

## “Can you tell us about *Chance to Grow*’s history and foundation?”

Chance to Grow e.V. is a registered non-profit organization based in Frankfurt am Main, founded in 2010. It is successfully active in multiple actions to support children in Vietnam and collaborates with partners such as the Red Cross, MTP (‘Marketing Zwischen Theorie und Praxis e. V.’, of Goethe University Frankfurt am Main), GIZ (Gesellschaft für Internationale Zusammenarbeit) and Stratngo Consulting!

## “How would you describe your missions?”

By cherishing our core value “transparency of information”, we would like to share that Chance to Grow has received 16,000 € of donations in 2018. More than 80% of this amount went directly to supporting our mission: help children in Vietnam and Germany, ensure that at a long term and sustainable support is provided, resource and facilitate the operations school supplies. We thrive to provide conditions of a good life and future to these children.

## “How is *Stratngo Consulting* assisting you in your missions?”

Chance to grow has set the following corporate objectives: to create trust from donors through the transparency of information, to find long-term resources in order to cover long-term projects, to diversify the donors base by approaching corporate in Vietnam and Germany. For that, **our team**<sup>1</sup> are working closely with the **Stratngo consultants**<sup>2</sup> on our corporate fundraising strategy, by creating guidelines to contact corporate firms in Germany and Vietnam.

## “How’s your project going? Are there any memorable achievements?”

The team has analyzed the current fundraising strategy of Chance to Grow and identified the strengths and weaknesses of our NGO. With regards to the second part of this mission, i.e the definition of guidelines and strategies related to corporate fundraising, it has just started in January and will focus on the following:

- Planning: Setting clear goals in researching potential donors.
- Donor research strategy: Methods to research the right potential corporate firms to have continuous funding over several years.
- Donor acquisition tactics: Definition of the communication plan for corporate donors as part of the fundraising strategy.
- Donor retention tactics: Definition of the best practices to create long-term relationships with corporate donors.
- Fundraising performance measurement: Process monitoring to keep a good analysis of the donors, donations, trends, failures of the fundraising process in order to continuously improve the organization.

Stratngo Consultants have completed the fundraising audit in December and aim to finalize the project by submitting the "Fundraising Guidelines" by end of April.

**<sup>1</sup>Chance to Grow Project Team Members and Tasks Allocation:**

- Philipp Schwab (Chairman)
- Si-Anh Nguyen (Vice-Chairman)
- Oleg Ryzkov
- Kim Ngan Le
- Thi Kim Ngan Nguyen
- Oliver Prayon

**<sup>2</sup>Stratngo consultants and tasks allocation:**

- Mohamad Fakh (strategy related to the donors' research and fundraising planning)
- Shilpi Bansal (strategy related to the first communication with corporate firms)
- Alexandre Hamon (strategy to keep long-term relationships with the corporate firms)
- Johanna von Elpons (project manager)