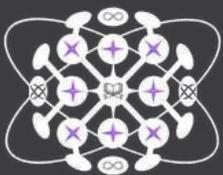


MSM FORESIGHT INSTITUTE

SUPPORTED BY MSM GIA

NGO EMPLOYEES TRAINING PROPOSAL



MSM FORESIGHT HUB

BEYOND LEARNING BORDERS.





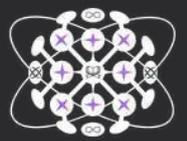
ABOUT US

The MSM Foresight HUB is the unit of MSM Global Investment Advisors (MSM GIA), whose mission is to facilitate access to high-level professional and entrepreneurial training in Africa through the integration of modern digital tools. We position ourselves as a forerunner by offering training courses developed with international actors to ensure excellence, while ensuring accessibility both to the general public and to a wide range of different actors (executives, entrepreneurs, NGOs).

Our offer is specifically tailored to their needs, covering key areas such as digital and digital, environment and CSR, finance and investment, and project management. By strengthening human capital in these crucial areas, the Institute for Foresight positions itself as a catalyst for empowerment, thus allowing the participants to become leaders capable of innovating and actively contributing to the sustainable economic and institutional development of the continent.

Overall objective:

Accompany African NGOs towards greater performance, transparency and sustainability so that they can maximize their contribution to the socio-economic development of the continent.



2. CONTEXT AND RATIONALE

Non-governmental organizations (NGOs) are an essential pillar of economic and social development in Africa. They are involved in key areas such as education, health, governance, food security and environmental protection. However, despite their considerable local impact, many are struggling to reach their full potential due to persistent structural and organizational constraints.

Among the main challenges observed:

- An insufficiently professionalized governance and a strategic leadership deficit.
- Difficulties in budget planning, accounting management and financial reporting in accordance with the requirements of international donors.
- An excessive dependence on a few, often ad hoc and unsustainable sources of funding.
- A lack of digital tools and effective communication strategies to enhance their actions and attract new partners.
- Poor mastery of fundraising processes, international calls for projects and institutional partnerships.

Faced with this observation, the NGO Training Program of MSM GIA aims to strengthen the institutional capacity of African NGOs by transmitting practical skills, modern management tools and a culture focused on performance, transparency and sustainability.



3. OBJECTIVES OF THE PROGRAM

The NGO Training Program of MSM GIA aims to equip non-profit organizations with essential skills to strengthen their effectiveness, credibility and impact on the ground.

Les objectifs principaux sont les suivants :

Strengthen governance and institutional transparency

→ Train leaders and officials in modern, participatory governance that complies with international standards, in order to strengthen the trust of donors, partners, and beneficiary communities.

Develop skills in communication, digitalization, and fundraising

→ Accompany NGOs in the modernization of their communication tools and their digital presence, while strengthening their capacity to mobilize local and international resources to ensure the sustainability of their actions.

Improve project management and financial planning

→ Equip teams to design, plan and manage their projects efficiently by mastering the complete cycle - from assembly, monitoring and evaluation, to clear financial reporting in accordance with partner requirements.

4. Target audiences

The program is aimed at organizations and networks engaged in social, humanitarian and community development, who wish to strengthen their internal skills, professionalize the management of their projects and maximize their impact on beneficiaries. It offers practical tools and methods to optimize the planning, monitoring and evaluation of initiatives, while promoting a strategic and sustainable approach. Participants will thus be able to improve the efficiency of their teams, structure their actions in a coherent manner and demonstrate concretely the results of their interventions.



THEY ARE AS FOLLOWS



MSM FORESIGHT HUB

1. local and international NGOs

These organizations seek to improve the efficiency of their teams and the structuring of their projects, while adopting practices that comply with international standards.

The program allows them to:

- Plan their initiatives strategically.
- Define and track key indicators to measure the actual impact.
- Optimize coordination between services and teams.
- Strengthen the capacity to achieve short and long-term objectives.



2. Community foundations and associations

These structures wish to optimize the use of resources and maximize the impact of their local initiatives.

The program helps them to:

- Design sustainable and relevant projects.
- Effectively mobilize stakeholders.
- Implement clear strategies to achieve their social and community goals.
- Strengthen operational planning, budget management and monitoring-evaluation.



3. Social, humanitarian and religious institutions

These entities seek to modernize their practices, improve governance and strengthen the coordination of their programs.

The program allows them to:

- Structure their actions in a coherent manner.
- Systematically monitor and evaluate projects.
- Align activities with international standards and the needs of communities.
- Optimize the use of resources and strengthen social impact.



4. Networks of women, youth and the diaspora

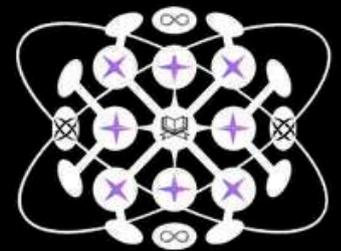
These networks want to develop leadership, project management and communication to increase their influence and social impact.

The program provides them with the means to:

- Mobilize members and structure collective initiatives.
- Improve visibility and credibility with partners.
- Foster inter-network engagement and cooperation.
- Maximize the reach and effectiveness of their social actions.



In short, this program is designed for all those who wish to invest in the human capital of their organization, develop sustainable internal skills and create a significant impact on overall performance.



MSM FORESIGHT HUB

BEYOND LEARNING BORDERS.

5. TRAINING MODULES

The NGO Training Program of MSM Global Investment Advisors (MSM GIA) includes six strategic modules designed to strengthen the governance, financial management, project planning, fundraising, digitalization and sustainability of African NGOs. Each module combines theory and practice in order to provide concrete tools, proven methodologies and a modern vision of associative management. The objective is to professionalize organizations, improve their operational efficiency and increase their credibility with donors and development partners.

MODULE 1 – GOVERNANCE, ETHICS & COMPLIANCE

This module aims to strengthen the internal governance and transparency of NGOs, aligning their functioning with international standards.

Key content:

- Legal structuring and regulatory compliance.
- Clarification of the roles between the board of directors and management.
- Implementation of internal policies: ethics, audit, accountability.
- Prevention of conflicts of interest and corruption risks.

Expected impact:

Better governed NGOs, more credible and recognized for their integrity and professionalism.



MODULE 2 – FINANCIAL MANAGEMENT & DONOR COMPLIANCE

This module allows NGOs to master financial management and compliance with donor requirements to ensure their sustainability and growth.

Key content:

- **Budget planning and cash management.**
- **Implementation of internal controls and compliance with donor standards (EU, USAID, UN, etc.).**
- **Diversification of funding sources.**
- **Optimization of audit and financial reporting processes.**

Expected impact:

NGOs capable of effectively managing their resources, strengthening the trust of donors and ensuring their financial sustainability.

MODULE 3 – PROJECT DESIGN, MONITORING & EVALUATION (M&E)

Ce module permet de maîtriser l'ensemble du cycle de gestion de projet, depuis l'identification des besoins jusqu'à l'évaluation de l'impact, selon les normes internationales.

Key content:

- Design of relevant projects aligned with local priorities.
- Definition of SMART objectives and indicators.
- Operational planning and monitoring-evaluation (M&E).
- Reliable and valuable impact reports.

Expected impact:

Better designed projects, with measurable results and enhanced credibility with donors.



MODULE 4 – SUSTAINABILITY, ESG & IMPACT MANAGEMENT

This module introduces NGOs to the principles of sustainability and responsible impact (ESG), by integrating environmentally and socially friendly practices into their activities.

Key content:

- Integration of sustainability and ESG criteria in project planning and implementation.
- Measurement and monitoring of social and environmental impact.
- Effective communication of the impact with stakeholders.
- Development of long-term continuity and sustainability strategies.

Expected impact:

NGOs aligned with international sustainability standards, able to concretely demonstrate their social and environmental value.



MODULE 5 – DIGITAL TRANSFORMATION & COMMUNICATION FOR NGOS



This module supports NGOs in adopting digital tools and optimizing their communication to strengthen their visibility and performance.

Key content:

- Adoption of digital tools adapted to project management.
- Development of an impact communication strategy.
- Effective management of online presence and data protection.
- Strengthening engagement and proximity with communities and partners.

Expected impact:

Modernized NGOs, connected and able to communicate effectively, transparently and engagingly with their stakeholders.



MODULE 6 – FUNDRAISING, PARTNERSHIPS & PROPOSAL WRITING

This module provides NGOs with the essential tools to mobilize funding and establish sustainable partnerships.

Key content:

- Writing convincing project proposals.
- Identification and monitoring of funding opportunities.
- Effective management of relations with donors and sponsors.
- Development of public-private partnerships (PPP) for projects with high social impact.

Expected impact:

Strengthened financial autonomy and an increased ability to attract and retain donors.



6. METHODOLOGY

The program adopts a dynamic and results-oriented approach, aiming to maximize the impact of the training on the participants and their organizations. The methodology is based on several complementary pillars, combining theoretical learning, practical and individualized support.

1. Interactive workshops and real case studies

- The participants are immersed in concrete situations and real issues of organizations.
- The workshops promote group exchange, collaboration and problem-solving.
- This practical approach allows for the immediate application of the concepts and tools presented, ensuring sustainable and directly useful learning.

3. Hybrid format (face-to-face & digital learning)

- The program combines in-person sessions and online modules, offering flexibility and accessibility to all participants.
- The hybrid approach combines direct interaction and autonomous learning, while integrating innovative digital resources.
- Participants can progress at their own pace while benefiting from the collaborative experience of in-person workshops.

2. Personalized coaching sessions for executives and managers

- Each participant benefits from individual support to strengthen their specific leadership and management skills.
- Coaching allows for the identification of each leader's strengths and areas for improvement, while developing a concrete action plan to be applied in their professional environment.
- Personalized sessions promote rapid skill development and a tangible impact on individual and collective performance.

4. Post-training follow-up to support the implementation

- Support is planned after the training to ensure the concrete application of acquired knowledge and tools.
- This follow-up includes mentoring sessions, checkpoints and regular exchanges to evaluate the impact of the actions implemented.
- The objective is to ensure that the skills developed are translated into tangible results within the organization, contributing to performance and sustainable transformation.



7. Duration and format

The program was designed to adapt to the needs, availability and specific objectives of each organization. It offers optimal flexibility in terms of duration, learning mode and location, to ensure an efficient, accessible and high value-added training experience.



1. Duration and pace of learning

Each module lasts 3 to 5 days, depending on the theme and the level of depth desired. The training alternates theoretical contributions, case studies and practical workshops to ensure effective and immediately applicable learning. Modular formats can be proposed to adapt the pace to the availability of participants.

2. Flexible and adapted formats

The program is available in-person, remotely or in a hybrid format, offering maximum flexibility. Face-to-face promotes group interaction and dynamics, while digital learning allows autonomous and accessible learning. The hybrid format combines both to combine efficiency, flexibility and engagement.

3. Custom language and localization

Training is provided in French or English, with the possibility of adaptation to cultural and sectoral context. They can be held within the company for a personalized approach, or in the form of regional seminars promoting the sharing of experiences among participants.

8. expected impacts

The programme aims to produce a concrete, measurable and sustainable impact on the overall performance of participating organizations. Beyond individual development, it contributes to strengthening the governance, competitiveness and institutional visibility of companies and partner institutions.

1. more structured and credible African NGOs

The program strengthens governance, internal management and team organization, allowing NGOs to operate in a more structured and professional manner. This improvement contributes to increasing the credibility of organizations with partners and beneficiaries, and to strengthening their autonomy in the conduct of their projects.



2. Effective projects and professionalization of the sector

Through rigorous planning, precise monitoring and systematic evaluation, projects more easily achieve their objectives. This approach contributes to increasing the success rate of funded projects and promoting a sustainable professionalization of the African voluntary sector, strengthening its credibility and long-term effectiveness.



3. Better access to funding and partnerships

NGOs become capable of preparing solid projects that comply with international standards, thus facilitating access to international funding and decentralized cooperation. They also develop sustainable partnerships with public, private and institutional actors, strengthening the scope and impact of their initiatives.





MSM FORESIGHT HUB
BEYOND LEARNING BORDERS.

Conclusion and call to action.

The MSM Foresight Institute training program offers NGOs and organizations in the social and humanitarian sector in Africa a strategic tool to strengthen their skills, effectively structure their projects and maximize their impact.

By improving governance, planning and monitoring-evaluation, it allows organizations to become more credible, autonomous and professional, while facilitating access to funding and the creation of sustainable partnerships.

This program thus contributes to the sustainable professionalization of the African associative sector, in the service of more effective, responsible and sustainable social and community action.





thanks a lot

proposed by

MSM FORESIGHT HUB

SUPPORTED BY MSM GIA