



## The Snapshot

The Year-End-Report - 2024 covers the important benchmarks, project deliverables and risk factors during the year of 2024 of operations of the Change the Game Academy (CtGA) program in Eastern, Central, Wayamba, North in Central Sri Lanka, Trincomalee. With the level of trust, confidence and business relationship improved during the CtGA program, Assembly of Social Mobilization has entered into continue the partnership covering the period from 1st January 2024 to 31st December 2024.

Even though the years continue with the prolong economic challenges social factors are the key foundation for mobilizing, reinforcing the plan and its operation for CtGA courses to enable the partner organizations and trainers to be a self-reliance in Mobilizing Support, Local Fundraising and Social Accountability.

The CtGA program is planned to expedited all the relevant challenging activities during the two semesters as following strategy it will helps project management to keep the activities on track and implement the Social Accountability Training & coaching, LFR Refresher Training and submission of ASM/ CtGA Local Fundraising event Proposal through discussing during the LFR refresher training, coaching and sharing ideas for further marketing of the CtGA in order to raise funds locally in Sri Lanka, requesting continue support by CtGA for next 5 years as revolving fund for selected 14 organizations and proposal for events has been submitted to the CtGA for their consideration and necessary action.

## Prioritized Pipeline activities during the 2<sup>nd</sup> Semester and achievement below .

Activities Planned	Status
LFR CtGA Refresher for Trainers	Done
LFR Refresher for Alumni trainees	Done
Follow up of action Plan for SA trainees conducted in 2024	Done
Webinar, improve learning on SA Through WhatsApp group	Done
Coaching for Social Accountability trainees conducted in 2024	Done
Collection of Success story of SA and LFR	Done
Create content for Website	Didn't achieve
Plan the training, coaching and sharing ideas about further marketing of the CtGA to get funds in Sri Lanka. ASM CtGA Local Fundraising event Proposal for 5 years	Done

## PHASE -1 – ACTIVITIES DONE FOR QUARTER 3 AND 4

### LFR CtGA Refresher for Trainers

Participated 03 LFR CtGA Trainers from ASM as Executive Director of Training Mr.AU Alabdeen, Training Coordinator of ASM Mrs.Chathurani Rasika and LFR Trainer of ASM Mr. R.P.K. Rajapaksa from 09<sup>th</sup> to 10<sup>th</sup> July, 2024 at the Guest House in Trincomalee. Review the CtGA refresher training manual on how to implement through contextualizing, designing based on the knowledge and experience sharing by organization to organization exchange on positive and/or negative results of LFR in order to further promote their motivational level for the involvement of local fundraising activities through SWOT analysis of their strengths, weaknesses, opportunities and threats of organizing and prepared the need assessment for refresher training on LFR for Alumni Alliances trained during the 2020 to 2023.



## LFR CtGA Refresher for Alumni trainees

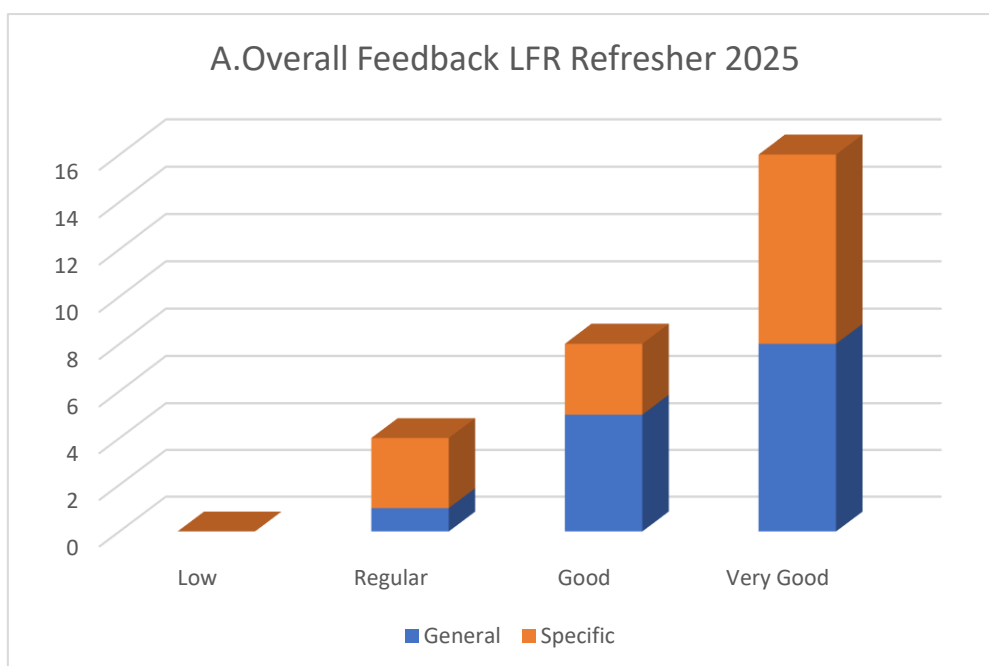
### Reflection and learning

- **LFR Refresher training:** Alumni organization of LFR Refresher, there are 15 participants from 09 organizations were participated to the 2 days LFR refresher course for LFR Alumni organizations were trained during the year of 2020 to 2023, conducted the training based on their needs analyzed from 25<sup>th</sup> to 26<sup>th</sup> October 2025 at Trincomalee,
- Learn to unlearn and refresh the knowledge Skills for collaboratively learn and adopting the LFR, tools, methodology and models learnt for practice and on how to integrate and involve among the Alumni organization leaders who identified the gaps and challenges during the past years.

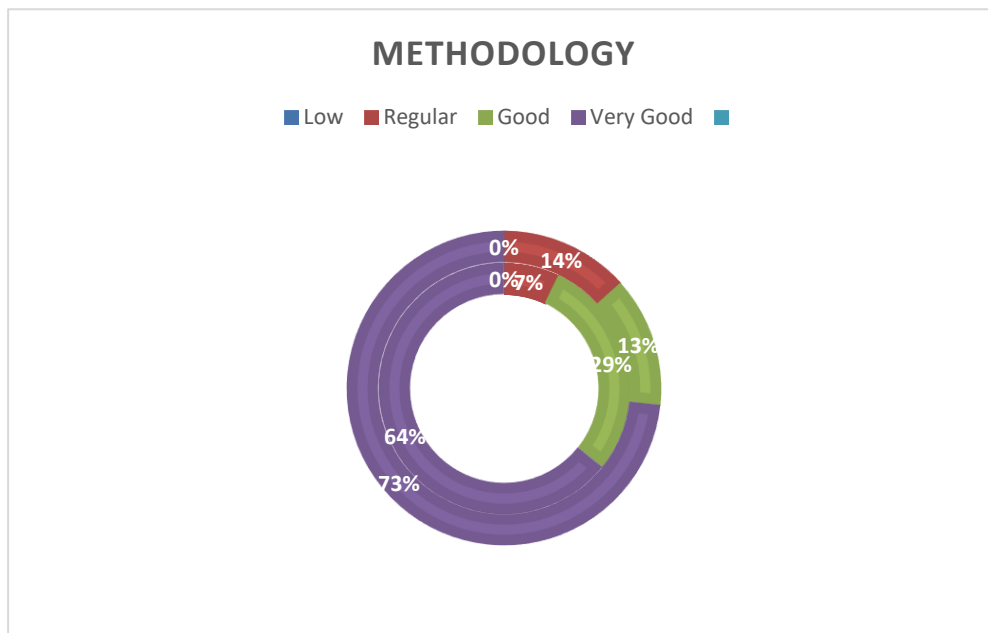
as a result, they clearly understood the process of LFR through knowledge sharing, engagement on practical approaches as coaching as group enabled them and excited to understand their organizational skills, weaknesses, opportunities and Threats by using the SWOT analysis also motivated well in order to move from the current level to LFR events level. At the end of the session, presented their organizational capacity of the finance is the barrier for implementing LFR events and seriously looking after financial support as revolving fund for 14 organizations to start the LFR events implementing together which will enable them to get collective experiences through practical interaction of LFR events. One month after the refresher training, they prepared plan for LFR based on their area suited and seeking finance support for LFR mega events from CtGA.

To map out the quantitative measurable feedback from the participants of the LFR refresher course, training evaluation categories into 2 parts. There are;

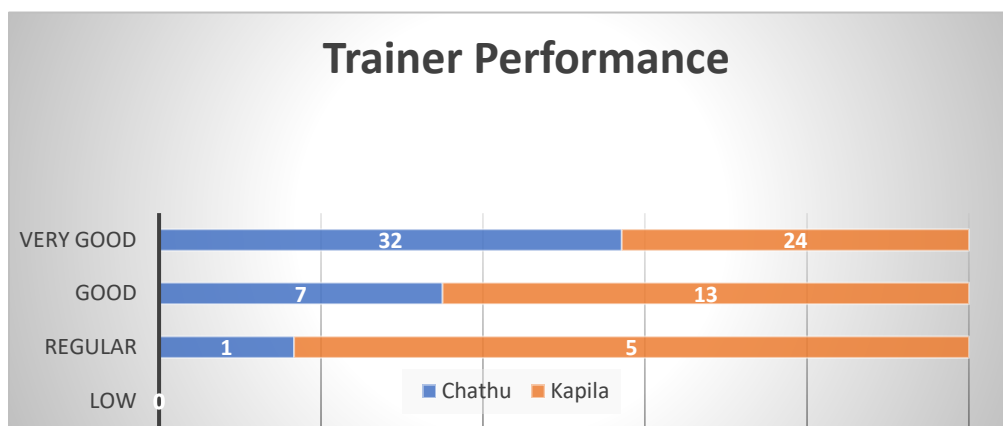
#### A. Overall feedback of the LFR Refresher course:



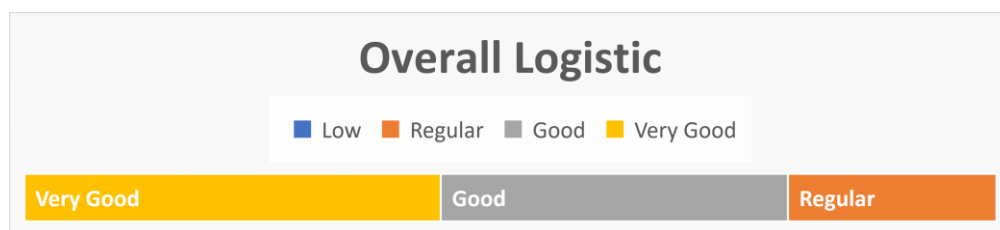
## B. Training Methodology Applied:



## C. Training performed by the trainers:



## D. Logistic performance





## Tip and Tops provided for the trainers

Trainer	Top
Ms. Chathurani	<p>Prevented conflict between trainers Exceeded the performance through using tools, methodology</p> <p>No</p>
Mr. Kapila	<p>Active, Excellent and good performance</p> <ul style="list-style-type: none"> <li>improve the presentation skill, timing and methodology</li> <li>More Innovation to be adopted</li> </ul>

## Follow up of action Plan for SA Trainees conducted in 2024

Follow up was done over the phone individually and /or group with all the organizations of the trainers to clarify need for support or any doubt on the training tools used or difficulties to include the Social Accountability approaches in your current project or to the writing new proposals, then prepared the coaching questionnaires through analyzing their problem and difficulties faced by the trainees frequently

## Preparing coaching Plan for SA through discussion with Master trainer

Seized the opportunity of visit of Mr. Susan, CtGA Master Trainer from Kenya to Colombo Sri Lanka, Mrs.Chathu, national trainer ASM met her and had a discussion in Colombo to improve further and finalize the draft coaching questionnaire.

## Webinar, improve learning on SA through WhatsApp Group

Couldn't organize webinar due to lack of access of laptop/smart phone and WIFI facilities of their organization however, initial coaching mostly done through call over the phone individually and reminded follow up of action plan for SA in order to improve learning on SA and clarified the need of coaching to continue their projects also requested face to face coaching in order to perform their inclusion of SA activities to the ongoing project and writing proposal in the future.

## Coaching for Social Accountability Trainees conducted in 2024

Beginning of the coaching, summarized the follow up of action plan for SA conducted, improve learning on SA through WhatsApp group and explained the objective of the coaching to identify the organizational capacity and individual capacity assessment to analyse their strength weakness, opportunities and threat in order to coach them based on the immediate questions below:

1. How do you practice social accountability in your project?
2. What type of challenges did you face in term of SA approach?
3. What do you need to improve more in social accountability content?
4. What kind of help (coaching) do you needs from us?
5. What type of skills/tools did you have to utilize for your social accountability?



## Methodology used & Output of the coaching session:

Group Discussion, Q & R, Brainstorming, Grow Model Exercise & SWOT analysis

Face to face coaching session completed for 10 organizations out of 14 as below:

#	Name of Organization	Date of Coaching	Impact of the Coaching
1	Motivirus	09 <sup>th</sup> December 2025	<ul style="list-style-type: none"> <li>Motivated registering as nonprofit Volunteer Service Organization from profit organization, touched already 5% CSR budget from their profit.</li> <li>Prepared action plan for 2024/25 and</li> <li>Planned preparing transparency budget, Gender Mainstreaming, inclusive of Marginalized community for Education development inclusive with SA approaches.</li> </ul>
2	Family Well Being Centre	10 <sup>th</sup> December, 2025	<ul style="list-style-type: none"> <li>Created policies and updated in the website after the training and 1st coaching through WhatsApp group</li> <li>Preparing SA action Plan for 2025</li> <li>Reorganizing committee due to lack of contribution from the current members</li> <li>Seeking support for revolving seed funds for LFR events from local partners</li> </ul>
3	Dhiriya Wanitha Org.	10 <sup>th</sup> December, 2025	<ul style="list-style-type: none"> <li>motivated for preparing action plan for 2024/25 and</li> <li>Preparing inclusive of the SA content to their organization and activity.</li> </ul>
4	Success for life	11 <sup>th</sup> December 2025	<ul style="list-style-type: none"> <li>Collaborate GtGA/ASM alliance together to implement Social Accountability approach integrated with Mega LFR action plan &amp; Event plan.</li> <li>Further plan to implement the LFR event, involving 2 from each alliance members will be working together in order to gain experience to replicate it in their locations promote based on the context</li> </ul>
5	Muthu Paura	11 <sup>th</sup> December, 2025	<ul style="list-style-type: none"> <li>prepared an action plan during the year of 2025</li> <li>change the objectives and constitutions of the organization relevant to the children included with different able</li> <li>inclusion of SA in their current activities of the organization during the year of 2025/2026.</li> <li>get financial support for the future existence of the organization and what steps to be taken for the future.</li> </ul>
6	HOPE Organization	31 <sup>st</sup> January 2025	<ul style="list-style-type: none"> <li>discussed and clarified by the executive director for preparing gender policy and Job description,</li> <li>Started planning need for the staff a capacity building training on SA by March 2025.</li> <li>rest of the staff, properly understood to include SA approach to their existing projects activities.</li> </ul>



7	Women Society Samasam	Not yet	
8	Ladies Study Circle	31 <sup>st</sup> January 2025	<ul style="list-style-type: none"> <li>Organizing to recruitment of volunteer for strengthening the organization</li> <li>Introduce roles and responsibilities and code of conduct.</li> <li>Seeking basic funds for mega fundraising events</li> </ul>
9	Shakthi Organization	03 <sup>rd</sup> Feb 2025	<ul style="list-style-type: none"> <li>Inclusion of Youth Clubs under the National Youth Service Council activity awareness to the stakeholders</li> <li>Organizing platform as voice of youth to identify the coordination gaps between communities and stakeholders for the awareness and inclusion of social accountability.</li> </ul>
10	E Wings Independence Centre	10 <sup>th</sup> Feb 2025	<ul style="list-style-type: none"> <li>prepared action plan for 2025 to integrate SA with the existing project which is ongoing,</li> <li>Realized to link with Government GBV forum for training on gender budgeting and developing policy and mechanism the system of gender for 2 representatives from each divisional level to activate the operations from both divisional and district levels.</li> <li>to train 2 leaders from each organization for the training on SA targeting 10 CSOs in 2025 for their organization which has organized against to Gender based violence.</li> </ul>
11	Women Organization	Not yet	
12	Human Development Foundation	Not yet	
13	Heart Ceylon Foundation	10 <sup>th</sup> February, 2025	<ul style="list-style-type: none"> <li>Registering has completed as lead organization and he is the chairman of the NGO forum</li> <li>developing gender policy, gender mainstreaming and gender budgeting for 2025</li> <li>prepared action plan for organizing a training on Social Accountability for their 23 umbrella organizations during 2025.</li> </ul>
14	Women Development Society	Not yet	

Majority of our alliance organization requested below,

arrange exposure and real time field visit on LFR, MS and SA

Activity Event planning completed and waiting for Basic funding opportunity for implementing LFR mega events

Refresher training on Social Accountability.

Requesting Laptop or smart phone and data for internet connection for official use for CtGA evaluations, online courses and support for creating & updating websites to their organizations

### **Collection of Success story of SA and LFR Trainings**

Success stories has been attached



### **Create content for Website**

Couldn't update to create content for website due to the technical team was absent.

### **Plan the training, coaching, and sharing idea for further marketing of CtGA to get funds in Sri Lanka**

Submitted the ASM CtGA Local Fundraising event proposal for 5 years to CtGA for necessary approval

### **Annexure**

- Annex:1 Re-scheduling work schedule for 2025/2026
- Annex:2 Finance Report
- Annex:3 Photos speak
- Annex:4 SA & LFR Refresher Training Attendance
- Annex:5 ASM/CtGA Success stories

## **PHASE -2 – ACTIVITIES DONE FOR QUARTER 1 AND 2**

### **Marketing the production of CtGA-LFR, MS and SA**

#### **A. Face to Face Marketing**

#### **LFR, MS and SA trainings:**

The objective of the marketing was exploring the key concept, tools and approaches for promoting the final products of CtGA training with particular emphasis on the significance of citizen engagement and collective action in fostering improve governance development effectiveness and empowerment through interactive discussions, group activities and presentation on LFR, MS and Social Accountability course for Local NGOs and Civil Society Organizations are relatively well attended by the participants

#### **1. Trincomalee:**

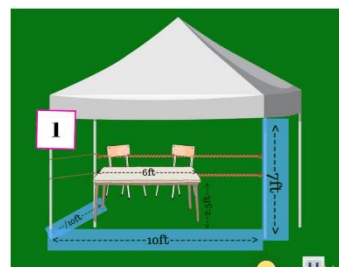
Final products Marketing of CtGA training, organized and introduced by Assembly of Social Mobilization, one of the partner of the National alliance of CtGA Netherlands with the awareness on CtGA classroom and online training of LFR, MS and orientation on Social Accountability Training organized through Trincomalee District Coordination of NGO (TDCNGO) Council was held at the Sri Lanka Red Cross Society Hall, Trincomalee on 26<sup>th</sup> February 2024, attended 31 participants from 23 various NGOs, CBOs and CSOs leaders and members from Trincomalee district.

#### **2. Badulla:**

Used the opportunity by providing stall and space for interactive session to Market the final product of CTGA Training invited by Vriddhi/UNOPS for the Vriddhi Festival days in the Hills at the Badulla Foot Ball Complex on 03<sup>rd</sup> and 04<sup>th</sup> of April 2024. Given awareness on CtGA classroom & online training sessions on Local Fundraising & Mobilizing Support Training. ASM Sri Lanka is one of the National Alliance of CtGA/WG foundation, Netherlands, during those two days displayed the posters and

explain to the visitors at the stall provided for 2 days and also hall for the interactive session arranged by the Vriddhi for one hour during last day of the Vriddhi celebration, more than 30 leaders and executive directors, members and staff of NGOs CBOs and CSOs of local partner with Vriddhi/ UNOPS were participated from the below organization who were invited for the event as,

Centre for communication Training, Community Development Foundation, Future in our hands development Foundation, Friendly ship Foundation, Ghanam Foundation Human Development Organization, Hearts Social welfare Development source, ISD/Working Women Front, Movement for Plantation Peoples' Land Rights (MPPLR), Nawayugam Social Development Forum known (NSDF), Plantation Community Development Forum (PCDF), Power Foundation, Rainwater Harvesting Forum, Save A Life, south Asia Co-operative Environment Program (SACEP), Social Institute for Development of Plantation Sector (SIDPS), Social Welfare Mandram, Suiyasakthi Foundation, Society for Welfare Educational and Awareness Training (SWEAT), UNOPS.UPSAC, Uva Shakthi Foundation, Uva small & medium Entrepreneur Development Organization, WAIT, WEIMPACTA, Artist, Photo journalist etc.



## B. Digital/Online Marketing

### Social Accountability Training through WhatsApp campaign:

Used WhatsApp group from the contact list of organization in Sri Lanka. The message shared through WhatsApp groups as “Social Accountability empowers us to demand transparency, fairness and efficiency from those in power. It’s the key to building trust, reducing corruption and ensuring our communities thrive”. Join this WhatsApp group to know information about upcoming training workshops and below are the results of message achieved to the organizations in Sri Lanka.



### Marketing Social Accountability Data Analysis below

Marketing method	No. of individual/organization involved
Facebook Campaign - Reach out	90500
- Comments and followings	12333
Adding WhatsApp Group	53
- Fill out the pre assessment	32
Orientation Trincomalee district	23
Orientation Badulla district	31

## Directors meet

Participated 02 persons from ASM as Executive Director Training Mr.AU Alabdeen and Training Coordinator Mrs.Chathurani Rasika, from 05<sup>th</sup> March to 09<sup>th</sup> March, 2023 in Nepal

**Donor Visit:** donor visit from Netherlands, Wilde Ganzen Foundation to the ASM Office, Kinniya, Sri Lanka on 17<sup>th</sup> March 2024, discussed for share funding opportunity, keep holdup for future when appropriate for ASM decided by board of directors.



### SA Training preparation and implementation:

Completed the contextualization of materials with localization (step down) process - Revisiting the modules with the updating shared and the learnings from ToT in Ethiopia. And also finalized the contents, methodology, manual translation, questionnaire at the start of the training and preparation of the Training completed during the month of March - April 2024.

### Used selection Criteria for the SA Training 2024:

- **Alumni Organizations:**  
Specially prioritized for LFR/MS Alumni organizations/currently active/communication with ASM frequently/interested for the SA training
- **New organizations:** registered Knowledge on LFR/MS/currently active/applied through social media/participated during the orientation/interested for the SA training/ participated during the visit for leaders meeting.

### Selection of organization for SA training and leader meeting by visiting:

Visit to the organization leader meeting was organized in April then postponed the meeting in May to June 2024, selected 14 organizations where 08 Alumni and 06 new organization, visited 10 organization of those, met the leaders and verified the criteria during the visit as per the date mentioned below:

#	Name of Leaders	Name of Organization	Org. Status	Contact No	Date of visit
1	Mrs. MN Ilmunisha	Women Development Society	Alumni/Tamil	761944488	05 <sup>th</sup> May 2024
2	Mrs. PA Chandani	Diriya Wanitha Org.	Alumni/Sinhala	762270273	Not
3	Mrs. MM Sunethra Marasinghe	Human Development Foundation	New/Sinhala	762545835	07 <sup>th</sup> May 2024
4	Dr. Ravichandren	Heart Ceylon Foundation	New/Tamil	770450860	10 <sup>th</sup> June 2024
5	Mr.J.Jerom Jeevakanth	HOPE Organization	Alumni/Tamil	775056220	12 <sup>th</sup> June 2024
6	Mrs. K Chandra	Women Society Samasam	New/Tamil	771129066	14 <sup>th</sup> May 2024
7	Mr. Shifan Mohamed	Family Well Being	Alumni/Tamil	777273055	17 <sup>th</sup> May 2024
8	Mrs. MSB Nazeera	Ladies Study Circle	Alumni/Tamil	741323883	Not
9	Miss.M Amanda	Shakthi Organization	Alumni/Sinhala	782081423	Not
10	Mrs.Gayathiry Naleenakanthan	E Wings Independence Centre	New/Tamil	765540661	05 <sup>th</sup> June 2024
11	Miss.H.Rismina	Women Organization	New/Tamil	752813263	20 <sup>th</sup> May 2024
12	Mrs.Chandra Piyaseeli	Success for Life	Alumni/Sinhala	774182363	26 <sup>th</sup> May 2024
13	Mrs.WAC Kumari	Wayaba Muthu paura	New/Sinhala	711013937	06 <sup>th</sup> May 2024
14	Miss. K F Farwin	Motivirus	Alumni/Tamil	721792547	Not

### Schedule of the training:

Initially scheduled the SA training from 28<sup>th</sup> April to 03<sup>rd</sup> May 2024 in Kandy Sri Lanka which postponed to JAKAB Resort Trincomalee from July 04<sup>th</sup> to 09<sup>th</sup> July 2024.



## Reflection and learning

- **Social Accountability training** for the Alumni organization of LFR/MS and new potential organizational leaders and members engaged for this Social Accountability training from 04<sup>th</sup> July 2024 to 09<sup>th</sup> July 2024, 5.5 days including leaders training conducted in both languages as 05 organization for Sinhala and 09 organization for Tamil medium, total 23 participants from 14 organization.

Learn to unlearn and refresh the knowledge Skills for collaboratively learn and adopting the LFR, MS tools, methodology and models learnt for practice and on how to integrate and involve to the Alumni and new organization leaders which identified the gaps and challenges during the past years.

Introducing the Social Accountability course to the grass root level civil societies for the sustainability through expanding their knowledge and skills in local governance systems that enable them to support and promote partnerships with local government and public service providers in effective service delivery at the sub-national level

- Understanding of the actors & Factors of Social Accountability, Participatory planning process participatory monitoring process, monitoring Social Accountability action and planning
- Coaching, Time line method etc.

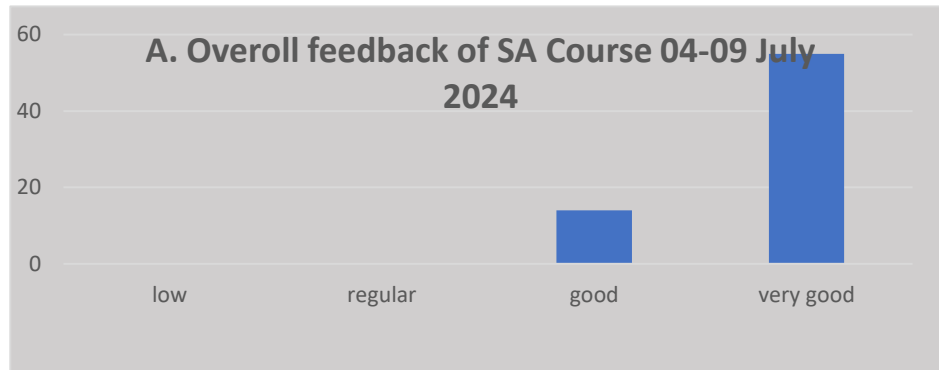


**Training methods and approach used** - Adultery learning approaches / facilitator-led-training/ individual presentation/role-play/videos/online survey/online group exercise/structural game and practical activities/world-café/gallery walk/pictorial experimentation/case studies/ facilitation/questionnaire/experience sharing through participant-to-participant exchange and e-learning are the training methodologies adopted in the SA training to cater the training needs of the VARK (Visual Auditory Read and Kinesthetic) learners. A fun environment created in order to maximized the participation during the training.

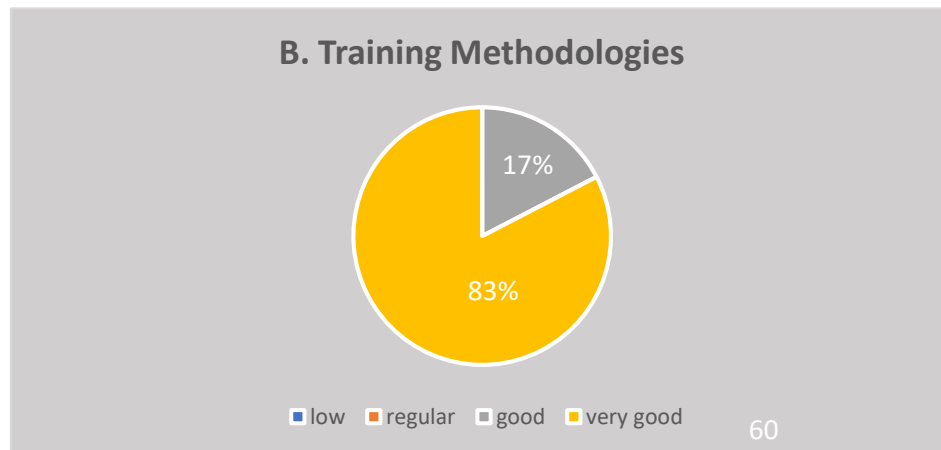
**The evaluation forms of the trainings, or if you make a summary for your own organization, you can send us that summary.**

To map out the quantitative measurable feedback from the participants of the SA course, training evaluation categories into 2 parts. There are;

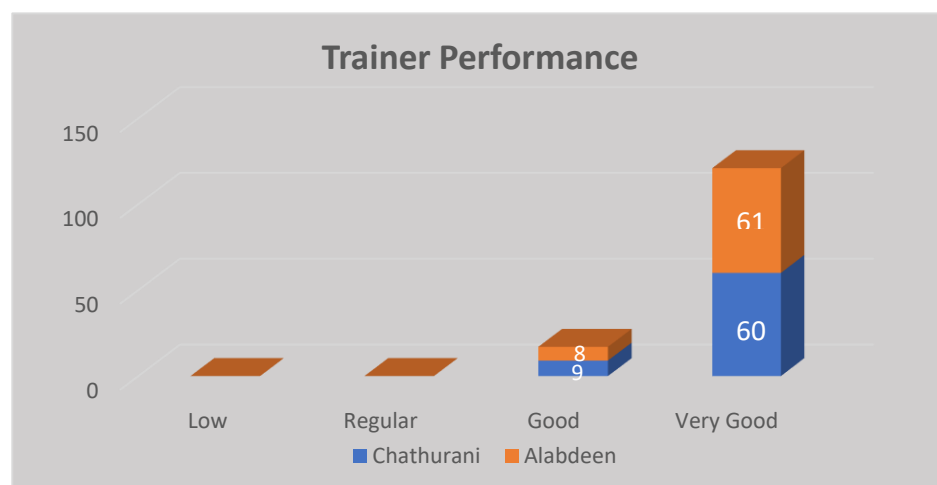
## A. Overall feedback of the Social Accountability Course



## B. Training methodologies applied



## C. Training performed by trainers



#### D. Logistic Performance



#### Tip and Tops provided for the trainers

Trainer	Top	Tip
Ms. Chathurani	Attractive images for communication, presentation skill by using different strategies and simple examples, good subject knowledge and local context skill	To improve by reducing the speed little bit.
Mr. Alabdeen	Used very good videos, excellent presentation, good communication in 3 languages, excellent leadership, innovative, motivational and clear message on SA current context in Sri Lanka.	To improve by adding more attractive images for easy communication.

Minimum of 1 example for MS per half year and 1 example for LFR per half year to put on the website CtGA.

#### Any other material, interesting results, examples that you have and think is useful.

- It is very useful and convenience to select the Alumni LFR/MS participants active and more supportive to the new leaders and members in order to continue the training and implementation of Social Accountability.
- Simplifying examples based on the rural context, very convenience to the participants for easy understand and increasing their involvement.
- Summary of the 5-5 days learning at the end of the session CAFÉ, very interesting and delightful event to the participants and it was very good recap for whole training
- Allocating little more timing facilitate preparing proper action planning process to the participants.
- Practical engagement useful for participants easy understand of the session always.



### Challenges:

- Unable to get funds/financial support from other partners/INGOs for LFR or MS training and also Concept paper was written and discussed with Sylvia for further development on the proposal then portal was closed due to stop US funds.
- Delayed the Social Accountability training and more costed by changed the venue due to postponement.
- In connection with the current economic issues, there is a concern, CBOs are unable to pay the 10% of their contribution. But they have paid their transportation to attend the training.

### Lesson learnt:

- Lack of internal coordination between Alliance partners of CtGA in Sri Lanka created misunderstanding of the working zone by selecting the venue, impacted
  1. delayed the implementation of training
  2. Postponed the training and changed the venue due to other customers booking
  3. selected other venue was more expensive.

### Suggestion & request:

- Frequent follow up to the organizations regarding SA progress of the action plan and update over the phone.
- Field visit during the training is important in order to learn through experience sharing.
- Should follow up the process of the SA trajectory in order to implement successful SA Case story.
- Better to provide Advance level training with key session to the selected trainees
- Create the SA WhatsApp group for latest update for improve the knowledge on SA
- Prefer to participate for LFR Refresher Training.

### Conclusion

- Unable to get funds/financial support from other partners/INGOs for LFR or MS training.
- In connection with the current economic crisis, there is a concern CBOs are unable to pay the 10% of their contribution
- Agreed to pay transport expenses by the trainees.

### Prioritizing Pipeline activities during the 2<sup>nd</sup> Semester \_2024.

LFR Refresher for Trainers
LFR Refresher for Alumni trainees and SA trainees
Follow up of action Plan SA trainees 2024
Webinar, improve learning on SA Through WhatsApp group
Coaching for Social Accountability trainees 2024
Collection of Success story of SA and LFR
Create content for Website
plan the training, coaching and sharing ideas about the further marketing of the CtGA to get funds in Sri Lanka.



## Annexure

- Annex:1 Re-scheduling work schedule for 2024/2025
- Annex:2 Finance Report
- Annex:3 Photos speak
- Annex:4 SA Training Attendance
- Annex:5 CtGA Product Marketing Attendance