



Camille Barras (Switzerland)

Host organization: Educate Girls (India)

ICats role: Development Manager

ICats duration: Feb – Dec 2015 (full-time)

Degree: M.A. Public Management and Policy

Professional experience: Communications & PR (national health journals), Academic Research (legal – renewable energies / governance / policy evaluation), Project Management (Swiss Parliament Services), 10+ years NGO experience



Summary

Using her cross-sectorial experience in communications, research and project management, Camille helped Educate Girls prepare the organization's scale-up from 7 to 16 districts across 4 states in India by 2018 (outreach : 4 mio children) by setting the stage for an enlarged and diversified donor pool, contributing to the fundraising efforts and helping the team manage \$4 mio+ of funding.

The problem Educate Girls aims to tackle

- In India, gender discrimination is paramount in education. About 3 million girls are out-of-school and the female literacy rate is 61%.
- Moreover, learning outcomes are poor in government schools. For instance, only 48% rural children in grade 5 are able to read a grade 2 level text.



Educate Girls' solution

- Educate Girls tackles gender disparity in education at its roots through a comprehensive program model, by: increasing enrollment and retention, improving learning outcomes, mobilizing communities and empowering girls
- As a result, over 90% out-of-school girls' enrollment & retention, 35-60% improvement in learning outcomes

Educate Girls' challenges

Understaffed team coping with increased funding requirements to enable the organization's dramatic expansion, resulting in increased pressure and lack of time to complete non-priority, yet essential tasks and projects



Opportunity for an ICats Fellow

There was an opportunity for a Fellow to set the stage for the increase in number of donors, diversify the donor pool, deepen the relationship with donors and help out the team in fundraising and donor liaison efforts

"My experience as an ICats Fellow...

has been an amazing opportunity to apply my skills and drive to create impact within a high-impact, globally recognized organization, which, by making access to quality education possible for all girls, plants the seed of change in marginalized communities.

It has also been the occasion to challenge myself, bring my strategic and interpersonal skills to the next level and get invaluable insights into the work of an on-the-ground, inspiring Indian NGO – a complete win-win."

- Camille

Camille's achievements ...



- Participation in team's development tasks to absorb increased workload brought about by expansion (2015-16 budget: \$3.6 mio – 2018-19: \$9 mio+)
 - Exploration of potential funding opportunities: proposal writing, participation in conferences
 - Production of high-quality reports (half of reporting workload taken on), creation of new format for quarterly impact report going to 2000 stakeholders
- Implementation of Salesforce integration
 - Knowledge management: integration of full donor and grant information. Features include: data analysis reports, donor report alert, funding opportunity tracker, integration of website donations and customized donor communication.

Camille's next challenge

Camille is heading for Mannheim (Germany) to work with an impact evaluation center, taking on fundraising and qualitative evaluations.

...contributing to Educate Girls' growth



- Creation / Improvement of donor communication material
 - Proposal material, presentation pitch, website donation pages' content, theory of change, website FAQs, donor recognition strategy, thank-you notes, updated statistics on education in India (40-page report), etc.
- Design & implementation of e-philanthropy strategy
 - Annual plan, improved management and analytics for online giving platforms, extensive database of potential and registration on 5 new platforms, campaigning (3 online donation campaigns led), continuous evaluation and learning, process- and capacity-building.