

STRATEGIES AND ADVOCACY APPROACHES BY CSOS FOR EFFECTIVE AND SUSTAINABLE PROGRAMMES WITHOUT COMPROMISING THE NEEDS OF KEY POPULATIONS



From CSOs to CSOs as compiled by SHIFT-MAC **SHIFT**
Sustainable HIV Financing in Transition

Why CSO sustainability is important?

CSO Sustainability Index for ASIA by USAID






- CSO contribute **significantly** to national HIV response by connecting key populations to healthcare system.
- Historically, CSO in Malaysia have been relying to one main donor to fund HIV programme for key populations
- Over reliance to one sole funder is **unsustainable** in a long term
- CSOs need to shift from funder-driven projects to funding model that **response to the epidemic effectively** while balancing the needs of the organisation
- Without CSO, key populations remain largely underserve, consequently leads to increase of HIV in due time

Strategies

What works

-  Strategic **partnership** with corporate sectors & strong **collaboration** with identified key stakeholders
-  Invest in setting up a **Fundraising Unit**
-  Adopt **social enterprise model** approach
-  **Transforming** services into business-like
-  Develop **innovative** business initiative i.e agricultural
-  Engaging **Social Media Influencer**

What doesn't work

-  **Over reliance** to one sole funder
-  Lack of **political will** of board of members on sustainability plan
-  **Poorly trained staff** and volunteers on cause-specific grant proposal by external funders

How to start?

Start with small steps, look within existing networks. Identify WHO is your strongest allies? How can they help?

Example of Best Practice

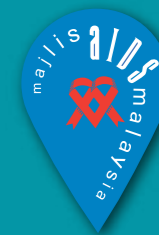


SACS successfully received funding from the local university due to the long standing strong relationship with the organisation



KOMITED tap into existing networks of their board of committee to identify potential funding from private and public eg CIMB Foundation, NGO Hub etc

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What attracts corporate to say “YES”?



What other tips?



Corporate is conservative to key populations?

