

092306T4SWC

SOCIAL WORK AND COMMUNITY DEVELOPMENT LEVEL 6

COD/OS/SW/CC/04/6/A

Carry Out Resource Mobilisation and Fundraising

March/April 2025



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION
COUNCIL (TVET CDACC)**

WRITTEN ASSESSMENT

Printed By: Amref International Training Center

Date: 24.03.2025 10:30 AM

Time: 3 HOURS

INSTRUCTIONS TO CANDIDATE

1. This paper consists of **TWO** sections: **A** and **B**.
2. Attempt **ALL** questions in section A.
3. Attempt question **ELEVEN** (11) and any other **TWO** (2) questions in section B.
4. Marks for each question are indicated in the brackets.
5. Candidates are provided with a separate answer booklet
6. Do not write on the question paper.

This paper consists of THREE (3) printed pages
Candidates should check the question paper to ascertain that all
pages are printed as indicated and that no questions are missing.

SECTION A (40 MARKS)

Answer all questions in this section

1. Local resource mobilization is essential for fostering community resilience and ensuring sustainable development. List FOUR advantages of using local resources in community development. (4 Marks)
2. In recent years, funding gaps have emerged as a critical issue in the provision of healthcare services. List FOUR causes of funding gaps in community needs. (4 Marks)
3. In resource mobilization various tools are administered. List FOUR challenges associated with use of posters as a tool in resource mobilization. (4 Marks)
4. The effectiveness of any organization depends on the ability of the resource mobilization team to secure necessary funding, for the achievement of strategic goals. Give FOUR roles and responsibilities of a resource mobilization team. (4 Marks)
5. Fundraising is an approach in resource mobilization for community initiatives. State FOUR instances when fundraising is suitable form of community resource mobilization. (4 Marks)
6. It is important for social workers to carry out capacity building. Identify FOUR benefits of capacity building in resource mobilization. (4 Marks)
7. Resource mobilization is affected by various factors. Identify FOUR factors that influence the success of resource mobilization. (4 Marks)
8. Documenting success stories is crucial for understanding the effectiveness of strategies. Identify FOUR reasons for documenting success stories in prepositioning. (4 Marks)
9. Donor mapping is helpful for organizing information about donors, who fund projects like family planning (FP) and adolescent and youth. State FOUR elements of a donor mapping document. (4 Marks)
10. In today's fast paced world, access to various natural resources is crucial for personal and professional development. Distinguish between actual resources and potential resources. (4 Marks)

SECTION B (60 MARKS)

Attempt question 11(compulsory) and Any other TWO questions in This Section

11. Read the case study below and answer questions that follow

The Beacon of Hope (BOH) is a nonprofit organization dedicated to improving the lives of children through education and health. Over the past few years, the organization has relied heavily on traditional fundraising methods, such as galas and community events. The Foundation is looking to innovate its fundraising strategies by incorporating online fundraising and planned giving into its development plan. The Foundation has a yearly gala that typically raises ksh.100, 000 but has seen a decline in attendance due to rising ticket prices and competing events. The organization has a modest online presence, with a website and social media accounts but limited online fundraising efforts. Planned giving is not currently promoted, and the board believes this could be a significant opportunity for future revenue.

- a) Give FIVE weaknesses of using events as a fundraising strategy that could have contributed to the continuous decline in attendance based on the above case study

(10 Marks)

- b) Explain FIVE challenges the B.O.H will face by adopting planned giving strategy in their fundraising campaign.

(10 Marks)

12. Donors play a crucial role in supporting various programs, such as healthcare and education to environmental conservation and social justice in community development.

- a) Discuss FIVE types of donors for community development initiatives. (10 Marks)

- b) Explain FIVE implications of donor dependency. (10 Marks)

13. You are leading a fundraising campaign for a non-profit organization dedicated to environmental conservation. You have been tasked to develop a structured outline of a comprehensive fundraising proposal that you would submit to a prospective donor.

- a) Explain FIVE key components of a fundraising proposal. (10 Marks)

- b) Outline FIVE weaknesses of using proposals as a strategy for resource mobilization (10 Marks)

14. Monitoring is observing and checking the progress and quality of the resource mobilization plan over a period of time.

- a) Explain FIVE importance of monitoring and reviewing resource. (10 Marks)

- b) Discuss FIVE roles of media in resource mobilization. (10Marks)