



# 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 18 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 18+ 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.

Aminata Some

Global Network of Civil Society Organisations for Disaster Reduction (GNDR)



*Change the Game Academy is transforming the way civil society operates, fostering a global movement of local organisations that are more self-reliant, locally rooted, and equipped to drive long-term, sustainable change from the ground up.*

## 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 Mobilizing Support (MS) training has been incredibly beneficial for Media Aid for Indigenous and Pastoralist Community (MAIPAC). It equipped us with effective strategies to gain support from the community, identify and engage key stakeholders in our projects, and ensure that the community remains actively involved in making these projects sustainable. This training has empowered us to create a lasting impact for the benefit of the communities we serve “*

Musa Juma ,  
MAIPAC, Tanzania.

*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 and enroll in our courses?

Please contact:

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

