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Fractional Fund Raising Hub

NEWSLETTER

March - June 2026

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The Highlights

FFRH highlights, March - June 2026

Ideation

SeSTA conceives FFRH to close the Northeast's fundraising capacity gap

Launch

Two-day launch; field visits across 4 locations, then a Guwahati gathering

Webinars

CSO outreached across NE India, 249

Future Ready
Assessment Tool

5 domain readiness evaluation, with report and certification for every CSO

Selection

77 registered CSOs narrowed to 12, through a 4-level selection process

Cohort 1 Launch

12 CSOs, 4 states, formally launched on 2nd May

Field Visits

Two-day CSO visits; PRA, problem tree exercise, 5 years strategic roadmap for fund raising

New Opportunities

Two funder conversations underway, one in development, one in approval

Where It All Began

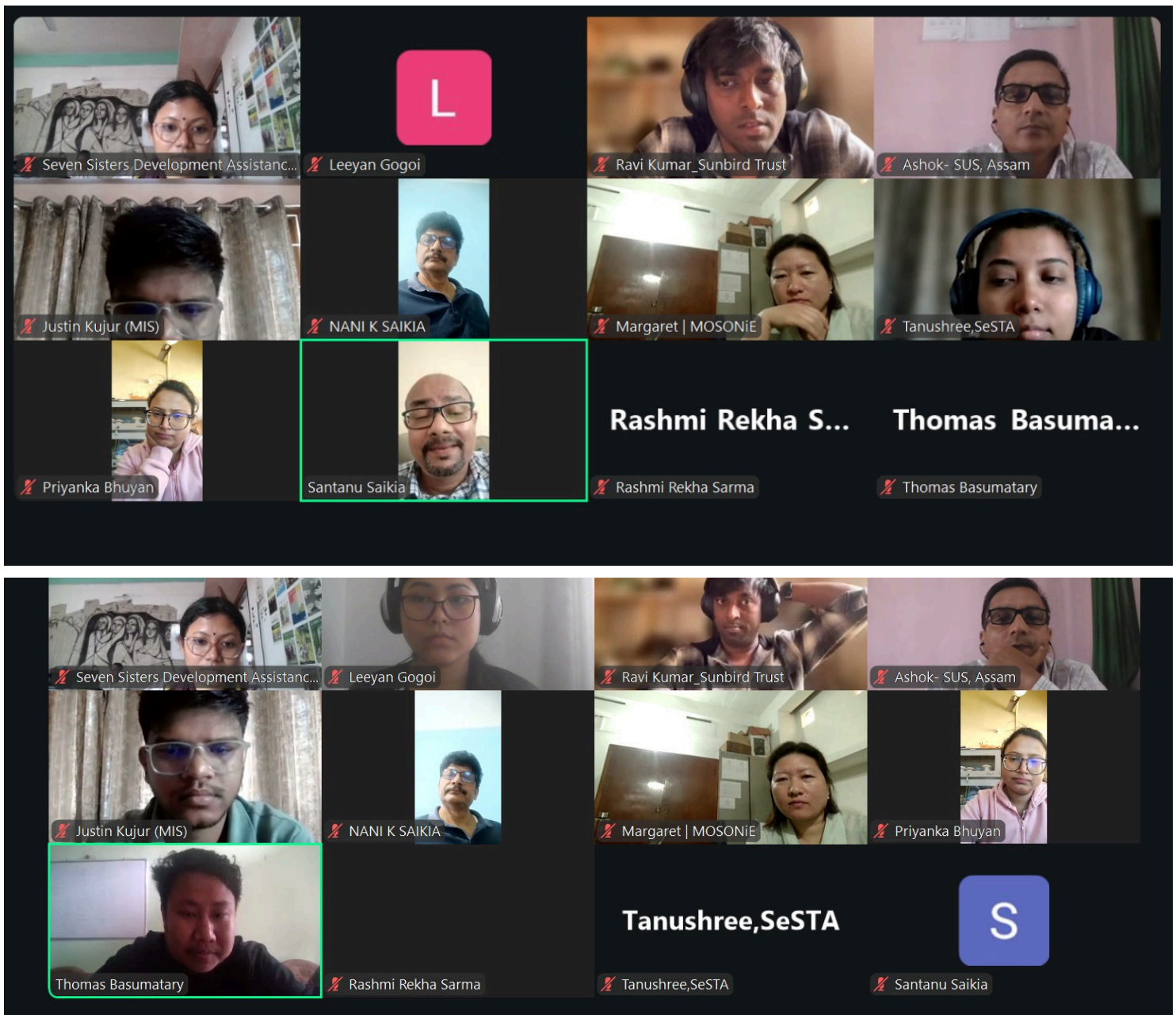
The problem, the vision, and the aspiration

The problem was clear long before FFRH existed. Northeast India is home to credible grassroots CSOs doing powerful community work; yet most lack dedicated fundraising capacity and resources of their own, without the systems, storytelling, or funder relationships needed to sustain and scale what they've built. The consequences show up starkly in the numbers: the region receives just 3% of India's philanthropic and CSR funding, despite the strength of its grassroots initiatives. FFRH was conceived by SeSTA as a time-bound capacity-building platform to close that gap, enabling organisations to stabilize and internalise their fundraising functions. The vision extends well beyond a single cohort: to evolve FFRH into a regional institution that strengthens philanthropic flows to the Northeast, anchored in trust, quality, and long-term partnerships. By 2035, the goal is to support 100 Northeastern CSOs in moving from ad-hoc fundraising to sustainable, in-house systems, each developing a clear, evidence-backed flagship programme, strong communication and storytelling capacity, a diversified and aligned funder base, and institutional readiness for a full-time fundraising function.



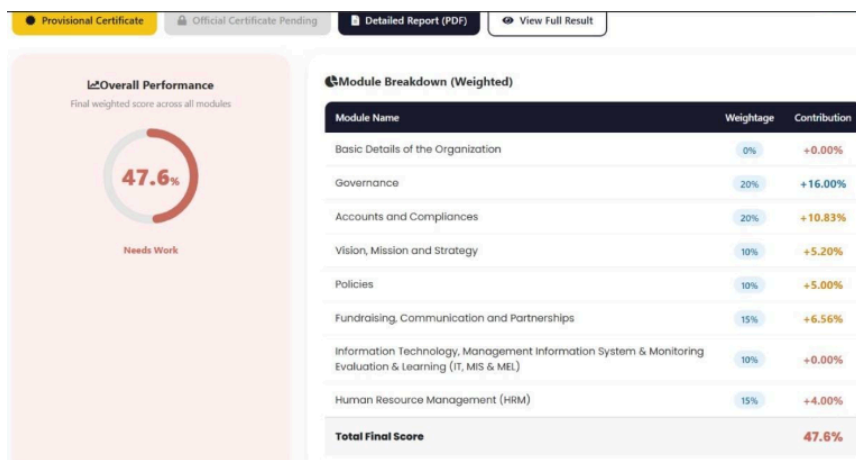
Launch of the Fractional Fund-Raising Hub Two days, four field visits, one gathering

The launch unfolded over two deliberate days. Day one took the team into the field for honest conversations with grassroots leaders, practitioners, and funders across four locations: MOSONiE in Meghalaya, where community institutions and livelihood innovations were on full display; Ashajyoti and SATRA in Assam, doing striking work in mental health, disability support, child protection, and disaster response; and SeSTA in Assam, showcasing climate resilience strategies, livelihood programmes, and women-led ecosystem development. It set the tone for everything that followed; leadership interactions with changemakers, real programme exposure, and authentic dialogue about what's actually working on the ground. Day two, one gathering, where CSOs, funders, and ecosystem partners gathered for a fireside chat and roundtable exchanges on fundraising readiness, donor engagement, compliance, and technology, culminating in the formal launch of the Fractional Fund-Raising Hub, the milestone that would go on to shape everything from the webinar series to cohort selection in the months ahead.



Getting CSOs in the Room The webinar Series

Between March and April, the FFRH team ran seven webinars across 4 days; four sessions in March, three in April, each designed to walk CSOs through the Future Ready Self-Assessment Tool and explain how FFRH could support their fundraising journey. Outreach nearly doubled from 122 CSOs in March to 249 by the end of April, with attendance climbing from 54 to 99. Every session was followed by rounds of one-on-one follow-up, most CSOs needed three to four nudges before moving from attendance to actually completing their assessment and the team kept at it even as many organizations were caught up in financial year-end closures.



The Future Ready Assessment Tool

Why it exists, and what it gives back

The Future Ready Assessment Tool is a structured, self-paced evaluation across five domains:

- Organisational Strategic Planning & Governance
- Financial Management / Accounts & Finance
- Programme Implementation
- Human Resource Planning & Staffing
- Compliance & Accountability

The tool was built to answer a question most CSOs had never formally asked themselves: how fundraising-ready are we, really? It's a structured, self-paced evaluation across **five domains**, governance, financial management, programme implementation, human resources, and compliance & accountability; helping each organisation see its strengths and gaps clearly enough to act on. Every CSO that completes it receives a category-wise performance report and an official certificate of completion, downloadable as a PDF with a unique verification code and six months of validity before reassessment, turning what could have been a form to fill into a credential CSOs can use in funding proposals and donor conversations. It's no surprise that "validity of the certification" became one of the most repeated questions from participants during the webinar series.



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[Better Life Foundation Website](#)



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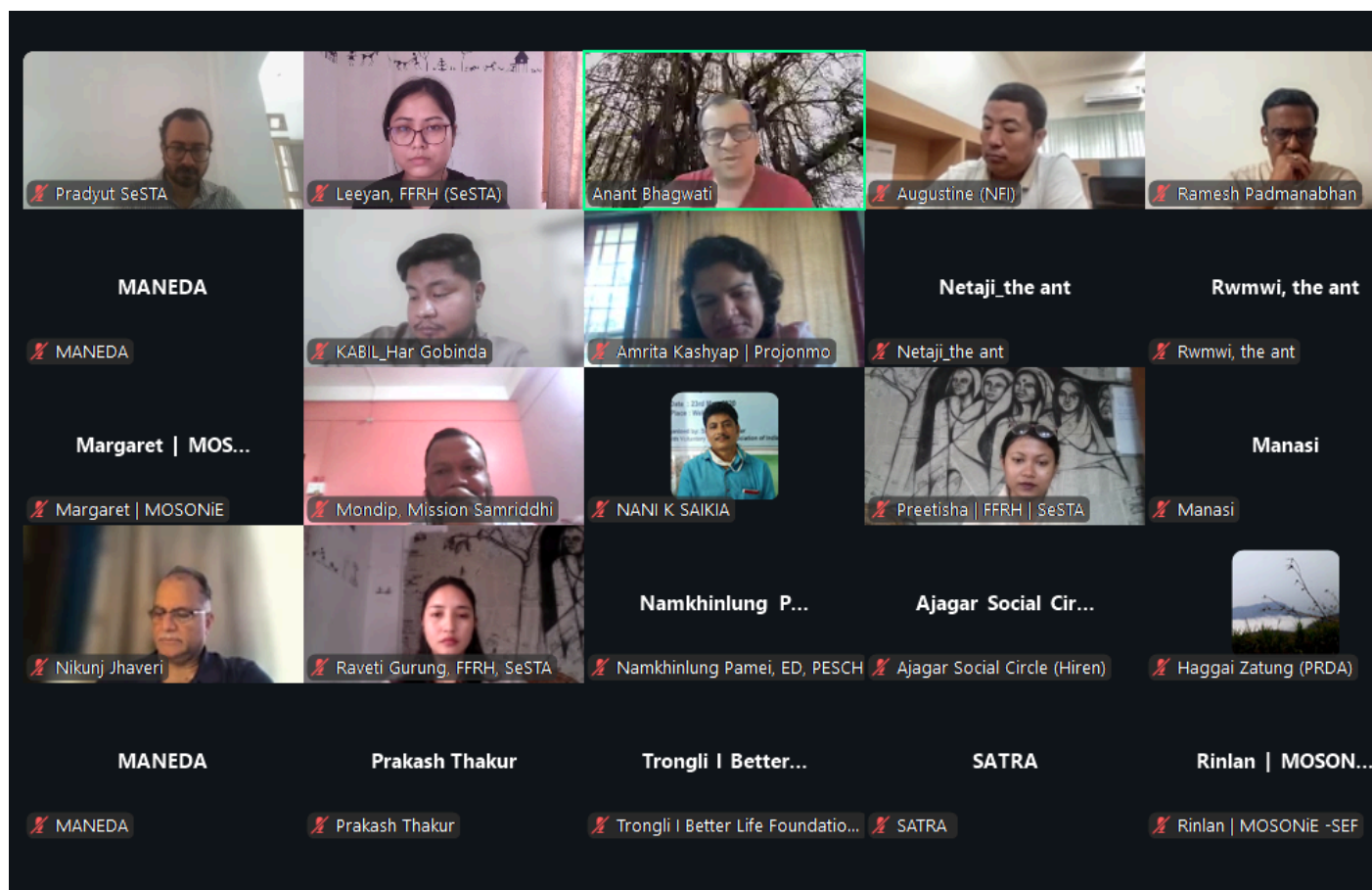
[Ajagar Social Circle Website](#)

Getting to the Final Cohort

How 12 CSOs survived a rigorous four-level selection process

Arriving at Cohort 1 was a careful, staged process, each round designed to assess a different dimension of a CSO's fundraising readiness, narrowing the pool thoughtfully rather than competitively.

- **Outreach:** 77 CSOs registered through the webinar series and outreach efforts.
- **Future Ready Assessment:** A digital self-assessment, followed by document verification and on-ground observation, scored each CSO against a common benchmark, narrowing the pool to 25.
- **Field Visits:** On-site visits and one-on-one interactions followed wherever possible, with detailed telephonic and virtual conversations where time and circumstance didn't allow it, narrowing the pool to 18 finalists.
- **Panel Presentation:** Each finalist presented its journey, fundraising vision, and readiness in front of an external panel, whose evaluation determined the final cohort of 12 CSOs.



FFRH Cohort 1 Takes Flight The launch - 2nd May 2026

FFRH Cohort 1 took its first breath on 2nd May, in a room that brought together ecosystem partners, sector leaders, and the twelve CSOs themselves, not just to mark the occasion, but to properly introduce twelve organizations with twelve very different stories. One by one, each CSO's profile came alive: its thematic focus, its geography, the institutional strengths that had earned it a place in the cohort; while partners including Nikunj Jhaveri (Systems Plus), Ramesh Padmanabhan and Manasi Narasimhan, Anant Bhagwati (The Bridgespan Group), Daphne Vallado (Tata Trusts), Mondip Boruah (Mission Samriddhi), and Augustine (NFI) weighed in with perspective drawn from years in the funding and capacity-building space. The conversation moved well beyond introductions, into what fundraising-readiness actually looks like on the ground, what funders look for before they commit, and what the cohort could realistically build together over the year ahead. It closed not with a ceremony, but with a shared sense of what came next; twelve organizations, now bound to one journey.

12 CSOs | 4 states | One Shared Vision for Civil Society Across the Northeast

CSO	State	Geography	Thematic Focus
Better Life Foundation	Nagaland	Tuensang, Kiphire, Mon, Mokokchung	Women Empowerment, Livelihood, Healthcare, Education, Eco-Tourism
Diya Foundation	Assam / Meghalaya	Kamrup, Goalpara, Karbi Anglong; Ri-Bhoi, West Khasi Hills	Sustainable Livelihood, Mental Health, Education, Climate Change
The Action Northeast Trust (ANT)	Assam	Chirang, Udalguri	Children & Youth Rights, Women Empowerment, Livelihood, Mental Health
Projonmo	Assam	Kamrup Metro, BTR	Women Empowerment, Health & Wellbeing, Education, Child Protection
Ajagar Social Circle	Assam / Meghalaya	Goalpara, Bongaigaon, Dhubri; West Garo Hills	Women Empowerment, Livelihood, Disaster Relief, Enterprise Development
People's Resource Dev. Association (PRDA)	Manipur	Bishnupur, Imphal West & East, Kakching, Thoubal, Jiribam	Rural Development, Livelihood, Gender Equality, Health & WASH
MOSONiE Socio-Economic Foundation	Meghalaya	Ri-Bhoi	Livelihood & Rural Development, Women Empowerment, Skill Development
Kabil	Assam	Udalguri	Social Mobilisation, Natural Resource Management, Livelihood Promotion
SATRA	Assam	Darrang	Child Rights, Mental Health, Climate & Environment, Livelihood
SNEHPAD	Assam	Jorhat	Handmade Paper & Natural Fibre, Handloom, Entrepreneurship Development
PESCH	Assam / Manipur	Cachar; Tamenglong, Jiribam, Noney	Women Empowerment, Livelihood, Disaster Relief, Rural Infrastructure
MANEDA	Manipur	Senapati, Kangpokpi	Women Empowerment, Livelihood, Health & Wellbeing, Rural Infrastructure

Pausing to Plan Internal team meeting and a strategic check-in with Bridgespan

With the cohort locked in, the FFRH team paused for a two-day internal meeting to sharpen its own game plan. The conversation covered strategic direction and upcoming milestones, refinements to the Self-Assessment Tool, a task-wise calendar to keep execution on track, deeper CSO engagement strategy, and a renewed push on funder research. It closed with the team aligned on a clear roadmap for the phase ahead. That roadmap was put to the test on 14th May, when Anant Bhagwati of The Bridgespan Group visited the SeSTA office to review FFRH's progress. The team revisited its priorities, agreed to build three collaterals: on SeSTA's work, the cohort CSOs, and the joint programmed vision, and took a closer look at cohort readiness, from institutional systems to fundraising maturity. The visit sharpened FFRH's focus on one thing in particular: structured matchmaking between funders and CSOs.

New Conversations on the Horizon A consortium in the making

Looking ahead, FFRH is designing a **consortium programme**, not just to expand the pool of funding, but to strengthen FFRH itself as an institution. Active conversations are underway with two potential funding partners: one is at a developmental stage, still shaping what the partnership could look like, while the other has progressed to an approval stage. Both point to the kind of funder relationships FFRH was built to enable, and the team will share more as they take shape.

Into the Field with the Cohort

Two days that go beneath the surface

Field visits to cohort CSOs follow a deliberate two-day rhythm designed to understand each organization from the inside out. Day one is spent with the core team, taking stock of where the organization stands today; its challenges, gaps, achievements, and aspirations, alongside its vision and mission, its unique narrative, and findings from a **Participatory Rural Appraisal (PRA)** conducted with the community. A function-wise **problem tree exercise** maps out the root causes behind key challenges, and the day closes with a **5 years strategic roadmap** for fund raising built around the CSO's own scope and ambition. Day two moves into the field, visiting one relatively **successful** and one **unsuccessful intervention** to understand what worked out and what didn't and why, and to understand their approach and process.



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)

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Tanushree Medhi, **Integrator, NoDe, SeSTA**



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