



WFWO's Managing Growth and Change

To deliver its targets and objectives, WFWO must Grow and Manage Change

Funding

WFWO's ability to implement this strategy is critically dependent upon securing sufficient funding. To achieve its aims WFWO will seek to raise resources mobilizations to implement its lending programs as per by 2015.

To Respond to the Global Food Security and Financial Crisis and to implement to Millennium Development Goals (MDGs) to be achieved by 2015:

The WFWO strategy plan for 2010, was revised by the WFWO's Board Directors and established an International Task Force in charge of Resource Mobilizations Team, to straighten the mobilization of resources through effective partnerships among all stake-holders and financial partners, as strategy plan 2010/15.

The WFWO Strategy Plan for 2010/15 will focus on areas with the potential for high-impact, sustainable solutions that can reach hundreds of millions of people. We work closely with our financial partners to support innovative approaches and expand existing ones so they reach the people who need them most to help them self and to contribute to MDGs.

- i. Supporting effective action on resource mobilizations in countries where the WFWO operate.
 - ii. Advocating for funds needed for urgent action and long term investment to support the WFWO activities.
 - iii. Inspiring a broad engagement by multiple stakeholders to support WFWO/EBDRMT.
 - iv. Improving accountability of the international system of funding to support the WFWO to implement its mandate.
1. Supporting realization of Comprehensive WFWO Framework for Action (CFA) to support the WFWO's activities and outcomes in countries and providing a resource mobilizations funding to implement the Millennium Development Goals to be achieved by 2015:
 - a. Providing prioritized and coordinated policy support and technical assistance (focusing on resource mobilizations to full range of outcomes in the WFWO CFA);
 - b. Working together to help strengthen capacity and mobilize funds for the pursuit of agreed national priorities, in conjunction with relevant national, regional and global bodies to support the WFWO;
 - c. Building on work already initiated in as many as 45 countries, intensively in 8 countries, in support of the WFWO to raise funds to implement its sustainable development projects globally ;

d. Stimulating systematic links between knowledge, policies and investments, and encouraging the best use of existing and emerging research capabilities.

2. Advocating for funds needed for urgent action and long term investment to support the WFWO. The EBDRMT members will work in ways that encourage investor confidence:

a. Intensifying advocacy for an urgent increase in investments for longer term resilience to support the WFWO's activities through systems to sustain improvements in smallholder agricultural productivity and markets and for social protection; focusing on the eight MDGs targets;

3. In line with international commitments, WFWO has since 2008 established and continuously developed a comprehensive Performance Management Framework (PMF) for WFWO's development cooperation focusing on programs and Resource Mobilisations Team (RMT). The objectives pursued by the WFW/PMF/RMT are to:

a. Enhance the quality of WFWO development cooperation through stronger focus on results of the Resource mobilisations Team Task Force.

b. Improve management and continuous learning, through better information and reporting on the activities of the WFWO in the field.

c. Strengthen accountability through performance assessments and measurement in the context of an increasingly decentralised management structure to support the Resource Mobilisations Task Force and WFWO funding programs.

The development of the WFW/PMF/RMT is part of a larger internal reform of the management of WFWO development cooperation, which also includes far-reaching decentralisation of bilateral and multilateral development co-operation

WFWO's funding is demand-driven to meet the long-term requirements of its country programs, partners and advocacy work, where necessary WFWO's reserves will be used to even out fluctuations in income so that these commitments are assured.

WFWO relies heavily on voluntary donations from individuals, community groups, private sectors, financial institutions and foundations. The majority of income has come from our partners at all levels, increasing the income from international donors and developing the skills of country programs and partners to raise funds will be essential through the WFWO advocacy networks.

Voluntary income

WFWO will maintain and develop a diverse base of voluntary funding sources with an overall income to expenditure on administration services budget by using the best practice of coverage of 10% budget expenses.

At present the WFWO grows there will be new challenges in the increasingly competitive area of voluntary resources mobilizations. The WFWO's Advocacy networks initiatives of: (a) Ambassador for Development (ADN) (b) Friends of WFWO (FWFW) will be developed to ensure that growth will continue to support the demands of WFWO's programs and advocacy work, and these will be integral to raising awareness of WFWO's activities around the world.

Public institutional income WFWO? will adapt its public funding base by increasing core income from institutional donors and by diversifying its funding sources - developing new government partnerships and broadening the funding lines from existing donors.

International Partnership

WFWO will increasingly work with other like-minded organizations and international institutions, and private sector, youth group, universities, schools in order to raise awareness to global issues, and the implementation of the MDGs objectives by 2015, to support the world's poor.

Through new partnerships, WFWO will increase funding to implement its targets and generate new interest in WFWO's proven ways of working. Some partners may work in countries outside WFWO's focus areas and will therefore expand WFWO's influence and contribute different experiences to its program activities.

Communications

Increasing awareness of WFWO among its key target audiences is vital to the organizations continued success. WFWO will continue to raise its profile to gain more financial support; work closely with its local partners and communities to influence and inform decision makers on the importance on poverty reduction and develop awareness through education resources to support the MDGs targets by 2015.

WFWO's Communications Team (CT) coordinate messages will be developed within country programs, partners in Italy and else where to support the promotion of the WFWO's activities and influence provision in the countries where do we operate.

Communications activities

WFWO developed its communication strategy for development supports.

WFWO believes that communications through different channels is essential to achieve its targets and the achievements of the Millennium Development Goals.

Communication among individuals, and communities, between civil society organizations and institutions, government, NGOs, all contributes to the growth of societies in different ways, including:

- Effective provision and take-up of services such as poverty, clean water, health and education.
- Economic activity, trade and economic growth Empowerment of individuals and communities to help them self.
- Dialogue between people and government authorities participation in development strategy to support the implementation of the MDGs objectives by 2015.
- Build WFWO communications strategy, CT and Country representatives (CR) collaborating as partners; managing it professionally in a coordinated approach and also, develop internal communication programs to fill the gap between divisions teams. A communication process should be in a true partnership of CT and ADN representatives and FFWW networks.
- Develop a comprehensive program in phases over three years for action and activities to be relevant.
- Have in CR someone to help and make a major contribution in specific communication activities. Create a formal link between CT and CR would be more significant: having a focal point in the country representatives.
- Integrate communication as a key component in regional strategies, activities and resources.
- Develop communication strategies and tools for projects participants and Projects Management Units.
- Elaborate specific and proper messages and tools according to audiences' needs and characteristics by country.

General expectations and specific issues

- Insert communication development in the country representatives and also right from the beginning of project cycle
- Develop participative communication approaches with country representatives including, authorities, organizations, NGOs, private sector media and beneficiaries
- Urgently open the floor for a Communication for Development programmed and uses CR as a pilot project
- Define guidelines, strategies and tools to meet specific needs of post-conflict countries, gender, natural resources management, diseases threats, etc. and settle priorities
- Send messages in a respectful and meaningful way according to audience's own culture and language

Advocacy

- Support CR in this specific role and provide them with strategies to achieve it.
- Involve media as active partners in advocacy
- Accentuate public relations
- Resources mobilizations

Promotion and visibility

- Come out with relevant stories from the field and circulate experiences, successes through appropriated channels, "marketing" WFWO's knowledge
- Take WFWO technical team to the field, especially media for stories' capturing
- Initiate and participate to some events
- Promote and launch any activities to support the MDGs campaign objectives

Partnership

- Invest in some communication initiatives to make WFWO's work be appreciated by peers, the purpose is to build strong partnerships and better develop coordination
- Be actively present at important local initiatives

Media Relations

- Develop media contacts, especially with local media
- Build local media capacities with a special concern for community based radios
- Support local media production
- Look for media networks' partnerships
- Support journalists and communicators training with scholarships

Learning

WFWO will seek to knowledge and learning from both its own activities and its partners. It will therefore develop its information management and communications strategy throughout the organization, with partners and communities.

Organizational Development

WFWO does not underestimate the implications of the growth envisaged within this strategy. Additional resources will be required for WFWO teams, partners and volunteers to continue to achieve its objectives. Throughout the period of this strategy, the WFWO work will need more efforts and support to ensure with the necessary resources to implement its policies and strategy targets.

Planning, monitoring and evaluation

The WFWO will invest in planning, monitoring and evaluation processes to ensure this strategy is implemented in a focused manner. WFWO's teams will develop their own long-term plans, which will be monitored at regular intervals for their contribution to this strategy.



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