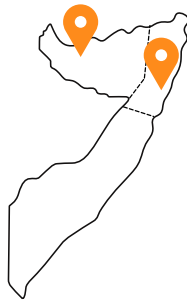


BULSHOKAAB CROWDFUNDING



Breaking Barriers in Accessing Funding for Community development





CATEGORY

Technology and Innovation
Skills Training Program

PROJECT

RESTORE - Building Resilience
in Northern Somalia

CONTEXT

Livelihoods and Food Security
Protracted displacement

LOCATION

Puntland and Somaliland

DURATION

January 2019 - December 2021

PARTNER

CARE International

DONOR

European Union and SIDA

BACKGROUND

Qoyta and Qoryaale are two small villages approximately 20km and 65km respectively from Burao, the capital of the Togdheer region, Somaliland. Burao has one of the largest livestock markets exporting goats and sheep from the Somali region of Ethiopia and parts of southern Somalia, where the two supply the market. The communities in these villages are agro-pastoralist, with small farms and livestock. The villages bustle with business from shops, stores, and restaurants managed mainly by women who are the breadwinners. Due to droughts and low rainfall in the surrounding area, many people moved to the villages, increasing the population

There were not enough water points to meet the demand of the increased village population. Qoyta has an estimated population of 500 households, while Qoryaale has 800 families. Both communities have a culture of hospitality and charity. During construction of community boreholes, they would provide food and groceries to workers constructing the district boreholes. They often wanted to do more; however, their role was limited, often providing information and feedback on assessment and evaluations.

The borehole in the village center is 970m from Qoyta village. However, no pipes were installed to reach the individual households. The community in Qoryaale equally had challenges accessing clean water. Their dam was unable to serve the growing population and needed rehabilitation expansion of about 300 meters square. Collecting water has traditionally been the task of women and girls

Due to a general scarcity of water in both villages, there was a need to find long-term, safe, and sustainable water supply solutions. In Qoyta, this involved constructing last-mile water piping into the village, allowing individual homes to tap into the mains. In Qoryaale, the dam rehabilitation would serve 3,000 households securing lasting water access to the community.



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Leverage Partnerships to Break Barriers in Accessing Funds for Community Development

Communities living in Qoryaale have a long-standing tradition of fundraising for community projects. Each village would raise funds depending on the scale of the community projects. “We would raise funds from the business community, diaspora communities, private sector, community, and individual contributions,” said Ali Omar Ibrahim. People sent money to mobile phones; others raised cash, delivering it directly to community members. The cash donations risked misuse of funds earmarked for specific projects. Unfortunately, attempts to raise funds failed, or in some cases, funds were misappropriated due to a lack of accounting and traceability. The community had no knowledge of the technology that would facilitate ease of fundraising and transparency.



When the idea of crowdfunding for community development projects was presented, they were eager to understand and be involved. The new approach needed expertise, coordination, and financial acumen that the community did not possess. CARE International partnered with Shaqodoon, a local organisation that uses innovation and technology to inculcate entrepreneurial culture amongst communities across Somalia. Shaqodoon’s role was to formalize the fundraising process through different means, including social media and events, sending SMS, following up the fundraising status, accountability, and transparency.

Community Ownership: Inclusion through Active Participation in all facets of Socio-economic Engagement

The Village Development Committee led the community development activities under the leadership of the elected chairman. Shaqodoon worked with Village Development Committee (VDC) to empower them in establishing bank accounts linked to mobile money and organized fundraising events through social media. Initially, the community were sceptical and unsure of the process of raising funds.



“The crowdfunding concept was new to the community. In an interview with the community members, they explain initial scepticism of the community, *“People needed to trust that there would be accountability, transparency, and ownership of their donation,”* said Mohamed Saleban Xaji Farax.

The crowdfunding process resolved this issue and added value to the existing tradition. The Shaqodoon team trained the VDC members on the crowdfunding process, financial structure in fundraising, access to funds, bank account access, accountability, and digital fundraising and mobilisation.

Crowdfunding Roadmap

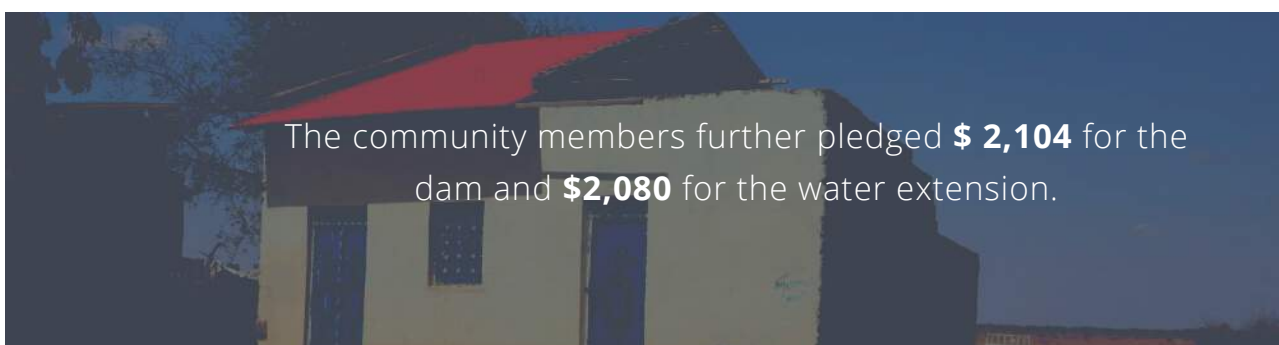


Bulshokaab Crowdfunding Platform: Providing Locally Lead Solutions to Economic Development

Shaqodoon introduced the community to their innovative crowdfunding platform Bulshokaab. It is a local online crowdfunding platform easing collection of funds whilst ensuring transparency and accountability. It has increased the transparency and accountability of community development projects and gained the trust of the contributors.

Shaqodoon opened community bank accounts in Dara-Salaam and Dahabshiil banks linking the two accounts to mobile money services. In addition, Shaqodoon trained the committee members in procurement, contracting, and project oversight of the construction company.

CARE int, Shaqodoon organisation, and VDC held a fundraising event for the “Qoyta water extension project” and Qoryaale Water Dam Rehabilitation Project. At the event, CARE int. pledged \$6,000 for Qoryaale village and \$5000 for Qoyta village. The community members further pledged \$ 2,104 for the dam and \$2,080 for the water extension. All those who pledged received SMS reminder from Bulshokaab, and other received SMS to mobilise more donations. The community successfully reached its fundraising target.



Making an Impact with Bulshokaab

The innovative crowdfunding approach to community projects was received positively by villagers, building trust in the partnership model with stakeholders. In Qoryaale, the dam rehabilitation fundraising target was reached in 2 months. The rehabilitation is ongoing; however, it has experienced delays due to Covid-19 affecting the supply chain. In Qoyta, the installation of a 970m water supply pipeline is complete. The newly installed mains pipe runs through the village, where the community can connect clean running water to their homes. "We can now reap the benefits of the water extension project, giving the initial 500 households access to clean water, reducing the distance of obtaining water to a distribution centre in the city." said the Mayor of the city, estimating an overall 1500 households would benefit from the project. The blended approach has led to the community ownership of the planning, implementation, monitoring, outcome, and impact of projects within their community.

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The crowdfunding project was not aimed only to implement the community projects but to transfer the knowledge and use modern fundraising mechanisms such as the Bulshokaab online platform.

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Ahmed Sulaiman, manager



The community was thrilled to be connected to the water pipeline. "I was recently linked to the water pipeline; all I did was get my plumber to connect to my home to mains. I've had a 90% drop in the cost of purchasing water from \$5 every fortnight before to \$0.5 now... this dramatic savings will add up in the long term and will be used to improve my family's life. We no longer need to ration water and can afford to use more water with the same budget." Ali Omer Ibrahim. The crowdfunding project was not aimed only to implement the community projects but to transfer the knowledge and use modern fundraising mechanisms such as the Bulshokaab online platform. said Ahmed Sulaiman, manager.

Ahmed said, "at the first time, I was expecting some difficulties in using new technologies for community fundraising and the acceptance of the idea of the partnership between the community and the international NGOs for the community projects. Following my direct interaction with the community members and the mobilization sessions in addition to the CF training, my initial assumption has changed, seeing the possibility and readiness of the community to hit targets and raise funds with little support. I was pleased to witness the initial results of the two projects, Qoyta successfully completed and Qoryaale partially completed. I am proud of the result of the CF resulting in individual households drinking clean water in the comfort of their homes. These processes and results show me when the community is committed; they can accomplish the unimaginable. Slowly building the trust of the community in the CF makes me feel pleased."



"We are pleased in the reduction of long queues at the water access points, which took 2-5 hours fetching water for households and livestock use

Hamda Jama Diriye

Key Takeaway

The project adds value to the process of fundraising and increases the community's confidence in themselves and the process of fundraising. Having learnt to procure, manage, and raise funds, the community is empowered to do it themselves. Shaqodoon's innovative solutions are vital in ensuring accountability, ease of fundraising, and local ownership.



“We are now thinking of replicating the process to fund a health project using Bulshokaab with a partner that provides a matching fund.” Abdirahman Sead Awad, the mayor of Qoryaale

A community approach to problem-solving ensures economic opportunities for all while providing inclusive growth anchored on asset-based community development. The inclusion of communities in their economic development enables social cohesion, local ownership and ensures a successful sustainable solution.

Resource

Suggested resources for further reading

Bulshokaab Platform: www.bulshokaab.com

Click: [Qoyta water extension project](#)

Click: [Qoryaale Water Dam Rehabilitation Project](#)

All persons who appear in this document have given Shaqodoon Organisation full consent to use their images and quotes.