

LTP  
link to progress



### **WORKING WITH VERONIKA HIMMELBLAU**

My name is Juliet Arecho, I am the Country Manager of Link to Progress, a not for profit organisation in Uganda. I have worked with Himmeblau for the last 4 years, this was the same time when I got involved in fundraising for Link to Progress as an organisation up to date. My work with Himmelblau involves around developing and annual reviews of Link to Progress resource mobilisation plan, quarterly progress meetings on resource mobilisation, this takes place either online or during physical meetings, based on the agenda of the meeting, the progress, challenges, approach and priorities on resource mobilization are discussed and followed up by minutes of these meetings. Together we also do workshops on social media, as a result of this workshop, LTP made a social media plan and started a structured approach towards communication on Linked-In with regular posts. To add to the above, Himmelblau has also supported me in strengthening my pitching skills and the 15<sup>th</sup> minutes presentation and expanding our donor mapping lists.

All these have together enabled LTP to increase her fundraising from 1,500 Euros raised in 2018 to over 1,000,000 euros raised in 2023 and our donor list has been expanded and maintained.

In so doing, during the past 4 years, I learnt that, once you have established a partnership with a donor, they can be a very good point of contact to other potential donors as long as trust is built with them.

It is important to note that, in order to maintain a good relationship with a donor, just like in any other relationship, be it between two individuals, members of a family or community, there are likes and dislikes and individual preferences that can override each other's overall goals and targets. Maintaining good relationships means respecting timelines, values and commitments. Good overall communication is the skill required and desired. Respect and adherence to prior agreed upon Memorandum of understandings or contracts, in terms of timelines and budgets, communicating to donors through reports and sharing results is a must, in the process, it is also important to be honest about the achievements and challenges. One should be proud of the efforts made to keep the process irrespective of the results. Just as you happily share your success, so too is the need to share the gaps and shortcomings honestly. These, I learnt from my interactions with Himmelblau.

However, at the beginning of the partnership, some donors preferred not to pay for overhead costs of LTP, this was due to their policies depending on where the funds come from, but with advice from Himmelblau, we realised that with bigger and subsequent funding, we as partners should be strong in advocating for contributions to overhead costs, as this is the only way our organisation can grow from one level to another.

I look forward to continuing to work with Himmelblau and as well recommend her services for other organisations who wish to grow in fundraising.



Juliet Arecho, Country Manager Link to Progress. [www.linktoprogress.org](http://www.linktoprogress.org)