



Action Project Reference: 49-02

Organisation: Namosi Eco Retreat



Action Project Proposal:

“Research and Create A Fundraising Strategy”

Who Are Namosi Eco Retreat?

Namosi Eco Retreat is a micro business that opened in 2016, they offer an “unplugged” experience so visitors get the chance to get back to basics of life (no electronic equipment except a solar-powered emergency phone and lighting).

Namosi Eco Retreat offers many retreat activities, the opportunity to eat locally harvested crops and authentic Fijian meals, and sleep in traditionally handcrafted Fijian Bures (huts) perched on the edge of the crystal-clear Luva River.

The remote location in the Namosi highlands (only 1.5-2 hours from Suva) is surrounded by misty mountains and the Luva River. The retreat is a reconstructed, traditional village comprising 10 authentic-style Fijian Bures and the large dining hall (Valenikana), all handcrafted by local people using Fijian building methods and materials.

Mission:

Our mission is to bring tourism up to the Interior of Fiji, and also showcase the beauty of the interior while protecting our culture and land.

Long Term Aims & Vision:

Our key aims are:

- To expand, to preserve our environment, providing more employment to the villages.
- To promote the interior of Fiji as a top tourism destination.

Current Challenges:

At Namosi Eco Retreat we face a variety of challenges that limit our growth as an organisation. The most notable of these are: accessibility, location, access to markets, difficulty finding donors and unfavourable weather conditions.

Further Information:

We would love the intern working on this project to help us find relevant funding opportunities for our organisation to apply for. Areas in which you can research grants and donors would be in the following areas eg. Eco Tourism Operator / Micro Enterprise / Community Employment

Key Research & Discussion Areas:

You may wish to consider the following areas, though, do not feel limited by these suggestions. We encourage you to incorporate your own ideas!

Plan and deliver ...

- What are the key areas that need to be considered in funding research?
- What funding opportunities are available?
 - Consider both in-country and overseas funding opportunities (especially Australasia)
- How would the proposal be presented?
 - Who is the audience?
 - Will you need to complete a number of proposals depending on whether you are applying for local or overseas support?
- What information will Namosi Eco Retreat need to apply for these funding opportunities?
- What does the organisation hope to achieve with funding - ie do they have a particular amount that they want to raise/ particular project to fund for?
 - What will they be using the money for? - how can you sell this to potential donors to show the importance of the organisation's work?
- How will you ensure that the proposal and funding is sustainable in the long-term (if it is)?

Create content ...

- What makes this organisation unique? - why would people want to invest in it - think about its mission, values, ethics, successes and profit
- What time period should this proposal be covering? - Is it to help with long term expansion?
- How can you present your findings in a way that is very straightforward and easy for your organisation to implement/utilise?

Barriers to success ...

- Why has it been hard to find donors in the past? - identify the barriers and issues and think of ways to overcome these e.g. have all previous attempts been focused in Fiji? - could you think about looking abroad?
- How could you overcome the following types of barriers to the success of your proposal?:
 - Practical (e.g. lack of time for staff to spend on this, how will you distribute your proposal?)
 - Information and Knowledge (e.g. lack of knowledge about the organisation among potential investors? what do you need to know about this sector in order to complete the plan?)

Evaluate ...

- Come back to your original aim - will the proposal achieve the original purpose?
- How will you ensure that the proposal can be adapted as the organisation grows?
- Have you included all the information staff will need to apply for any funding opportunities you have found?

Useful Links:

- Organisation Profile: <https://thinkpacific.com/action-project-namosi-retreat/>
- Website: <http://namosieco.com/about-us/>
- Facebook Page: <https://www.facebook.com/namosieco/>

Further Questions

Are there any questions you would like to ask Namosi Eco Retreat to assist in completing this project?

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