

Memorandum of Understanding

MEMORANDUM OF UNDERSTANDING (MOU) between

NGO Assist Trust

and

This is an agreement between “Party A”, hereinafter called NGO Assist Trust and “Party B”, hereinafter called _____.

I. PURPOSE & SCOPE

The purpose of this MOU is to clearly identify the roles and responsibilities of each party as they relate to assisting NGOs and NPOs grow to their full potential through the development of Individual fundraising and electronic marketing.

In particular, this MOU is intended for:

Non-profit organisations, whether they are NGOs, community organisations, faith-based organisations, or cooperatives to learn to work together and cooperate with one another in order to become sustainable. This cooperation is becoming essential to improve funding possibilities, social media recognition and service provision.

II. BACKGROUND

NGOs that reach consensus have more power to negotiate. In the same way that business people, farmers and industrialists form 'Chambers' or 'Association' to defend their interests, NGOs form umbrella organizations and forums to build an institutional framework with the legal backing and power to negotiate and contest other public and private powers.

Corporate social investment mandates in South Africa are becoming ever more demanding. Civil society, the non-profit sector, is coming under ever greater pressure to increase, and prove, their impact on society.

To accomplish this increased impact, whilst at the same time becoming sustainable organisations that are not completely dependent on hand-outs and donations, the non-profit sector needs to develop:

- scaled up impact
- new business models
- skills to build a better business case
- improved brand and credibility
- increased accountability

Facilitating NPO Development

In a time of decreased donor funding and a necessity to become economically sustainable, non-profit organisations are realising that it is only with the acquisition of improved resources that they are going to become more than small charities just trying to survive.

In fact, all the research currently indicates an urgent need for NGO boards to evolve, a new cooperation model to be adopted that includes both cooperation and competition, and an understanding of the need for blended value, collaboration and networking. Without this, the non-profit sector is going to remain struggling and ultimately ineffective.

It is in this spirit that the NGO Assist Trust has been founded, based on the concepts of ubuntu and social entrepreneurship. It is within this environment that the NGO Assist Trust will inform the world of the latest happenings within our membership base, provide a major resource for CSI and Enterprise Development programs, and facilitate fundraising and sustainability efforts so that NPOs can actually thrive.

III. NGO ASSIST TRUST RESPONSIBILITIES UNDER THIS MOU

The NGO Assist Trust shall undertake the following activities:

1. *Monthly Networking Breakfasts;*
2. *A strategy meeting with new members to understand their organization and their social media requirements;*
3. *Maintenance of ongoing project managed fundraising activities such that new members have an immediate access to income generation;*

4. *Providing training for members as well as the general public; Training Workshops with experts on such topics as fundraising, new technologies for NGOs, strategic planning, media relations, board development, and other practical issues.*
5. *Access to full social media marketing and support, including the latest in website creation, content generation and customer-generating strategy;*
6. *Access to publicity, advertising and promotion in Your Story newsletter;*
7. *Providing resources for individual organisations to conduct fundraising or entrepreneurial activities;*
8. *Access to additional advanced resources that include, but are not limited to, monitoring and evaluation guidance, an international impact assessment tool, radio advertising, and general expertise / skills.*

IV. MEMBER RESPONSIBILITIES UNDER THIS MOU

NGO Assist Trust members shall undertake the following:

1. *To sign this Memorandum of Understanding and become part of the NGO Assist Trust community;*
2. *A commitment to an ethical, moral and legal business methodology ;*
3. *Payment of the monthly membership fee of R100. This payment will be initiated after 6 (six) months active membership. This is to protect smaller NPOs, allow them to generate an income and assess their requirements as a fully-fledged NGO Assist Trust member. This ‘probationary’ period will also allow the NGO Assist Trust to evaluate the operational practices of the NPO.*
4. *New members are expected to sign up to at least one of the current projects being undertaken by NGO Assist Trust and meet with the Project Manager concerned. Contribution and participation in events, meetings and collaborations is required in order to receive a share of the funds generated.*

V. IT IS MUTUALLY UNDERSTOOD AND AGREED BY AND BETWEEN THE PARTIES THAT:

1. The combined aim is to achieve cost savings, improve access to services, and concentrate specialist skills to improve efficiency, effectiveness and sustainability.

2. The incentive for collaboration and being part of the NGO Assist Trust is to generate and increase organizational income. This includes trustworthy and reliable contributions to NGO Assist Trust projects, support and collaboration with other members, and a general commitment towards growing the NGO Assist Trust membership base.
3. Each non-profit organization that is a member of the NGO Assist Trust will have different needs and requirements. NGO Assist Trust aims to enable **all** members to work together for the greater good, and to the benefit of both the member organization and NGO Assist Trust. As such, the NGO Assist Trust will ensure that there are sufficient current projects available for the new member to select the most appropriate and begin fundraising immediately.
4. New member organisations will begin paying membership fees (R100/month) after a 6 (six) month period. This will provide new member organisations with the necessary information and time to decide whether to maintain membership commitments or to leave the organization. Once organisations have become fully fledged and paying members, they will have additional access to further resources within the organisation. These resources include individual fundraising and entrepreneurial options such as a Barista coffee system and numerous specialized products for sale. In addition, fully-fledged NGO Trust members are featured in the popular Your Story Newsletter, have access to longer term funding possibilities, are put forward for unique CSI projects, participate in group training offers, and have access to critical Monitoring & Evaluation and Impact Assessment tools.
5. New members are required to undergo a strategy meeting with SSI (Sustainable Strategy Implementation NPC) within the six-month period. This will be free to the organisation, but essential in identifying organisational transparency, capacity and areas of involvement, based on their current capabilities. At the strategy meeting, the organisations' social media requirements will be brainstormed. This will enable social media planning, resource mapping, and the incorporation of the new organisation in the most effective manner within the NGO Assist Trust.
6. The NGO Assist Trust has the objective of creating an enabling and empowering environment with the potential of assisting all members. This support includes assistance with organizational registration, proposals and related documentation. Each organization will require different services and whereas these may incur additional costs, such costs will be provided at discounted rates.
7. In terms of providing the relevant support, and ensuring that the membership base realizes increased income, NGO Assist Trust will need to limit the number of membership positions available.
8. Member organisations will be required to participate fully, maintain communication, and act in a transparent and supportive manner in order to achieve the benefits as listed. As part of the NGO Assist Trust, NGOs benefit from improved governance and management processes, a greater focus on improved service delivery, greater savings/efficiencies, and increased bargaining power.

9. The marketing of the vision and any media or public relation contact should always be consistent with the aims of the organization, and only undertaken with the expressed agreement of both parties. Where it does not breach any confidentiality protocols, a spirit of open and transparent communication should be adhered to. Coordinated communications should be made with external organisations.

VI. FUNDING

This MOU does not include any additional disbursement of funds between the two parties. This will be negotiated on an individual basis.

VII. EFFECTIVE DATE AND SIGNATURE

This MOU shall be effective upon the signature of both parties' authorized officials. It shall be in force for a year from the date below.

Parties A and B indicate agreement with this MOU by their signatures.

Signatures and dates

NGO Assist Trust _____ (Organisational Name)

_____ Date

_____ Date