providers
- A CSO sustainability valuation and development tool is available to CSOs in Armenian.
- At least 15 organizations receive grant support to ensure their own systems and steady organizational growth and become intermediary service providers for CSOs.
- Professional (issue-based) CSOs in different areas of democratic development are functioning, advising and monitoring reforms
- CSOs hold economic and political actors accountable, protect and empower people's privileges, rights and freedoms, promote judgment, social justice and motivate societies to break apathy for people