Fundraising objectives

WISE's fundraising objectives are set out in terms of short, medium and long-term goals (Table 1). The short-term objectives are to have sufficient funds to run projects that are currently being implemented or in active development ("Consolidate"); The medium-term objectives are to establish permanent offices in cities/towns where WISE is active ("Strengthen"); And the long-term objectives are to have fully-staffed offices with independent management, programs, fundraising, communications and learning teams ("Grow").

Fundraising objectives	Short term	Medium term	Long term	Notes
Aim	Consolidate	Strengthen	Grow	Refer to budget calculations in this sheet.
Time frame	1-2 years	3-5 years	5-10 years	
Paid team members	4.5	8	16	
Offices	0	4	4	
Projects	10	12	24	
Funding per year *US$*	70,000	200,000	575,000	

Note that WISE will not start a project unless funds have already been secured for it. This will typically be restricted grants, and potentially crowdfunding campaigns, because unrestricted funds will be allocated to overhead. However, WISE will commit to continuing a project once it has started. Therefore, the minimum funds required to run WISE in our current state is about US$70,000 per year.

Budget description

Staff
As of December 2019, WISE had three full-time (2x Indonesia, 1x Singapore) and two part-time team members (1x Cambodia; 1x Singapore) and would like to recruit a full-time staff member in Cambodia in 2020. After consolidating WISE's current projects, we aim to increase the number of team members in order to build on existing activities and subsequently have offices of four team members each that can run activities independently (i.e. 1x Management plus Fundraising; 2x Programs plus Learning; 1x Communications team member per office) while sharing certain roles across offices (e.g. grant writing, graphic design). Note that the current salary structure also needs to be reviewed to ensure that team members are paid fairly.

Offices
Team members currently work from home but in order to facilitate work and collaboration within teams and with partners as WISE expands our activities, it will become necessary to have established workspaces. These are envisioned to be in Palembang (Indonesia), Nagekeo/Kupang (Indonesia), Phnom Penh (Cambodia) and Singapore, where current paid team members are located, and will become bases from which activities will be scaled.

Projects
WISE is currently implementing or actively developing ten projects (Table 2). The immediate fundraising objective is to enable these projects to be implemented. After launching these projects, we aim to build on these activities either by scaling up the project within the community or implementing complementary activities (e.g. following up on the latrine construction subsidy scheme with handwashing promotion). As more team members are hired, similar projects will be replicated to other communities or new projects developed. An internal professional development program will also be developed.

List of projects as of December 2019

Location	Being implemented	Actively developing
Indonesia	Story of the Land, Nagekeo	Precious Plastic, Nagekeo Germany project, Nagekeo
Cambodia	Phnom Sanitation Project, Tbong Khmum	Tapon Drought Project, Battambang Partner Capacity Building Behaviour Change Hackathon, CSW
Singapore	Drink Wise Waste Less	Behaviour Change Hackathon scale up
Regional		History of Toilet

Distribution of funds

As of December 2019, activities in Indonesia are covered by funds going into the bank account in Indonesia while activities in Cambodia and Singapore are covered by funds going into the bank account in Singapore. Within the next few years, WISE aims for Cambodia to have their own bank account with each country ideally able to raise funds sustainably for their own team and activities. Realistically, we also recognise that wealth in Singapore is significantly higher, therefore the Singapore team should be raising funds for activities in other countries.