



# Learn to raise funds and mobilise support

**CHANGE**  
**THE GAME**  
ACADEMY

# Why Change the Game?

## About us

Change the Game Academy strengthens the capacities of social changemakers to effectively raise resources locally and mobilise other forms of domestic support.

Change the Game Academy is a joint initiative of social change organisations from 16 countries, together constituting the Change the Game Academy Alliance.



### **Changing the 'rules' of the development game**

Many civil society organisations in low and middle-income countries depend on foreign funding for their work. This vulnerability places them at risk of working donor-driven. Change the Game Academy's objective is to end this dependency by supporting autonomous organisations in building constituencies and mobilising local (financial) support for their work. This transfers power to communities and enables them to shape their future.

### **Strengthening community agency**

Mobilising local resources makes communities self-sufficient and financially more autonomous. It increases community engagement and local ownership. Plus organisations with a local support base are more rooted, legitimate and therefore better positioned to hold their governments accountable.

# What do we offer?

## Learning resources in the area of:

- **Local Fundraising:** mobilising resources locally.
- **Mobilising Support and Social Accountability:** mobilising support from stakeholders, claiming rights and holding governments accountable through civic participation.

## How it works

At Change the Game Academy, changemakers can find various ways to bolster themselves and their team:

- Enroll in a **classroom course** combined with individual coaching, offered in 16+ countries in Africa, Asia, and Latin America. Training materials are contextualised for each country and trainings are delivered by in-country certified trainers.
- Join **online classroom courses** combined with coaching, which are organised based on demand.
- Gain knowledge, skills and inspiration through the **free online learning platform**, choosing from two full-length courses on local fundraising and mobilising support.
- Draw inspiration from the 300 **case studies**, created by alumni in 17 countries who contributed their stories and data.

Sarah Pacutho  
Team leader & trainer  
Uganda National Forum



*Community philanthropy cannot exist without accountability, ensuring resources are used for exactly what they are meant for.*

*Bottom-up approaches are the way to go to ensure sustainability and ownership in interventions.*

## Envisioned change

### For CSOs

- More community engagement, a stronger constituency and therefore more legitimacy and a stronger voice.
- Diversified funding base, less dependency on foreign funding.

### For Communities

- More ownership, agency and resilience: communities become drivers of sustainable change!

# What Changemakers say



*The Mobilising Support training has changed my perception on advocacy. It made me realise that change is only sustainable if community members identify their real issues to hold duty bearers accountable.*

*Before participating, I viewed advocacy as a violent strategy. Now I am happy to facilitate communities to identify real policy issues that affect their lives. To support them how to engage policy makers in an effective way.*

Merab Okwara  
Undugu Society of Kenya

*I gave what I could spare to support the construction of our village clinic. When it is ready, I can tell my children and the nurses who will come to work there, how I contributed to building the clinic. My name has been written down among those who donated. I feel proud and happy to have contributed to this project.*

Ayishetu Musah, Ghana

*The training helped us to renew our work and our knowledge about mobilising support, emphasising the importance of planning and systematisation for political action. It is also valuable to experience all this in a context of so much care, affection and grace in the details.*

Duvarlina Rodrigues Silva  
Northeast Black Women's Network



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## Connect with us

Are you interested to learn more, support or join our partner network? Or in enrolling in our courses?

Please contact:  
[info@changethegameacademy.org](mailto:info@changethegameacademy.org)

[www.changethegameacademy.org](http://www.changethegameacademy.org)

