



**“OUR CHALLENGE IS TO HARNESS THE TREMENDOUS
INFORMATION AND COMMUNICATIONS TECHNOLOGIES TOOLS
AT OUR DISPOSAL TO CATALYZE REAL, LONG TERM
DIFFERENCES IN THE LIVES OF THE MILLIONS WHO NEED IT
THE MOST”**

Presented by:

Julia Westhoff

Abigail Birnbaum

Yarrow Sandahl



Overview

- History, mission & vision, organization structure, & evaluation
- Program methodology & types
- Future vision, financial resources, & branding

The Social Context



“New information and communications technologies are unprecedented tools for development. ...however, the gap between information "haves" and "have-nots" is widening. There is a real danger that the world's poor will be excluded from the emerging knowledge-based global economy.”

-Kofi Annan

- **HIV/AIDS & other infectious diseases**
- **Lack of literacy and basic education**
- **Violence against women, human rights abuse, conflict**
- **Poverty**
 - 3 Billion people live at \$2 day
 - 1.2 Billion people live at \$1 day- (70% female)



History

- Founded in 1999 by Ronni Goldfarb
- United Nations Foundation Challenge
- Launch of pilot programs in four countries
- The Equal Access Alliance
- Equal Access today



Mission & Vision

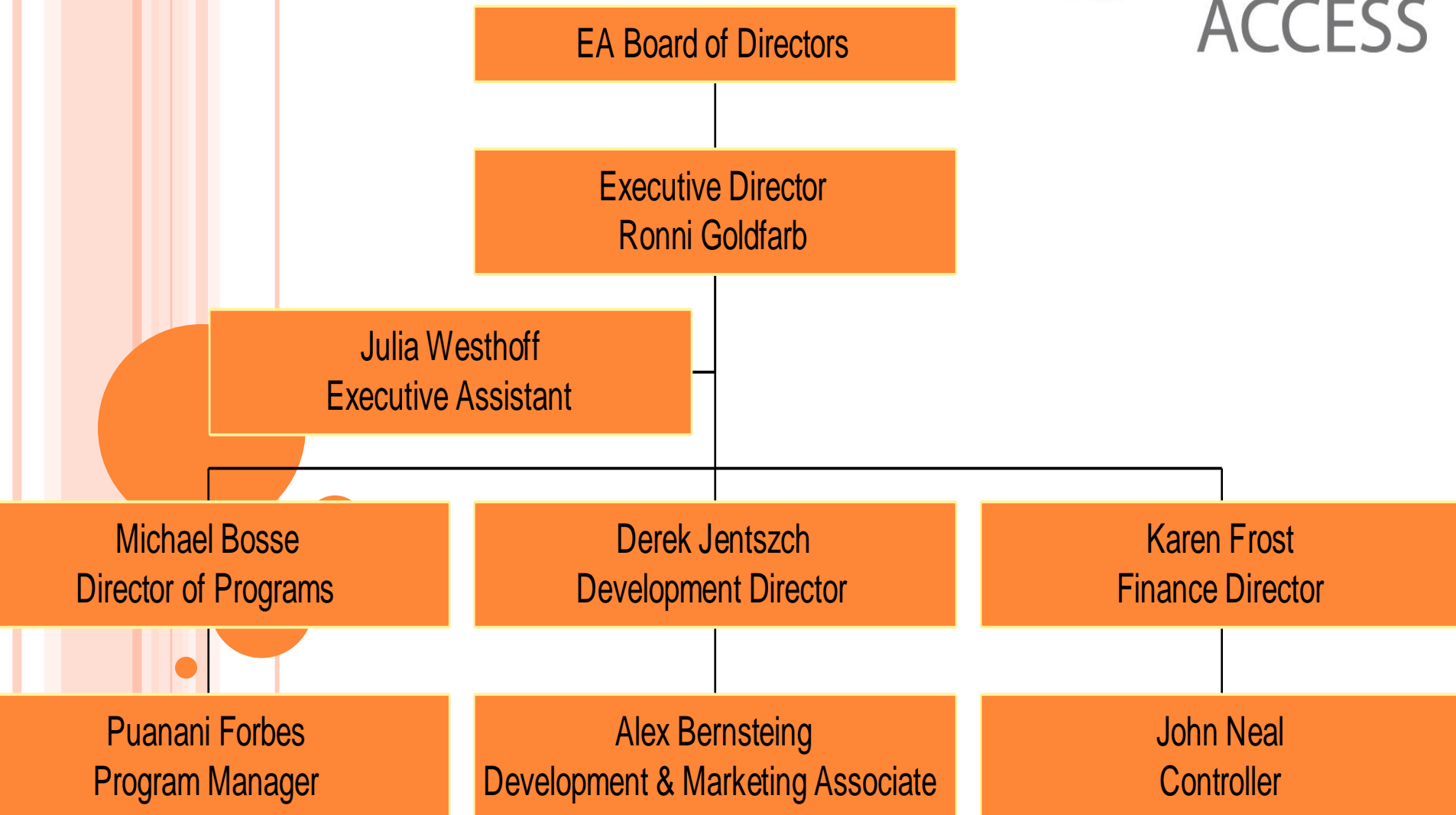
“To create positive social change for large numbers of people in the developing world by providing critically needed information and educations through effective partnerships and community engagement; locally produced and targeted content; and the use of appropriate and cost-effective technology”



Mission & Vision

- “A world in dialogue where all voices are heard and respected.”
- Programs designed to align with mission & vision
- Focus on listening to the specific needs of the communities & providing culturally appropriate information

Org Structure



Evaluation



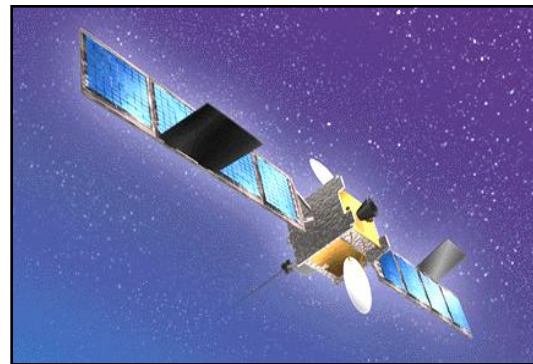
- Broadly defines success-number of listening audiences, content produced, number of community sites, & hours of training delivered
- Quantitative outputs compiled quarterly
- Audience surveys and focus groups gauge behavior change
- Qualitative data provides a greater understanding of local programming needs
- A balance of quantitative & qualitative information



EA Programs

- Methodology
- Program types
- Example

Integrated Solution



Distribution

Satellite Broadcasting
AM/FM Radio
Multimedia Data Casting



Community Engagement

Listening Groups
Facilitated Learning
Multimedia Hub Centers
Mass Media Audience



Content

Local Language
Locally Produced
“Needs Driven”

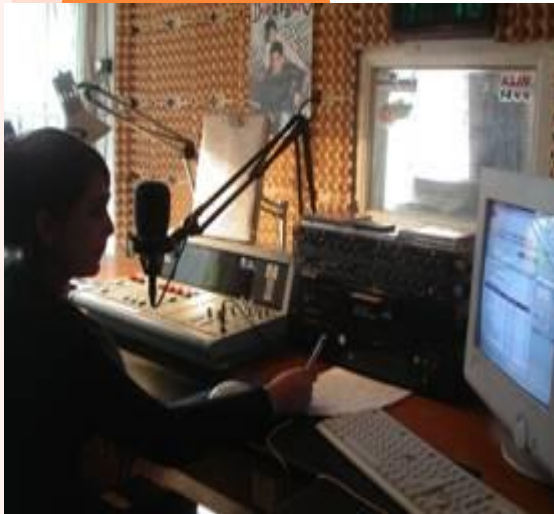
Interactive Feedback Loop

Distribution



➤ Satellite receivers placed in remote communities.

➤ EA provides satellite receivers and training in digital production to 30 partner FM stations.



Community Engagement

- Establish listening groups and clubs at village level
- Collaborate with NGO partners already engaged in community outreach activities
- Hold technical and facilitation skill training for community leaders
- Encourage members of listening groups to write letters and record discussions
- Encourage listening groups to establish local libraries by recording broadcasts



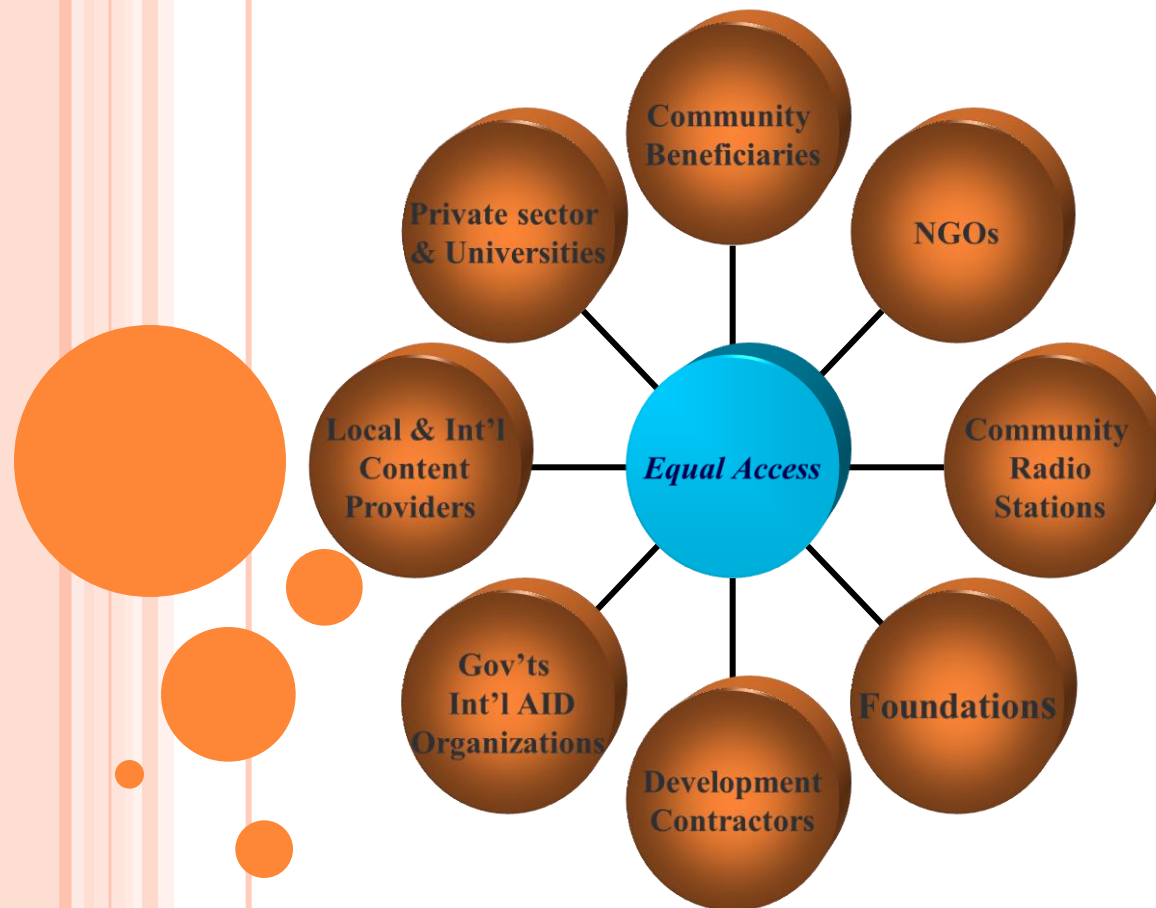
Content Creation



- Build on capacity of local content producers, train others
- Use behavior change methodologies
- Use local languages and dialects
- Trust content advisory committees to monitor contextual appropriateness



The Value Proposition



Local
'ownership' of
project

Building
cooperative
partnerships

Sustainability

Program Topics

- Empowerment for women and girls
- Human trafficking
- Early childhood education
- Preventing HIV/AIDS
- Specific skills (such as cooking)
- Land law
- Rights within the context of Islam
- Democracy and governance training



“Saathi Sanga Manka Kura” Chatting with my Best Friend



- 6 million weekly youth listeners
- 1000 self-formed listening clubs
- 1200 letters every month
- Most popular youth show in Nepal
- Spin offs
- Celebrity Hosts
- Magazines

Need a best friend ?
write to us.
po box
1187
kathmandu, Nepal

chatting with my best friend

Listen to us on
Radio nepal (saturday 3:30-4:30), Hits FM (5:00-6:00)
Kantipur FM (Sunday 5:00-6:00)
And your local FM Stations

The poster features a group of six young people (three men and three women) smiling and posing together. The background is a dark green color. The text is in a mix of white and yellow fonts. There is a small icon of a microphone and an envelope in the bottom left corner.

Chatting Format

- Drama
- Songs
- Banter between hosts
- Letters from listeners



Program Example: Chatting with my Best Friend

“You have taught me to fight in the difficult situation of life rather than running away from it. I want to give all the credit to (Chatting...) for bringing up confidence and change in myself.”

-A Listener from Gandaki, Nepal

Future Vision

- Program growth and development
- Diversified funding
- International “brand” recognition



Enhanced Programs



“A goal of Equal Access is to be responsive to the changing needs of programs and be ready to support successful programs that wish to develop”

- Stronger partnerships
- More face to face interaction with international staff
- Increase managerial communication and support
- Prevent organization fragmentation



Finance

Unrestricted

➤ Major Donor/Board Members	300,000
➤ Miscellaneous (fees, interest, etc.)	<u>25,000</u>
➤ Total Unrestricted	325,000

Temporary Restricted

➤ Afghanistan	1,244,879
➤ Nepal	689,949
➤ Cambodia	295,000
➤ India, Laos, and other countries	<u>267,767</u>
➤ Total Temporary Restricted	<u>2,980,148</u>

TOTAL INCOME

3,305,148

Finance

- Currently around 90% of Equal Access's funds are restricted
- Majority of funding comes bi-lateral and multi-lateral agencies (such as the UN) and foundations
- A small percentage of funds come from individual donors and board members

Equal Access hopes to expand its fundraising abilities, primarily for the purpose of acquiring more unrestricted funds and reducing their dependency on official aid

- Restricted funds hurt Equal Access's ability to be flexible and responsive to programs that change and develop over time

Strategies For Diversifying Funding

Generating Financial Resources

- Increase private donations
 - Mailing lists
 - Match Equal Access with a celebrity
 - Bake sale “Yarrow’s sandwiches”
- Increase organization visibility
 - Formal public relations communications
staff member
 - “Branding”

Brand Recognition



- There has been little attempt made to publicize the work Equal Access does
- Because Equal Access wants to increase its donor base to diversify their funds, they are exploring how to make their “brand” clear and accessible to the public
- A clear “brand” can also help prevent program fragmentation, enhance partnerships, and increase trust

Creating a New Brand and Image

- A new web site
- A branding consultant
- Integration of tagline, logo,
and mission statement

Important Issues to Consider

- Incorporating the “brand” ideas of programs operating in different countries
- Finding a “logo/brand” that represents and respects diverse cultures, religions, and ethnicities
- Getting programs to committee to displaying the “brand”
- Preventing brand abuse (only advertising the program when it is useful for program development and recognition)

Future Plans

- Equal Access would like to continue to bring technology and informational assistance to new countries
 - Democratic Republic of the Congo
 - Yemen
 - Fiji
- Equal Access is discussing how they will grow without losing sight of or compromising their mission



Thank You!
Any Questions?

