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Fractional Fund Raising Hub

NEWSLETTER

July - September 2026

AN INITIATIVE BY

SeSTA

OD PARTNER

NōDē

Northeast Organizational Development for Empowerment

The Highlights

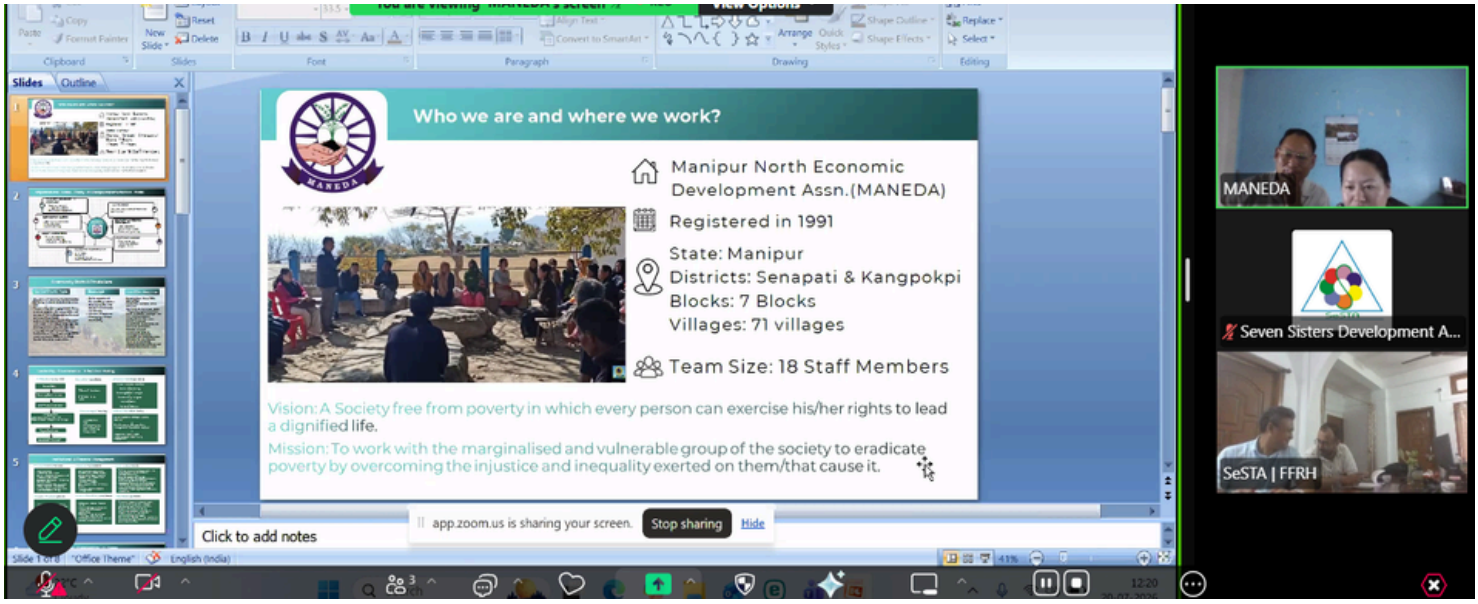
FFRH highlights, July - Sept 2026

Grow+	Consortium programme moves from selection to proposal development
Tata Trusts and FFRH Collaterals	4 cohort CSOs selected for the Tata Trust Consortium Programme FFRH Communication and Visibility
Field Visits	Six CSOs visited, with observation reports for each
Communication	Problem tree findings followed up with one-on-one support for every CSO
Collateral Review	Presentations, videos and brochures reviewed, with findings shared
Assessment	Five-domain Future Ready Assessment with a report and certificate for every CSO
Concept Notes	Two rounds of drafts reviewed, now being finalised for pitching
Master Class	Held online on 5 September, with 17 participants from 11 CSOs
Visibility	Newsletter published, video shot, microsite created, flyer ready and LinkedIn live
Tech4Dev	Visits to BDF and KABIL to shape a Northeast proposal template

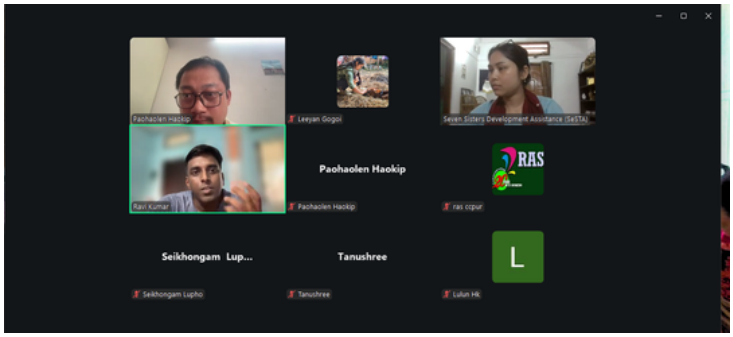
Grow+ Consortium: **From Selection to Proposals Three months, one steady path**

The **Grow+ Consortium Programme** was the most active funder engagement of the quarter. In July the Expressions of Interest from applicant CSOs were collected and verified, and shortlisting began. By August the process had moved through several stages. CSOs were assessed under the **Future Ready Assessment Tool** and their documents were verified and reviewed. Each then presented before a panel, was oriented on **Fluxx** (the Grow platform) and went through due diligence with CA certification.

Fluxx document and compliance verification followed, with **6 CSOs** confirmed at that stage. In September the programme reached proposal development. Due diligence is complete and the proposal portal has opened for the CSOs. They are preparing and submitting budget proposals through the portal while the FFRH team guides them through the submission process and reviews each budget.







The Assessment Behind the Selection
Five domains, one classification, one report

The **Future Ready Assessment Tool** is a structured, self-paced evaluation. CSOs assess themselves across five domains; Organisational Strategic Planning & Governance, Financial Management / Accounts & Finance, Programme Implementation, Human Resource Planning & Staffing, Compliance & Accountability. The results place each CSO in a capacity classification of Budding, Aspirational or Thriving. Only CSOs at Aspirational level or above are considered future-ready. Every CSO that completes the assessment receives a category-wise performance report and a Certificate of Completion. The certificate is a downloadable PDF with a unique verification code and six months of validity, so CSOs can use it directly in proposals and donor conversations.

Tata Trusts Consortium
From a conversation to a selection

Conversations with **Tata Trusts** began the quarter at a talking stage, with the shape of the partnership still being worked out. By August the consortium selection had reached its final stage for the livestock and allied activity theme, a 5-year programme. **Four CSOs** from the FFRH cohort were selected: **Ajagar, MOSONiE, SATRA and PESCH.**

Auditing has been cleared and the geography and unit cost for the programme are now being finalised. The selection of four cohort CSOs shows the matchmaking role FFRH was built to play between grassroots organisations and funders.

FFRH Communications and Visibility
Telling the FFRH story

The first FFRH newsletter was published in July. It documented the journey so far, from the origin and core idea of FFRH to the webinars, the Future Ready Assessment Tool and the CSO field visits. Work also began on a brochure featuring the cohort CSOs and the Northeast India context.

The FFRH video looks at the challenges and opportunities of Northeast India. The script was discussed with Manasi and revised on her suggestions. It was finalised in August and the shoot was completed in September.

The FFRH microsite has been created as the online home of the initiative.
The FFRH flyer was finalised ahead of the advisory call and a LinkedIn account has been created for FFRH.







Into the Field with the Cohort
6+4 visits, one two-day rhythm

The team visited **six cohort CSOs** in the same two-day format used earlier. Day one was spent with each CSO's core team and covered its vision and mission, its unique narrative, findings from a **Participatory Rural Appraisal** with the community, a function-wise problem tree analysis and a **five-year strategic roadmap** for fundraising built around the CSO's own scope and ambition.

Day two took the team into the field to see one comparatively stronger and one comparatively weaker village in the CSO's intervention area. This grounded the discussion in implementation challenges and the level of community participation. Observation reports, action points and suggestions were documented for every CSO to guide the next phase of capacity strengthening and fundraising readiness support.

Between visits the team kept up regular check-in calls with the cohort, which have settled into a 15-day rhythm. In the first monthly check-in with a CSO, communication came up first and the CSO asked for a workshop on storytelling and writing. The call also covered organisational collaterals and a discussion on developing an individual concept note built on the CSO's five-year strategic plan. The CSO agreed to take this forward and asked for support.

Follow-up visits have also begun with four CSOs from Manipur and Assam in September, to review their progress and needs, see how field work aligns with fundraising and communications, and identify where both need strengthening

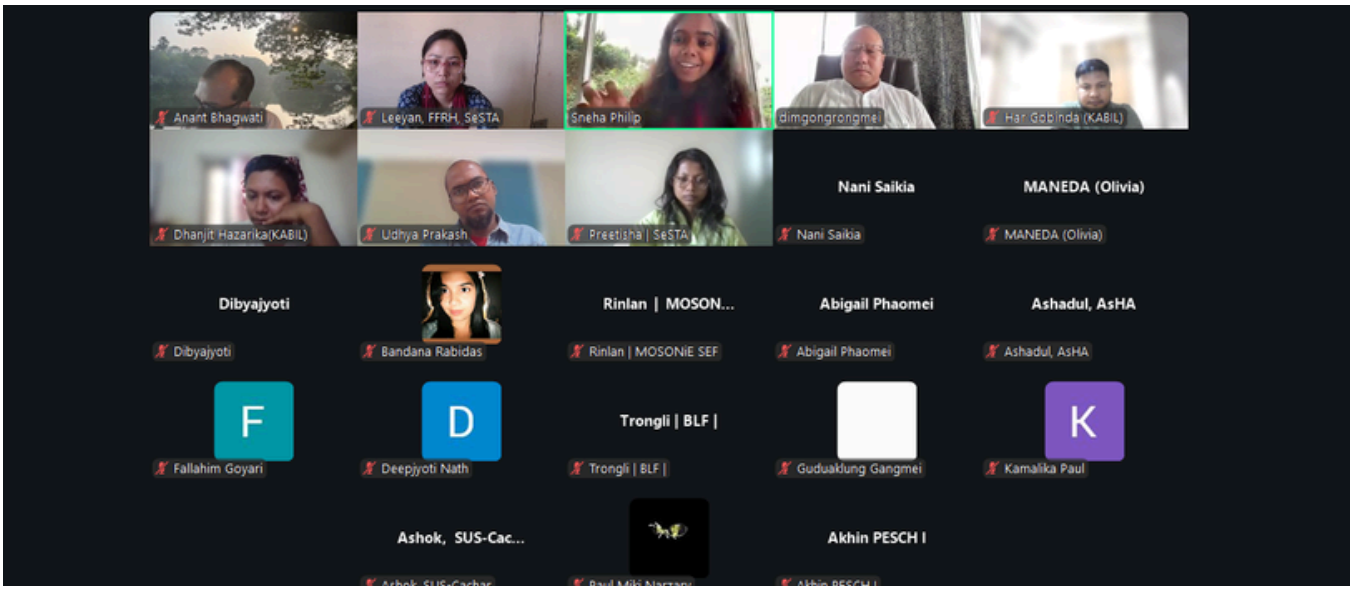
Strengthening Communication
Collateral review and one-on-one support

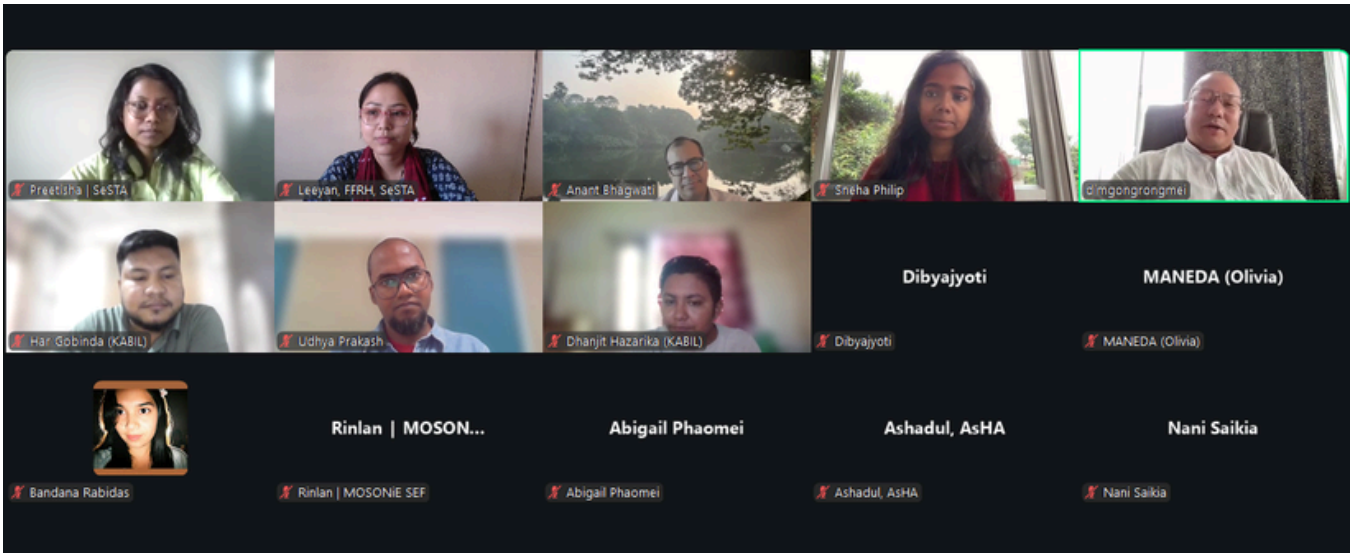
The problem tree analysis showed communication to be a recurring challenge across the cohort. The findings were discussed in the check-in calls and the areas needing immediate attention were identified. The team held fortnightly one-on-one calls with each CSO's communication team to pick an immediate working area and offer need-based support. CSOs also shared their existing materials, including organisational videos, brochures, presentations and annual reports, for review.

The review of pitch decks, organisational presentations, videos and brochures is now complete and overall observations have been shared with the cohort, few predominant observation that come across from the review of existing collateral and materials; No brand guideline followed, fonts and colours vary across their materials, most pf the brochures are text heavy and do not connect images with text, which suggests the purpose of a brochure is not yet fully clear. Limited awareness around the importance the value of Organizational Video as a fundraising tool as well as financial constraints
Each CSO also received customised support based on the gaps found in its review, across three areas:

- **Social media:** choosing suitable platforms, structuring content calendars and designing posts for visual consistency and audience engagement
- **Brand guidelines:** building a basic guideline covering font, colour palette and logo usage so that every platform carries a consistent identity
- **Content:** framing organisational messaging, structuring brochure and website content and linking visuals with narrative

To carry this further the team shared a sketched framework for organisational brochures and a template for organisational presentations with all CSOs.





Concept Notes Take Shape

Five-year plans turned into pitch-ready ideas

Concept notes grew out of each CSO's five-year strategic plan. All notes follow a common template so that they are easy to compare and read. The template has seven sections:

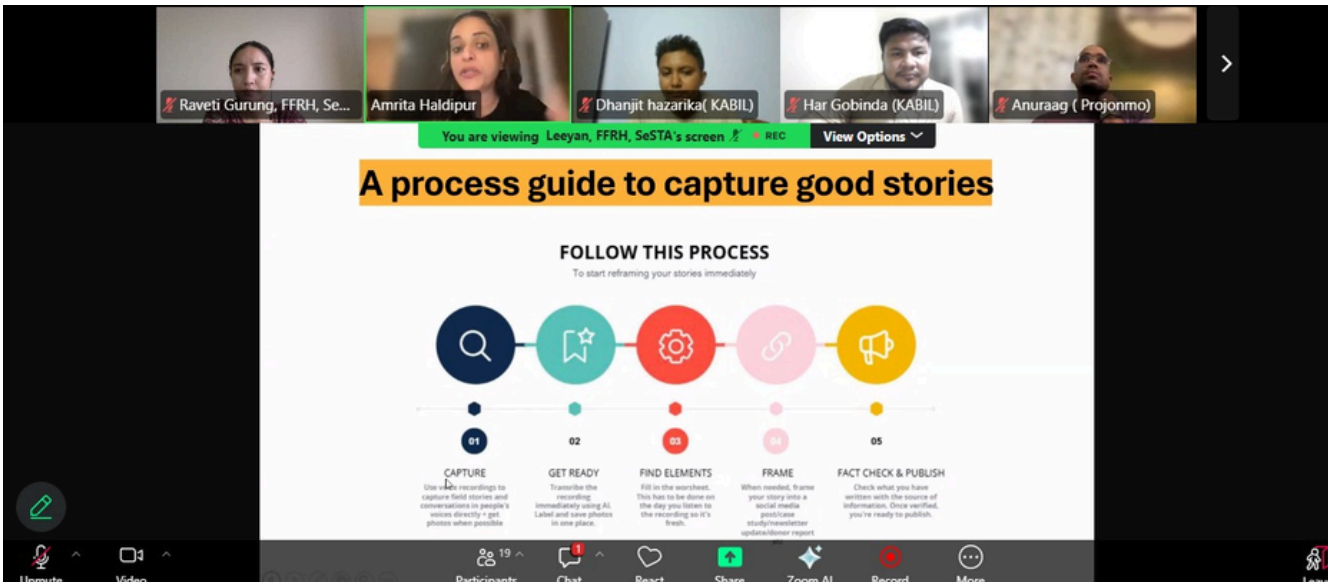
- Area context and organisation credibility
- Problem statement and why this project (the solution)
- Goal and objectives and outcomes of the project
- Budget

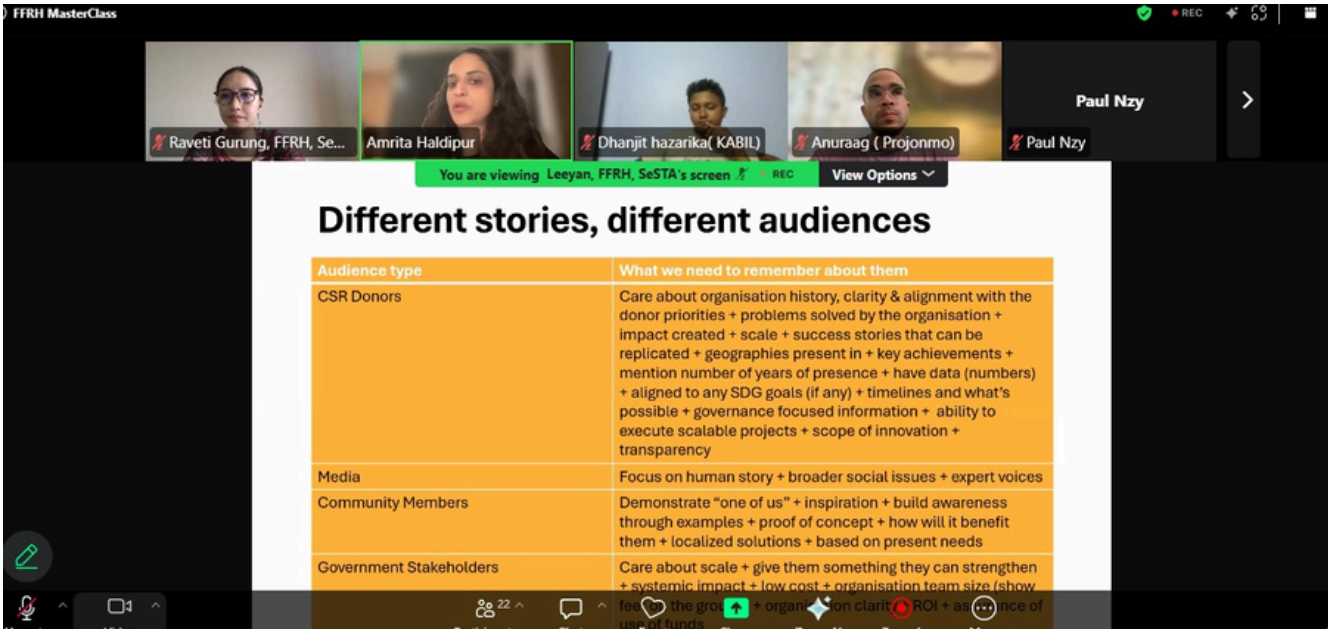
The template was shared with all CSOs and first drafts came in within the quarter. A common pattern across the drafts was that Livelihood emerged as the dominant theme. Out of 18 CSO, top 3 CSOs were shorted for external pitching based on concept note review, followed by the external pitching, rest of the CSO were present in the external pitching for learning purpose.

Communications Masterclass
5 September 2026

The online Masterclass was facilitated by Amrita Haldipur and Akansha Bose under the theme why communication is a core function for NGOs and not an add-on. 17 representatives from 11 of the 12 cohort CSOs took part along with the SeSTA team.

The session covered audiences, voice and tone, storytelling and story banks, choosing channels, low-cost digital tools, ethical representation of communities and owning the stories of Northeast India. An elevator pitch exercise gave CSOs a chance to practise explaining their work to an outside audience.





Tech4Dev Engagement
Learning from the ground

The Tech4Dev team visited Bodoland Development Foundation and KABIL in Udalguri, Assam on 1 September as part of its engagement with the FFRH cohort. The purpose was to understand how Northeast CSOs run their systems, work with funders and approach fundraising. These insights will inform a simple and adaptable fundraising proposal template for organisations across the region.

At BDF the team learned about its skill development and livelihood work. At KABIL the focus was on livelihood promotion and natural resource management, including convergence with MGNREGA and the use of GIS based data validation.

On 2 September the Tech4Dev team met the SeSTA team at the new SeSTA office. The discussion covered how FFRH began and its journey so far, the concept notes and pitch kit work under way and how proposals can be adapted to suit specific funders.





Our Guiding Light
The FFRH Advisory Committee

Anant Bhagwati
Partner
The Bridgespan Group

Huda Jaffer
Director, SELCO
Foundation

Manasi Narasimhan
Lead Communications & Strategic
Partnerships, Social Impact

Nikunj Jhaveri
Founder & Chairman
Systems Plus

Ramesh Padmanabhan
Consultant, Systems Change

Smarinita Shetty
Co-founder & CEO
India Development Review (iDR)

Sneha Philip
Editorial Director, (iDR)

FFRH Team

Adib Zamali, Executive, **FR, Comms & Partneship, SeSTA**
Anuraag Saikia, Executive, **FR, Comms & Partneship, SeSTA**
Leeyan Gogoi, Executive, **FFRH, SeSTA**
Pradyut Bhattacharjee, Executive Director, **SeSTA**
Preetisha Singha, Team Anchor, **FR, Comms & Partneship, SeSTA**
Raveti Gurung, Executive, **FFRH, SeSTA**
Tanushree Medhi, Integrator, **NoDe, SeSTA**

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