



# COMMUNITY RESOURCE MAPPING TO IDENTIFY POTENTIAL DONOR FOR CROWDFUNDING – SOUTH-WEST STATE OF SOMALIA

CONSULTANCY REPORT

**MAY 2021**

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## List of Acronyms

AAH - Action Africa Help International

ADRA - Adventist Development and Relief Agency

AfRACS - Alliance for Research and Consulting Service

BDS - Business Development Services

CCCM - Camp Coordination and Camp Management

COOPI - Cooperazione Internazionale

CSO- Civil Society Organizations

CF - Crowdfunding

CFI - Crowdfund investing

CFP - Crowdfunding platform

DRC - Danish Refugee Council

FGD - Focus Group Discussion

IDP - Internally Displaced Person

INGOs - International Non-governmental Organizations

KIIs - Key Informant Interviews

LNGOs - Local Non-governmental Organizations

SME - Small, and Medium Enterprise

TOR - Terms of Reference

UNFPA- United Nations Population Fund

## Executive Summary

Community resource mapping is not a new phenomenon. It has been in use for a while now in varying forms. Community resource mapping is at times known as asset mapping or environmental scanning. Community resource mapping is best noted as a system-building process used by numerous different groups at many diverse stages in order to align resources and policies in relation to specific goals, strategies, and expected outcomes.

Shaqodoon recruited the Alliance for Research and Consulting Service (AfRACS) to conduct a Community Resource Mapping Exercise. The Resource Mapping was aimed at the collection and analysis of Information to track community resources, sources of income, diaspora presence and the impacts of the diaspora presence in the selected communities.

The mapping also identified influential and key business members as well as the major Hawala businesses and will provide insights on the remittance flow. The results of the mapping exercise will be used to understand and map out the locally available community resources (businesses, livestock, and other resources) and households with diaspora members and the concomitant benefits.

A mixed-methods approach was used in conducting resource mapping, using several instruments and approaches. The mapping utilized a synthesis of anthropological, communication and participatory approaches aimed at providing both qualitative and quantitative information on Shaqodoon's thematic areas.

Data was collected using Focus Group Discussions (FGDs), Semi- Structured Interviews, Key Informant Interviews (KIIs), and questionnaires. The data collection instruments were administered to the different cadre of respondents as follows: FGDs and Semi-Structured Interviews for Partners, Beneficiary and Government Institutions, KIIs will focus on project Officers, Heads of Partner Organizations, Government Officials, clan elders and Businesspeople and the questionnaire to other respondents. The questionnaire was administered to four thousand, three hundred and seventy nine respondents (4,379), while two FGDs were held in Baidoa and Afgooye.

The enumerators collected data using the Kobo Collect Toolbox, with Shaqodoon organization program staff given access to enable them to view and monitor the progress of the data collection and entry, and where applicable make changes. The data collection began on April 12<sup>th</sup> and ended on May 2<sup>nd</sup> 2021. Data cleaning and validation was conducted from 4<sup>th</sup> - 7<sup>th</sup> May 2021 and draft report was shared with Shaqodoon organization on May 14<sup>th</sup>, 2021 Feedback and comments were shared with AfRACS on 23<sup>rd</sup> May, and a final report submitted on 27<sup>th</sup> May 2021 incorporating all comments and stakeholder feedback.

The community resource mapping reveals that in as much as there are bottlenecks to financing or supporting community driven initiatives, the community through their meagre resources are already supporting the financing of community driven projects in differing abilities. There is need to harness their support and bring on board more community members to increase the level of support to community initiatives in both Baidoa and Afgooye.

One distinct finding is that the diaspora is supporting family members in both Baidoa and Afgooye through remittances. Unfortunately, the same can't be said for their support for community driven initiatives. 70.5% of the diaspora respondents are not currently supporting community initiatives while 29.5% are currently doing so. Nevertheless 80% of the diaspora respondents indicated their willingness to start supporting the community driven initiatives, while 20% revealed that they weren't ready at the moment. Reaching out and engaging the diaspora community could result in an increased support to the community.

In terms of supporting community driven projects or crowd-funding, 36.4% of the respondents contribute \$5, while another 13% contribute \$10. Some 3.8% contribute \$20, and another 15.9% contribute \$50, at least 22.9% contribute \$100, while a paltry 1.2% contribute \$200, with 1.6% contributing \$500 and a final 1.27% contributing \$1,000 and above. In making these contributions, 67.3% of respondents do it on a monthly basis, while another 13.7% on a quarterly basis, with 5.3% making their contributions semi-annually and the remaining 13.7% contribute annually. This support is highest on a monthly basis, revealing an opportunity to mobilize the community to increase the amounts of contributions.

The existence or presence of a community chatroom or organization that enable diaspora members to keep abreast with community updates, provides a unique opportunity for Shaqodoon to develop a framework to utilize these chatrooms as avenues for crowd-funding and mobilizing the diaspora to give generously to community projects just as they support their families back at home. At least 47% of the diaspora respondents are members of these groups or organizations.

Community members both at home and abroad indicated a preference for specific projects and harnessing this would go a long way in strengthening and entrenching community crowd-funding and support for community initiatives. Agriculture, livelihood, and education seem to be the most preferred interventions in both Baidoa, Afgooye and even with the diaspora.

International Non-governmental organizations are seen as the ones that implement most of the community oriented interventions followed by Local Non-governmental organizations while the diaspora and businesses' contribution is equal. This therefore



indicates that more needs to be done to incorporate the diaspora and business to participate more in crowd-funding.

Women are considered as the most influential members in the communities, followed by religious leaders, then traditional elders, and civil society organizations. To secure more support for community driven initiatives, it is prudent to target women, religious leaders, traditional elders and civil society organizations which have a deeper penetration in the community.

## 1. Introduction and Background

By advancing youth skills and building social investment through multifaceted programs, Shaqodoon organization has strong and complementary experiences working with the IDPs, Refugee Returnees, and Host Communities, especially with the underprivileged youth and women in Somalia. Shaqodoon Organization has been operational in Somalia since 2011, implementing programs in entrepreneurship development, SME development, business development services (BDS), mentoring, and creating sustainable livelihoods development initiatives. Over the last years, Shaqodoon Organization engaged in social mobilization and economic development for communities and taken approaches for state-buildings that leverages local processes of mobilization of resources to build social cohesion and trust between citizens and government authorities. To deliver on its mandate and achieve its mission goals, Shaqodoon Organization is taking new development strategies to create new partnerships, new approaches to serve its clients, and exploring various resource mobilization opportunities.<sup>i</sup>

Shaqodoon organization is implementing the BMZ project together with the Somalia Resilience Program (SomRep) consortium made up of seven international Non-governmental Organizations (INGOs): AAH, ADRA, CARE, COOPI, DRC, Oxfam, World Vision, which was formed following the famine of 2011 to find better ways to leverage collective sectoral expertise and long-standing relationships with communities to tackle the challenges which recurrent shocks pose for families in Somalia. BMZ will increase the resilience of chronically vulnerable Somali people, households, communities, and systems to recurrent climatic shocks with **specific objectives** to enhance food security, sustainable livelihoods and strengthen disaster risk management capacities in affected areas in Southwest State 2023. The project will work with 43 communities in Southern Somalia. **Twenty-five** villages in Baidoa and **Eighteen** villages in Afgooye.

Crowdfunding – the practice of raising funds from multiple individuals via the web – first emerged in an organized form in the low-investment environment of 2008, and has quickly grown into a multi-billion dollar industry projected to raise more funds than ever imagined previously, channelling funding to hundreds of thousands of ventures globally.

Crowdfunding combines the traditional practice of raising funds from friends, family and community for projects or business launches, with the power of the Internet, mobile technology, and social networks to drive donations and investment. It essentially democratizes financing, putting the decision to fund new ventures in the hands of the communities and people who would benefit the most.

The revolutionary power of crowdfunding also extends to the realm of international development. Preliminary modelling estimates that the possible market potential for crowdfunding in developing countries could reach up to \$96 billion a year over the next 25 years given the right answers to current regulatory, infrastructure and cultural challenges.

The community resource mapping process acknowledges that individuals, organizations, and local institutions all have the capacity to create real change in their communities, but that no agency can do it alone. With increased accountability, tight budgets, resource shortages, and fragmented services, it is a sound decision for communities to encourage cross-agency and cross-systems coordination. Insight into a community's existing partnerships and programs, resource allocations and policies, and priorities and assets can contribute to its ability to evaluate its overall effectiveness in serving its people. It can also support the creation of a strategic plan to improve the alignment, coordination, and, ultimately, delivery of services. When combined with this community information, resource maps can provide a comprehensive picture of a community's vision, goals, projects, and infrastructure.

## 1.1 Rationale

Shaqodoon recruited the Alliance for Research and Consulting Service (AfRACS) to conduct a Community Resource Mapping Exercise. The Resource Mapping was aimed at the collection and analysis of Information to track community resources, sources of income, diaspora presence and the impacts of the diaspora presence in the selected communities.

The mapping was able to identify influential and key business members as well as the major Hawala businesses and provided insights on the remittance flow. The results of the mapping exercise will be used to understand and map out the locally available community resources (businesses, livestock, and other resources) and households with diaspora members and the concomitant benefits.

## 1.2 Scope

Community mapping is generally understood to mean a visual, geographic representation of community characteristics. However, the term can also be used in a conceptual sense, to mean an inventory of information with or without a visual representation.

The basic objectives to Community Mapping aim at collecting data in order to create a map of community assets and resources within a defined area. A community map highlights people, physical structures, organizations, and institutions that can be utilized to create a meaningful service project.

The mapping utilized a synthesis of anthropological, communication and participatory approaches aimed at providing both qualitative and quantitative information on the thematic areas outlined in the TOR. Initially, information was gathered through a desk review of relevant documents. There were, consultations with Shaqodoon staff, beneficiaries, community leaders and various stakeholders. For areas under scope will include sources of income, resources allocation, shared resources, ease of business, taxation as well as taking into consideration the program document and the context in South-West Somalia.

The Resource Mapping consultancy was conducted in Afgooye and Baidoa districts in South-West State in Somalia. The consultancy took thirty working days and targeted eighteen (18) villages in Afgooye and twenty-five (25) villages in Baidoa.

The Community Resource Mapping was conducted in a phased approach being cognizant of the relationship and interlink between the various phases of the assignment.

### 1.3 Limitations

In conducting the resource mapping there were a couple of limitations:

- In Afgooye there weren't any diaspora respondents thus no data-set was collected on diaspora respondents there;
- While we were able to cover most of the villages envisaged when planning the data collection, it wasn't possible to access some villages due to security concerns and this was communicated with Shaqodoon organization in the inception meeting and report.
- Afgooye's riverine terrain posed a challenge to the enumerators to navigate the area and collect the required data.
- Some of the villages that were targeted for the mapping are Al-Shabab controlled and thus no data was collected from them particularly, Masibuye, Midow and Mooshe.

## 2. Methodology

The community Resource Mapping sought the collection and analysis of Information to track community resources, sources of income, diaspora presence and the impacts of the diaspora presence in the selected communities. Besides, the mapping also pursued to identify influential and key business members as well as the major Hawala businesses and provided insights on the remittance flow.

A mixed-methods approach was used in conducting resource mapping, using several instruments and approaches. The mapping utilized a synthesis of anthropological, communication and participatory approaches aimed at providing both qualitative and quantitative information on Shaqadoon's thematic areas.

Data was collected using Focus Group Discussions (FGDs), Semi- Structured Interviews, Key Informant Interviews (KIIs), and questionnaires. The data collection instruments were administered to the different cadre of respondents as follows: FGDs and Semi-Structured Interviews for Partners, Beneficiary and Government Institutions, KIIs will focus on project Officers, Heads of Partner Organizations, Government Officials, clan elders and Businesspeople and the questionnaire to other respondents.

The enumerators the collected Data using the Kobo Collect Toolbox, with Shaqadoon was given view access to enable them to monitor the progress of the data collection and entry and make changes where applicable. The data collection was began on April 12<sup>th</sup> and ended on May 2<sup>nd</sup> 2021. Data cleaning and validation was conducted from 4<sup>th</sup> - 7<sup>th</sup> May 2021.

### 2.1 The Assignment Approach

The Community Resource Mapping was conducted in a phased approach that took cognizance of the relationship between the various phases as a key component in delivering of quality results. The phased approach incorporated seven phases which were:

#### **1. Phase 1: Pre-positioning and preparing the fieldwork**

All stakeholders with an interest in the study, including Shaqadoon, AAH, ADRA, CARE, COOPI, DRC, Oxfam, World Vision, , government ministries, government statistics/census offices, and local community organizations working with the community were contacted and requested to help and cooperation where needed. Local authorities and the police were informed of the purpose of the assignment in South-West Somalia this reducing risk for enumerators being perceived as political actors.

#### **2. Phase 2: Training, Adapting the Questionnaire and Translation**

The data collection team was constituted to include enumerators and supervisors who were trained on how to collect data and familiarise them with the data collection tools. The data collection instruments were developed in consultation with Shaqodoon and on satisfaction, the questionnaires were translated into Somali, tested, and later deployed.

### **3. Phase 3. Sampling**

The sampling was undertaken using the Cochran sample size calculator with a 95% confidence interval, 5% margin of error and 50% degree of variability.

The sampling also took into consideration other factors like youth, gender, social activists, and business owners, for inclusivity and offered a proper insight into the needs of the community.

### **4. Phase 4. Data Collection**

Data was collected using Focus Group Discussions (FGDs), Semi- Structured Interviews, Key Informant Interviews (KIIs), and questionnaires. The data collection instruments were administered to the different cadre of respondents as follows: FGDs and Semi-Structured Interviews for Partners, Beneficiary and Government Institutions, KIIs will focus on project Officers, Heads of Partner Organizations, Government Officials, clan elders and Businesspeople and the questionnaire to other respondents.

In each household/business the mapping questionnaire was administered to a single (adult) respondent who could provide information about the household or business or in cases where the head was unavailable, the second most senior available respondent will be selected. The respondents were asked about household composition, respondent demographics, migration history, income, dependents, dependence on remittance and diaspora relatives, whereabouts of the diaspora relative worldwide, employment, financial and other related questions.

This phase took fifteen (15) working days.

### **5. Phase 5. Data Entry**

Collected data was verified daily basis on the Kobo Collect platform to reduce the margin of error and ensure conformity with the laid down parameters. Shaqodoon was given view only access on the Kobo Collect platform to monitor the progress of the data collection exercise and entry.

### **6. Phase 6. Data Analysis**

Once the data collection was over, data analysis was undertaken by first doing data cleaning , then validation, followed by an analysis that involved sorting and grouping data collected according to the information gathered.

## 7. Phase 7. Reporting

### 2.2 Respondents and Sampling

In conducting this Community Resource Mapping, respondents were selected from Afgooye and Baidoa districts in South-West State in Somalia, and particularly, targeted eighteen (18) villages in Afgooye and twenty-five (25) villages in Baidoa.

Sampling was undertaken using Cochran sample size calculator with 95% confidence interval, 5% margin of error and 50% degree of variability. The total number of respondents was four thousand, three hundred and seventy nine (4,379).

The respondents were broken down as follows:

- i. General Respondents - 2,536
- ii. Business Owners - 697
- iii. Local Authorities and Civil Society - 476
- iv. Diaspora - 670

There were 1,388 general respondents from Baidoa representing 54.73%, while there were 1,148 respondents from Afgooye representing 45.25% of the general respondents. Out of the 2,536 general respondents, 1823 respondents were women representing 71.88%, while 714 of the respondents were male representing 28.15%.

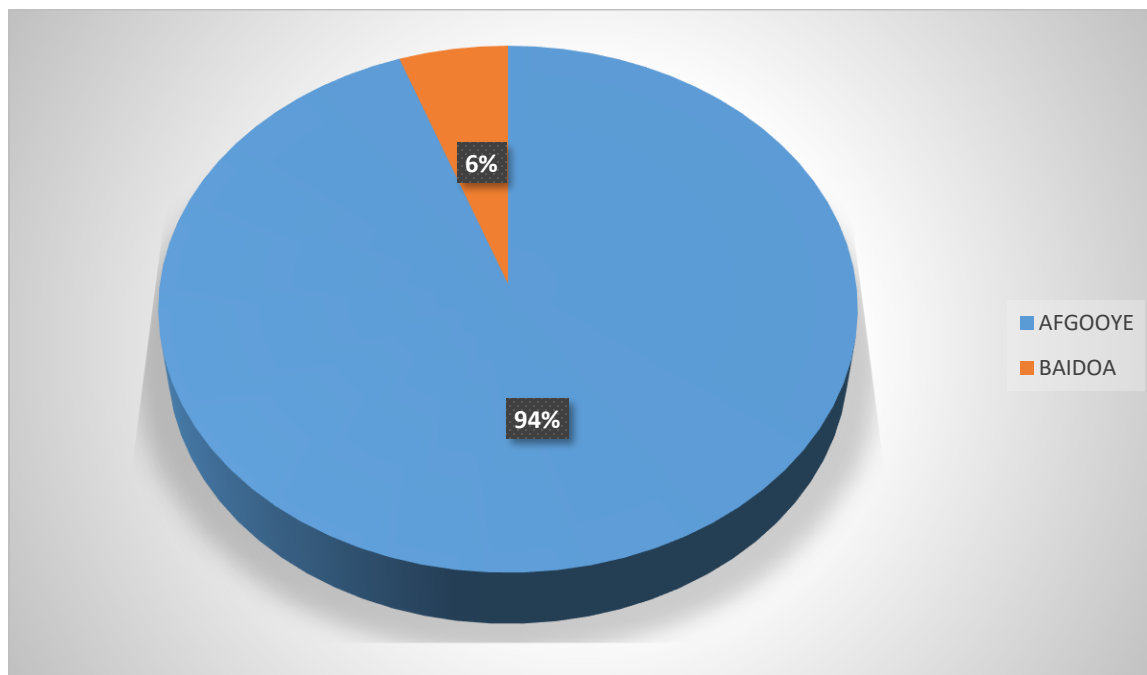


Figure 1.1 General Respondents by Location

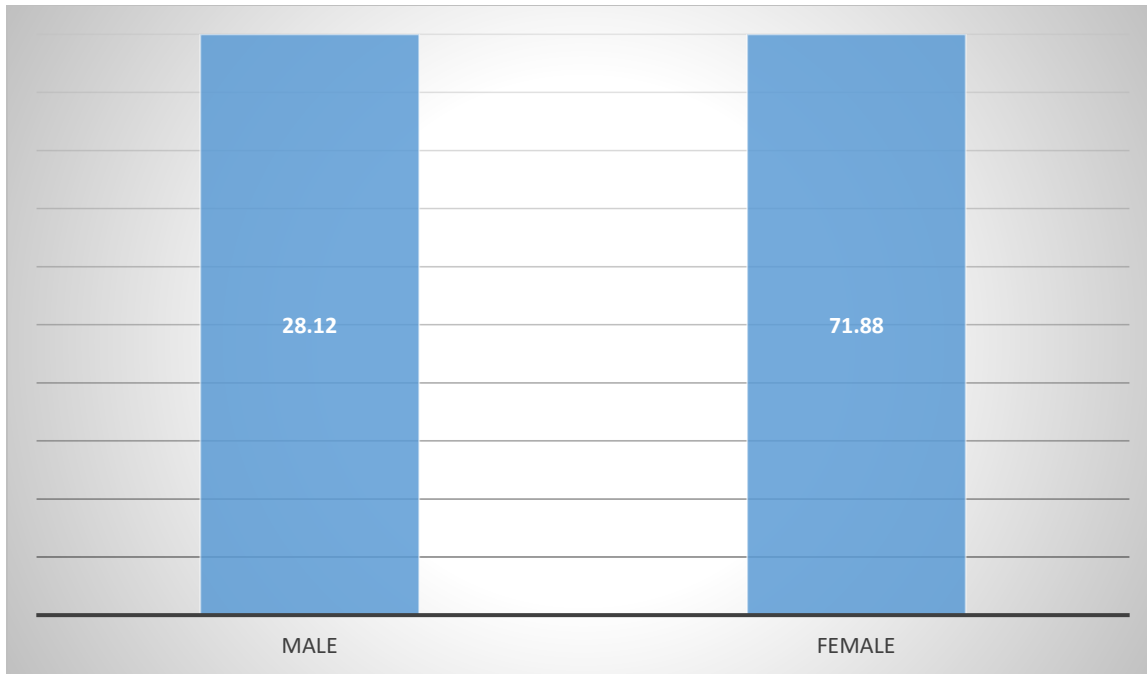


Figure 1.2 General Respondents by Gender

From the general respondents, it is significant to note that 45.98% didn't complete their education, 32.57% never went to school, 10.21% completed primary school, 7.49% are of secondary level, 3.19% have a diploma, and 0.47% are undergraduates while 0.35% hold a certificate.

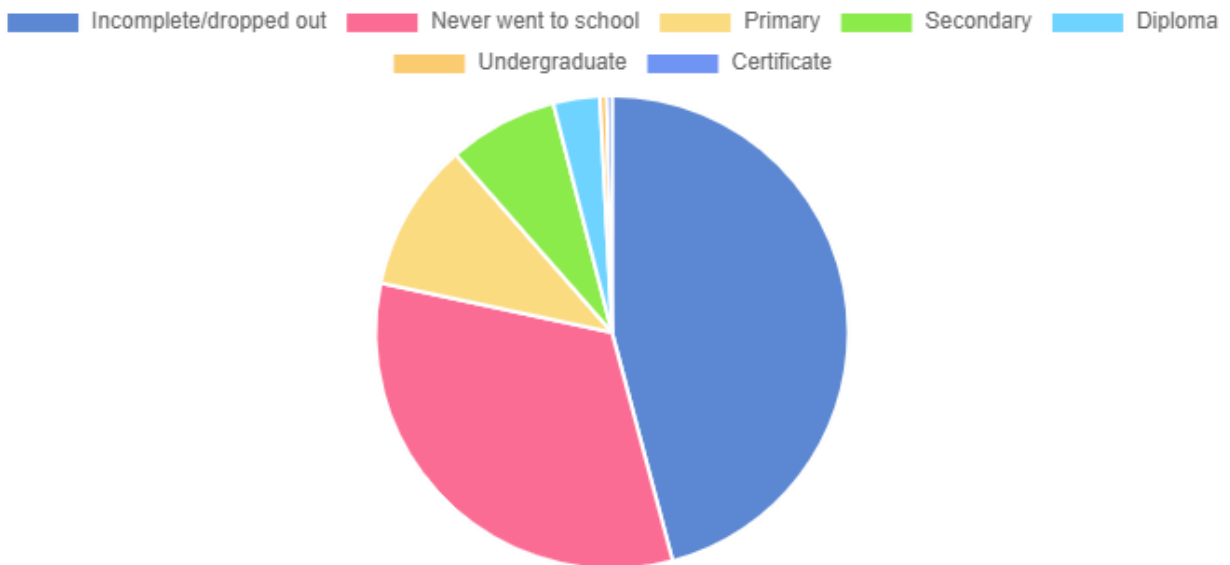


Figure 1.3 General Respondents Education Level

Out of the 697 business owner respondents, 476 respondents were women representing 68.29%, while 221 of the respondents were male representing 31.17%. There were 442



business owner respondents from Baidoa representing 63.41%, while there were 255 respondents from Afgooye representing 36.59%.

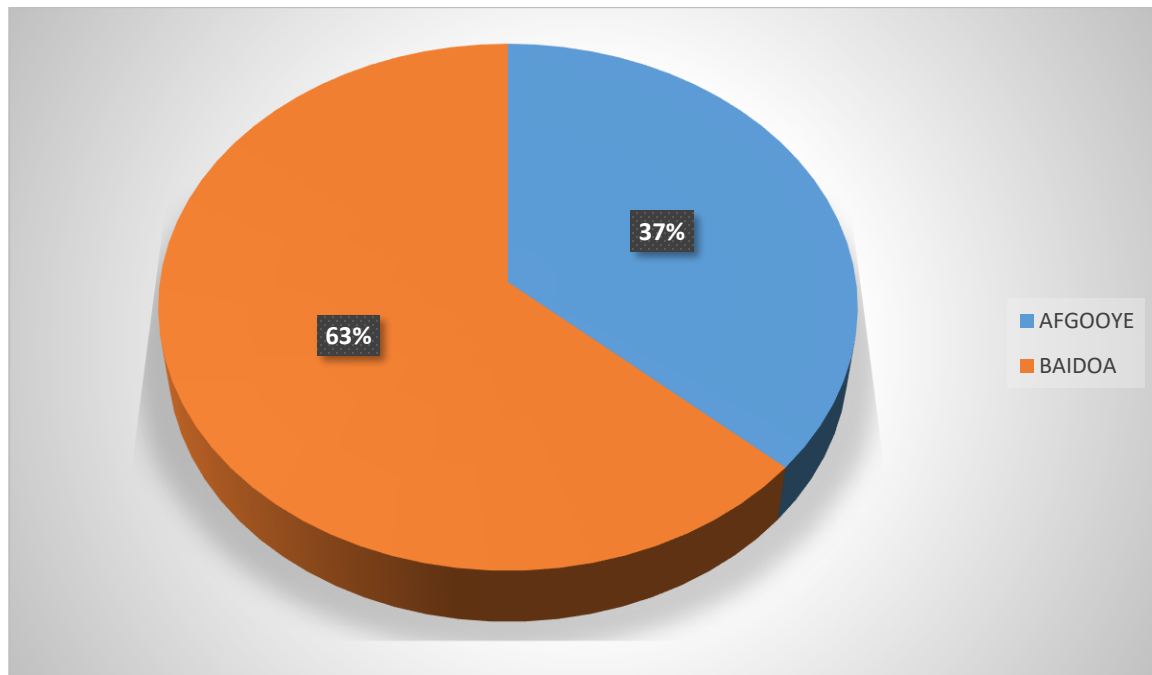


Figure 1.4 Business Owners by Location

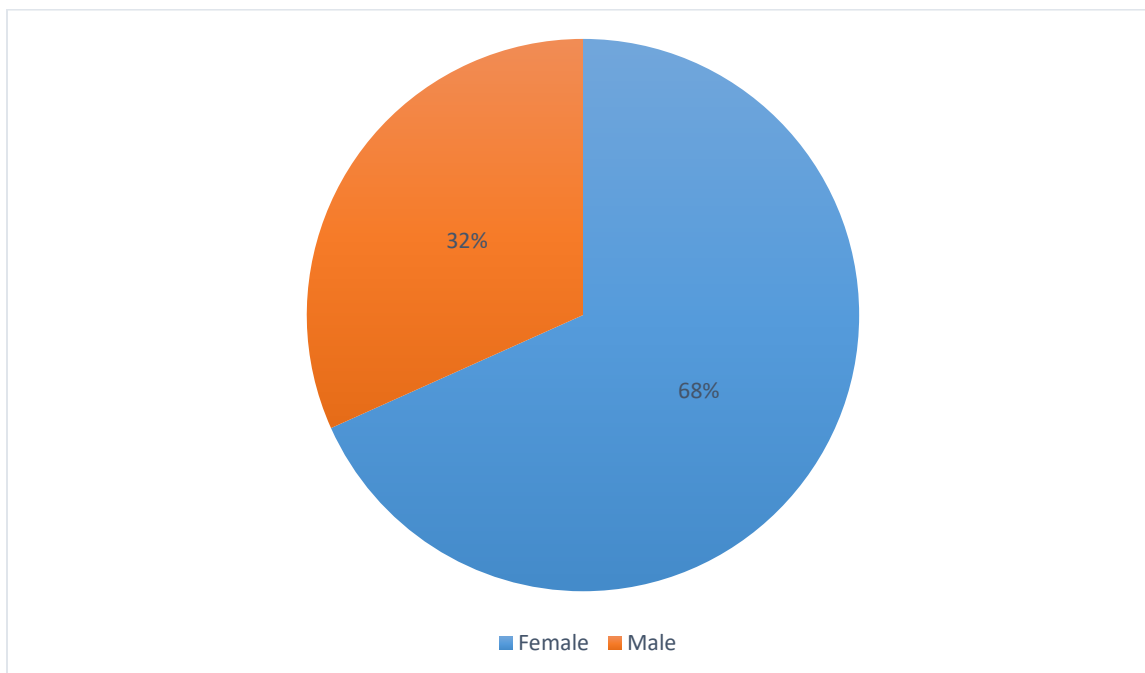


Figure 1.5 Business Owners by Gender

Out of the 476 Local Authority and Civil Society respondents, 243 respondents were women representing 51.05%, while 233 of the respondents were male representing

48.95%. There were 306 Local Authority and Civil Society respondents from Baidoa representing 64.29%, while there were 170 respondents from Afgooye representing 35.71%.

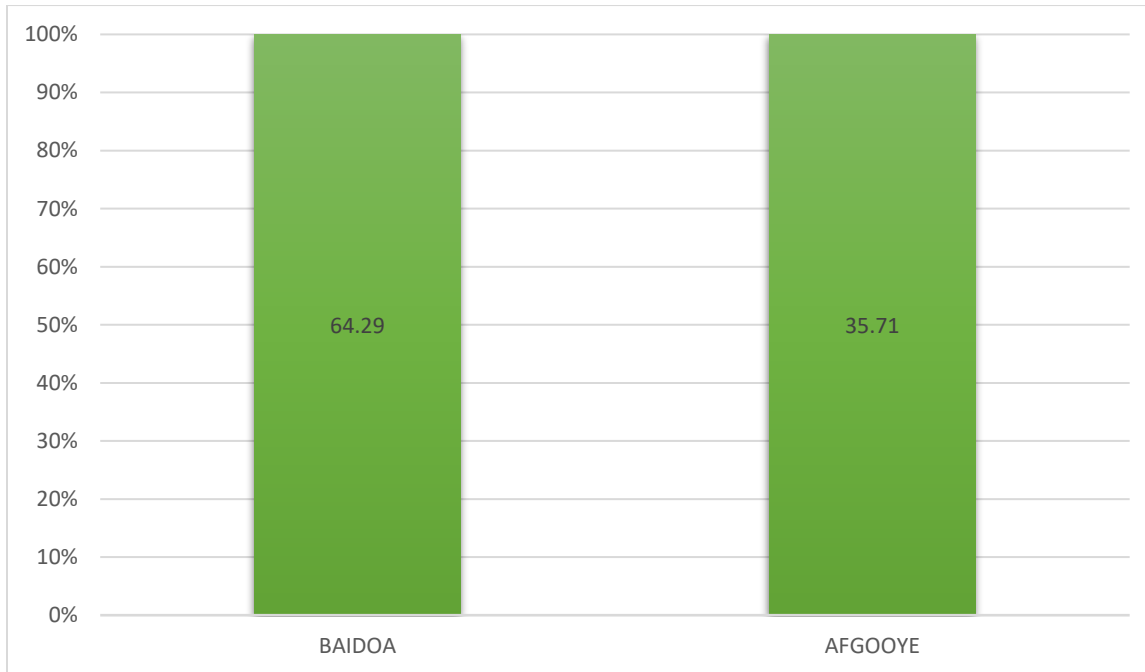


Figure 1.6 Local Authorities and CSOs by Location

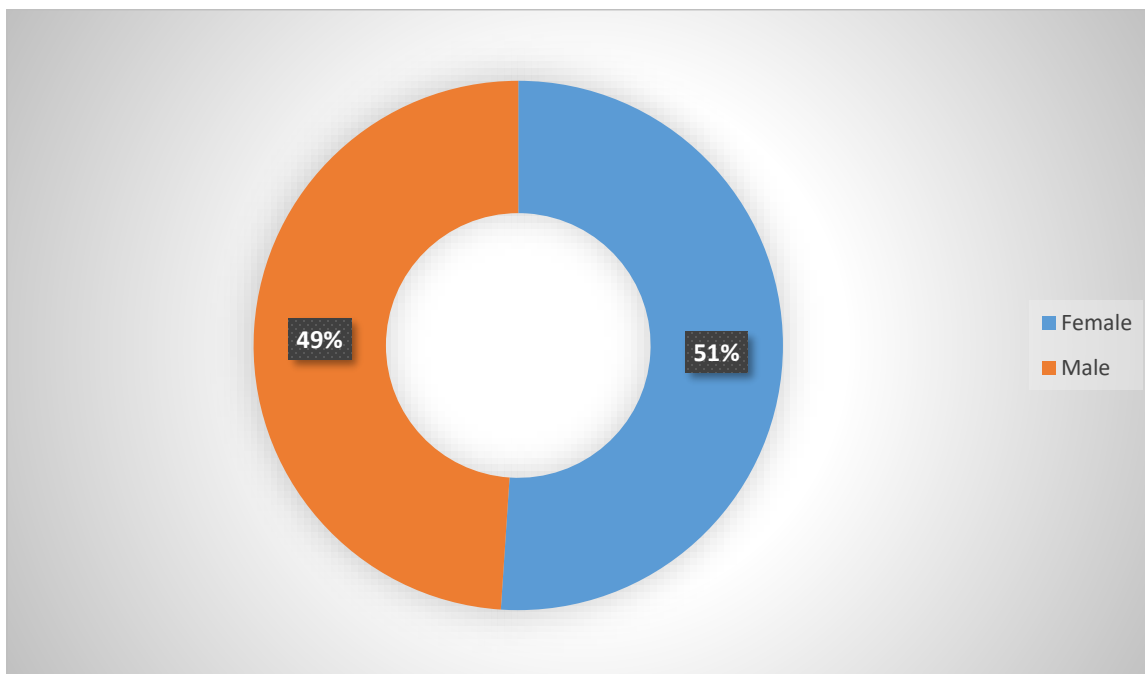


Figure 1.7 Local Authorities and CSOs by Gender

All the diaspora respondents came from Baidoa. Out of the diaspora respondents, 68.66% respondents were women while 31.34% of the respondents were male.

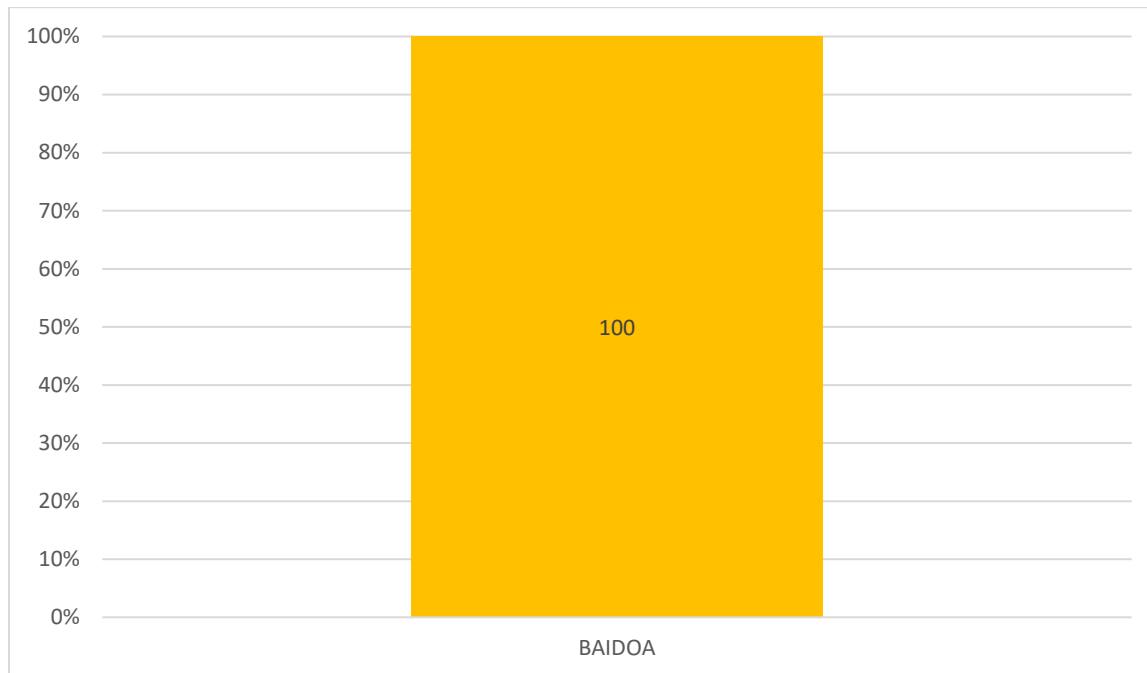


Figure 1.8 Diaspora Respondents by Location

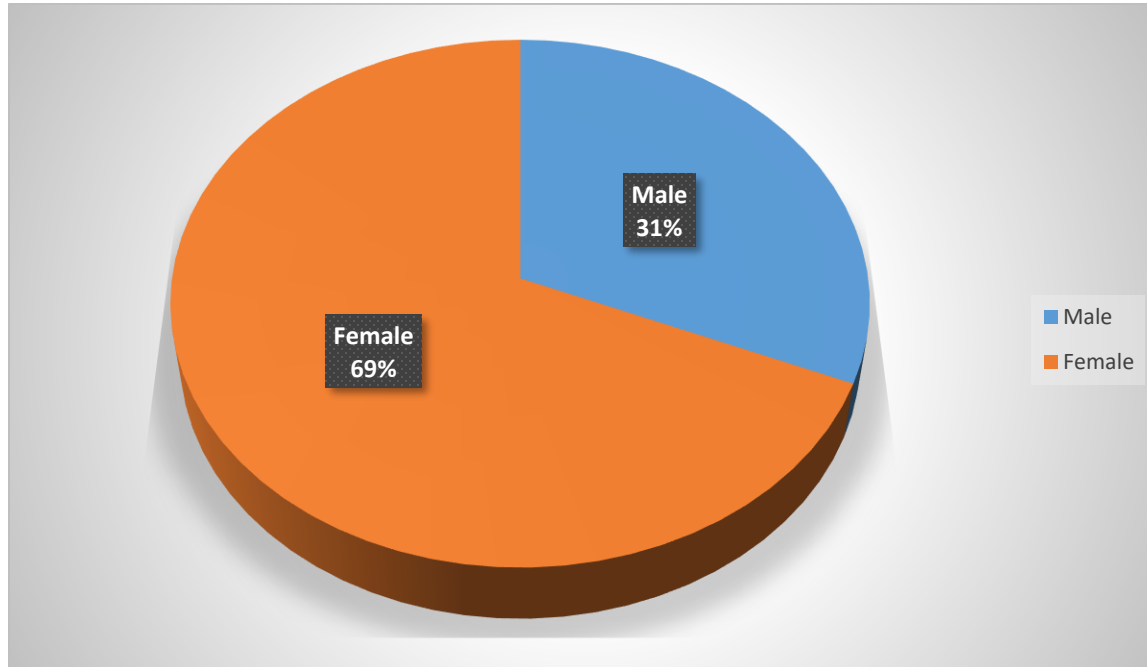


Figure 1.9 Diaspora Respondents by Gender

## 2.3 Target Locations

The Community Resource Mapping targeted 43 communities in Southern Somalia. **25** villages in Baidoa and **18** villages in Afgooye.

Out of the 25 locations in Baidoa, 22 were within the vicinity of Baidoa town and were easily accessible and had no issue in regards to security, nevertheless, three locations, i.e. Masubiye, Midow and Moshe were inaccessible this no data was collected there.

### 2.3.1 BAIDOA

Baidoa, locally known as Baydhabo, is a strategic town in south-central Somalia and the interim capital of South West State of Somalia. Baidoa is situated approximately 240 kilometers west of Mogadishu and southeast of the Ethiopian border, on one of the main Somalia trade corridors, connecting the seaport of Mogadishu and the productive region of the Lower Shabelle with Ethiopia and Kenya.

There is no updated population data available for Baidoa, but according to the United Nations Population Fund (UNFPA), population of the district of Baidoa was estimated to be 227,761 people; the urban population as 59,107 and the non-urban as 168, 654<sup>ii</sup>. Currently, the drought situation, related conflicts and loss of livelihoods have led to the number of IDPs increasing drastically in the urban areas of Bay and Bakool. This is mainly attributed to the availability of aid, jobs and less conflict in urban centers. CCCM Cluster's most recent report indicates that currently, Baidoa is home to an estimated 261 IDP sites and 43,479 households. Most of these settlements are in and around the town.<sup>iii</sup>

### 2.3.2 AFGOOYE

Afgooye is a town in the southwestern Somalia Lower Shebelle region of Somalia and it's the third largest city of Southwest State. Afgooye is one of the oldest towns on the lower Shebelle valley, 30 kilometers north of Mogadishu. According to the United Nations Population Fund (UNFPA), population of Afgooye district was estimated to be 135,012 residents.<sup>iv</sup>

After the outbreak of the civil war in 1991, parts of Afgooye town became a place of refuge for many of Southern Somalia's internally displaced people. The region has become home for many displaced persons from Lower Shebelle, with some also arriving from Bay and Hiraan. DTM estimated over 30,000 IDPs in Afgooye.<sup>v</sup> Afgooye's riverine terrain is a logistical nightmare and posed a challenge to the enumerators.

AFGOYE - Total 18 Villages		BAIDOA - Total 25 Villages	
Jaran	Awgooye	Awdinle	Athika
Adanwalow	Balbaley	Bulla Kerow	Aw -Adinle
Kuraari	Bula xartoy	Bulla MadMalan	Bula Jay
Irdoole	Dhajalaq	Busley	Bula jirey
Ris	Baalguri	Goyale	Hanana1(IDP)
Bulalow	Libahle	H/wadagBulla Jumca	Horseed
Donka	Kaharow	IshaBulla Usley	Lowiile Yarey
Lafoole	Waranbas	Masubiye	Misgale
Abanaale		Midow	Salamey
Jambaluul		Mooshe	Waberi
		Wadajir 2 IDP	Wariyaale
		Adaada	Wadajir
		ADC1 IDP	

Table 1.1 Target Locations -Villages

### 3. Key Findings

An analysis of the data collected and from the information gleaned from the respondents the following key segments provide a clear and succinct picture of the status of the community's resources, their ability to support community driven projects, their attitude on the same, the most influential people in the community and what they think needs to be done to secure their continued support. The community's responses reveal a desire to support community driven initiatives, a love of their community, diverse preferences on what initiatives to support, the need to acquire more technical skills, with responses also showing a varying degree on the scope and nature of the community support to different initiatives reflecting the possibility of successful community crowdfunding both locally and in the diaspora.

The findings below will enable Shaqodoon Management and Program staff to identify influential and key business members, projects that are close to the community, dynamics surrounding the funding community initiatives, as well as support in the understanding and mapping out the locally available community resources (businesses, livestock and other resources) and households with diaspora members and the concomitant benefits.

#### 3.1 Current State of Support to Community Initiatives

The community resource mapping reveals that in as much as there are bottlenecks to financing or supporting community driven initiatives, the community through their meagre resources are already supporting the financing of community driven projects in differing abilities. There is need to harness their support and bring on board more community members to increase the level of support to community initiatives in both Baidoa and Afgooye.

##### 3.1.1 Occupation of the community members

The mapping shows that a higher number of respondents are in employment, others are in business while others are dependent on their diaspora family members to eke out a living. Those in employment are 58.7% of the respondents, while those in business are 41.3%.

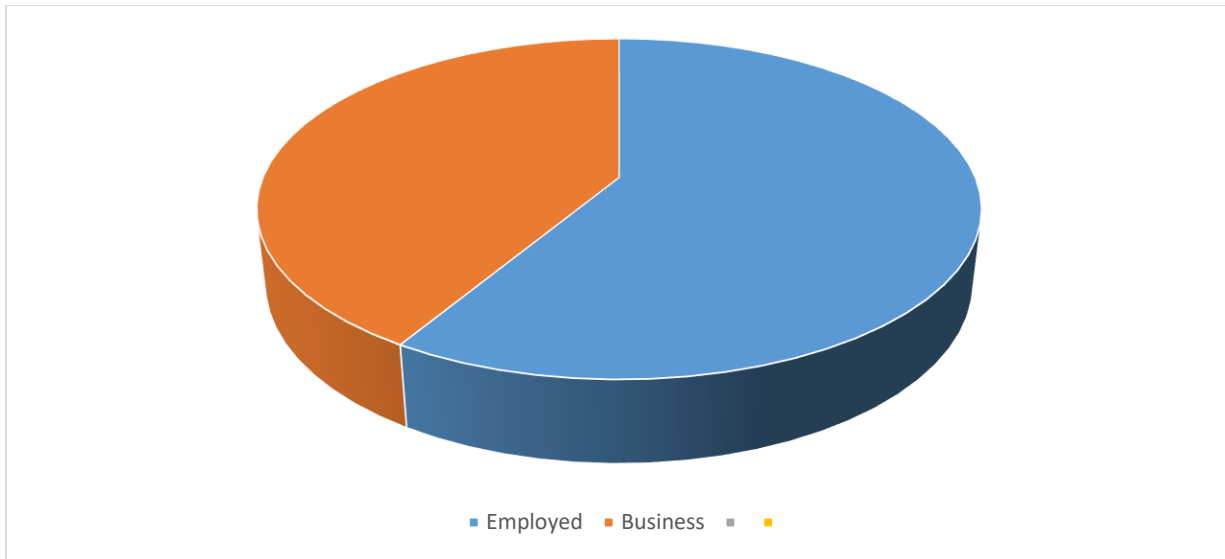


Figure 2.1 Occupation of the Respondents

### 3.1.2 Duration in employment

Respondents indicated varied duration of either being in employment or living in the diaspora. 42.3% of the respondents have worked between 4 to ten years, 30.1% between one and three years, 14.7% for 10 more than ten years and 12.7% for less than a year. This indicates that the longer the duration of employment the easier it is for them to continue their contributions once they have begun. 54.3% of the diaspora respondents have lived in the diaspora for less than five years, 29.1% have lived there between six and ten years while 16.8% for more than ten years.

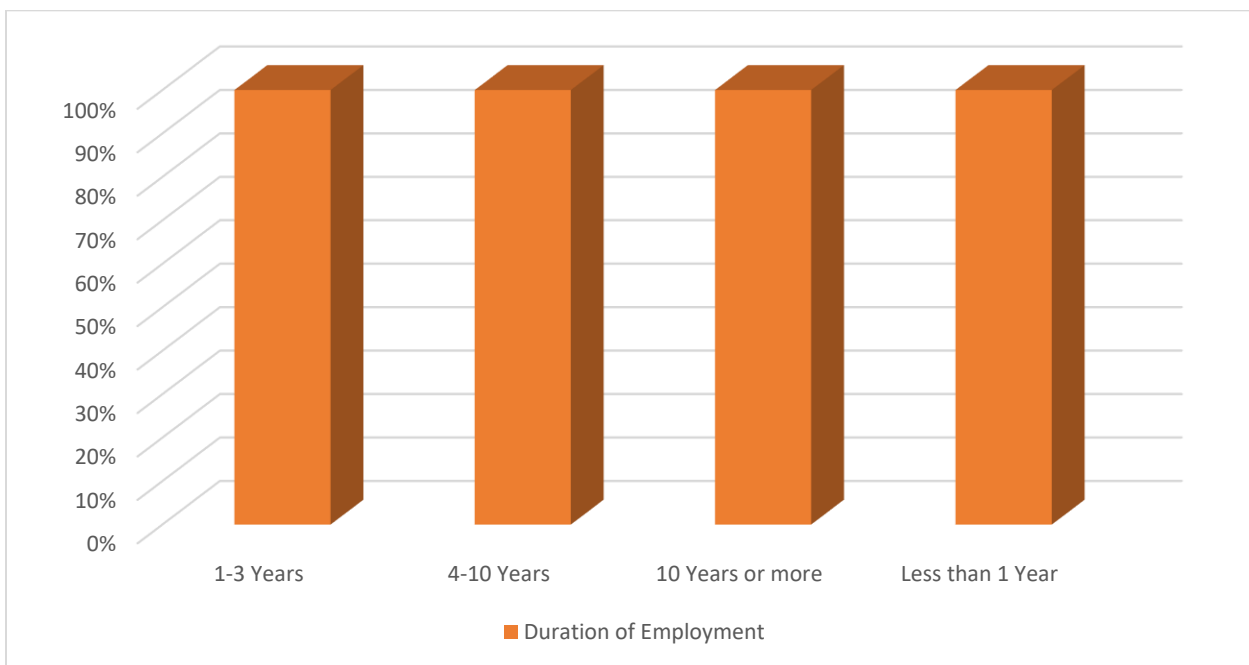


Figure 2.2 Duration in Employment

### 3.1.3 Sourcing of business financing

For respondents in business, the assessment sought to find out their sources of business financing to glean the financial behaviours and attitudes of the respondents.

Interestingly, a high percentage of the sourced their capital from their own savings, at 63.4, another 19.5% indicated that they sourced their capital from family and friends, 13.7 % through loans while 3.3 from the diaspora. This a clear indication that the diaspora support family members directly rather than with capital for business. The Diaspora is spread throughout the world in various countries all over. The diaspora are mainly from Kenya which has the highest number at 367, Ethiopia is second at 140, Saudi Arabia third at 53 and followed by Yemen at 52.

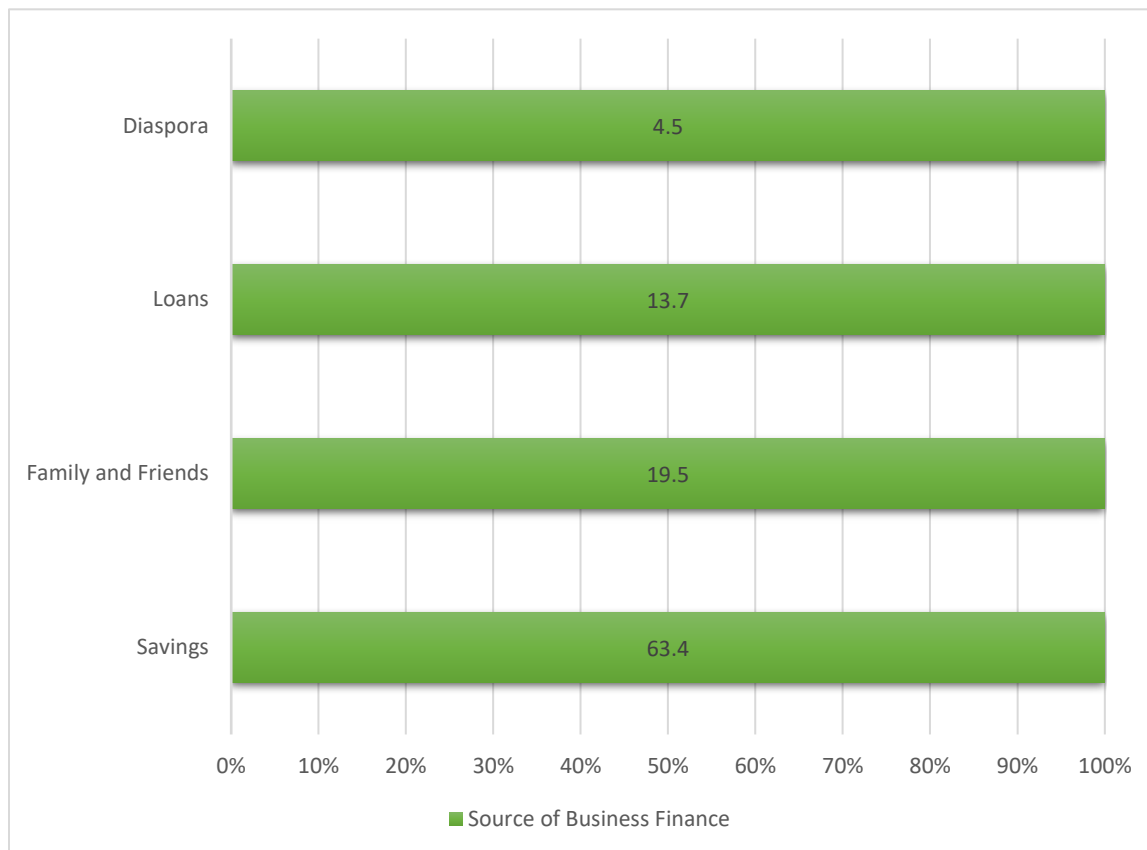


Figure 2.3 Sources of business financing

### 3.1.4 Presence of diaspora members in households and their support

The resource mapping revealed that 91.29% of the households have diaspora members in their households either as diaspora or returnees, while 8.75% indicated that they had none. On the same note, 57.5 % of the households indicated that the diaspora and



returnees support them in meeting their household expenses, while 42.5% indicated that the diaspora and returnees in their homes don't support them in meeting their household expenses.

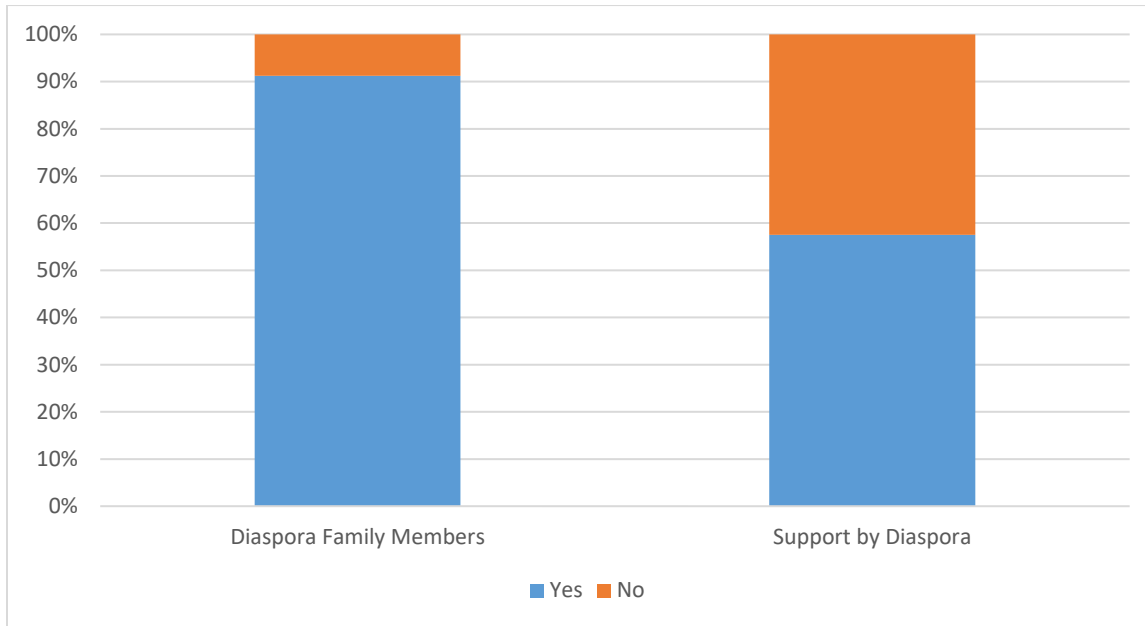


Figure 2.4 Presence and support by diaspora to household expenses

### 3.1.5 Diaspora contribution to community projects

The diaspora community seems to be supporting their families more than they support community driven projects. As it is, 70.5% of the diaspora respondents aren't currently supporting community initiatives while 29.5% are currently doing so. Nevertheless 80% of the diaspora respondents indicated a willingness to start supporting the community while 20% revealed that they weren't ready at the moment. Reaching out and engaging the diaspora community could result in an increased support to the community.

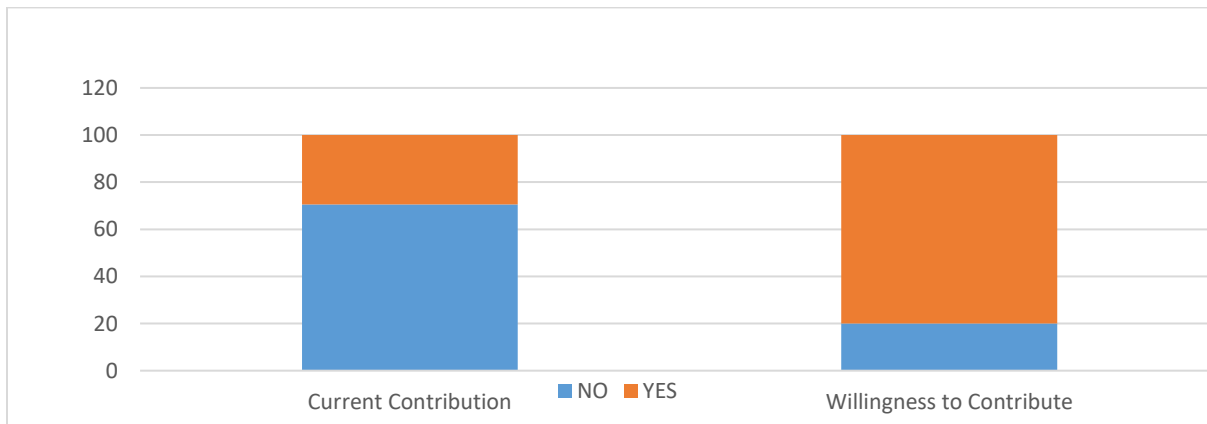


Figure 2.5 Status of Contribution and Support to family household expenses

### 3.1.6 Skills support to generating income

Among the general respondents, 63.92% indicated that the skills they have acquired have been instrumental in enabling them to acquire an income while 36.12% indicated that the skills haven't enabled them to earn any income. A clear indication that they need to acquire new skills or be innovative.

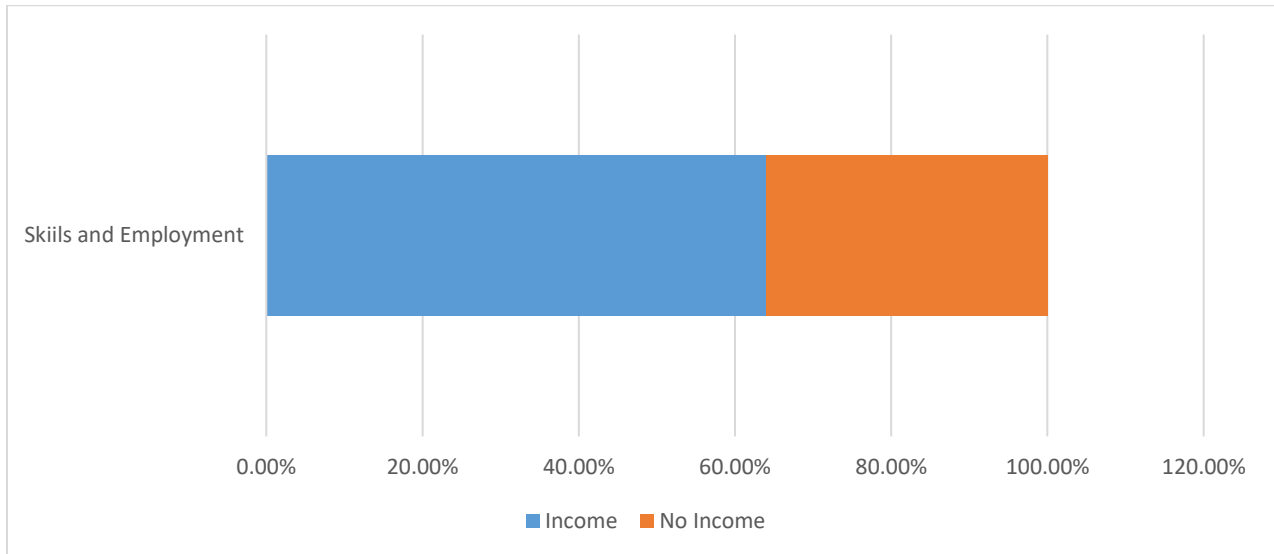


Figure 2.6 Skills that support income generation

### 3.1.7 Individuals supporting community driven initiatives

In both Afgooye and Baidoa, there exist individuals and organizations that support community driven initiatives. 81.7% of the households are currently supporting community driven projects, while 19.3% aren't currently supporting any community initiative but are willing if approached.

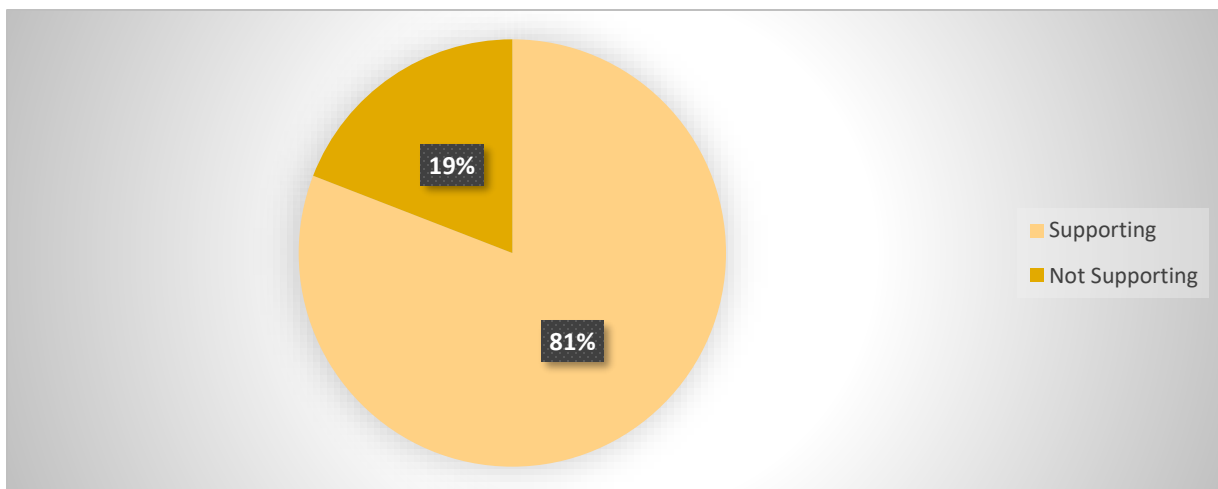


Figure 2.7 Level of support to community projects

### 3.1.8 Amount and frequency of current contributions

All respondents' currently supporting community driven projects, have diverse contributions that they make at different frequencies. The contributions range from as little as \$5 to as high as \$1,000 and above. Among those contributing to community projects, 36.4% contribute \$5, 13% contribute \$10, 3.8% contribute \$20, 15.9% contribute \$50, 22.9% contribute \$100, 1.2% contribute \$200, 1.6% contribute \$500 and another 1.27% contribute \$1,000 and above. In making their contributions, 67.3% of respondents do it monthly, 13.7% on a quarterly basis, 5.3% semi-annually and another 13.7% contribute annually.

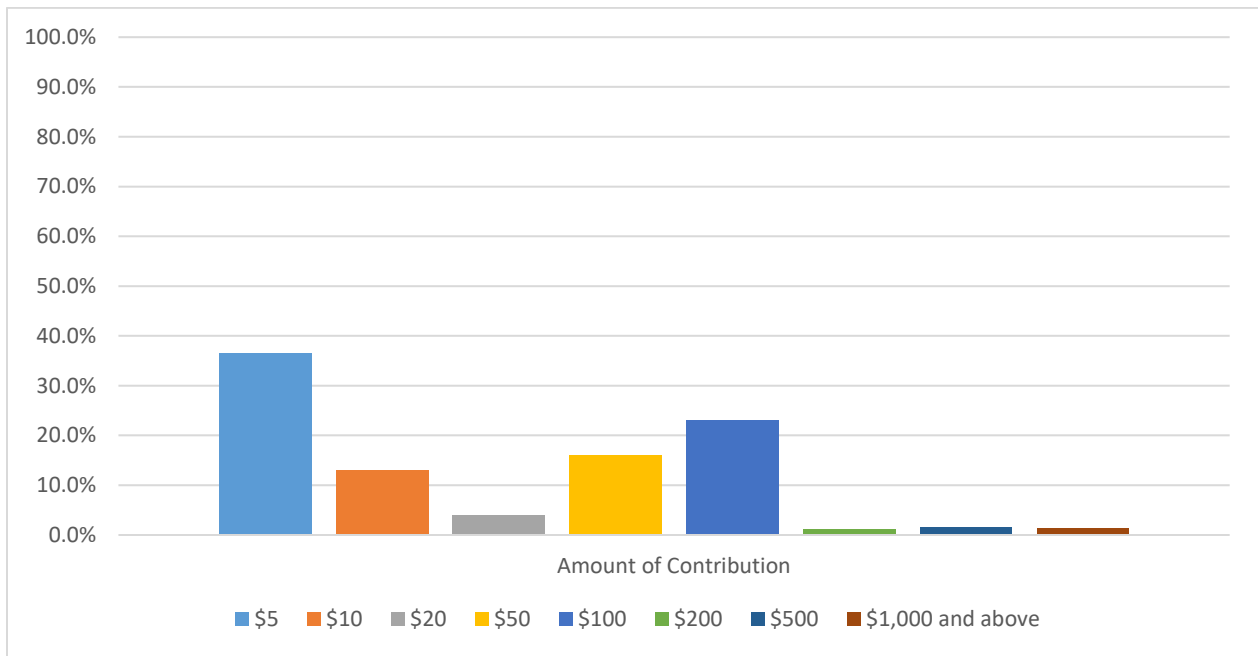


Figure 2.8 Amounts contributed

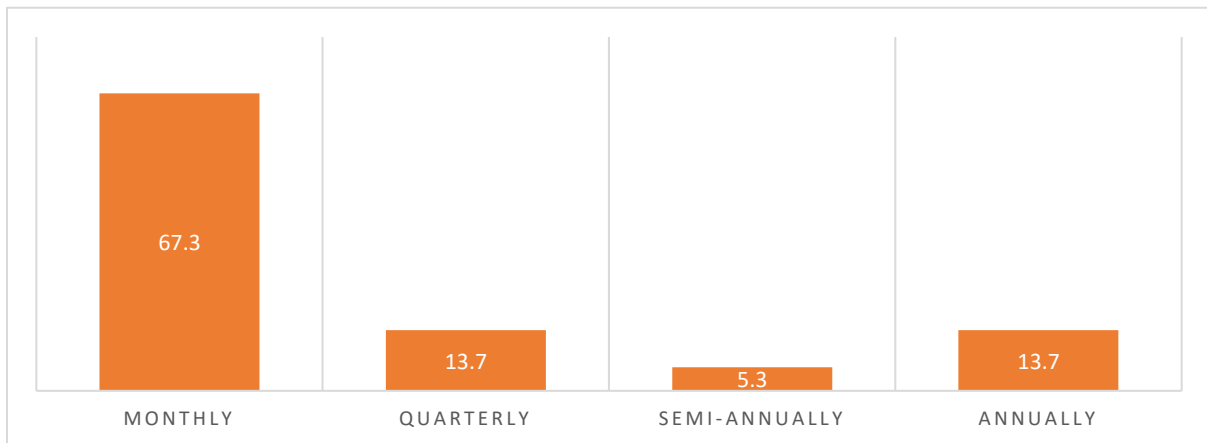


Figure 1.9 Frequency of contributions

### 3.1.9 The presence or existence of an organization/chat room/ for conveying community news and updates

To keep abreast with community news and updates, 57.7% of the respondents indicated that were aware of the existence of an organization or chat room or system to share community new while 42.3% noted that there was not such a system of chat room. The existence of such organizations, chat room or system can then be used a platform for crowdfunding.

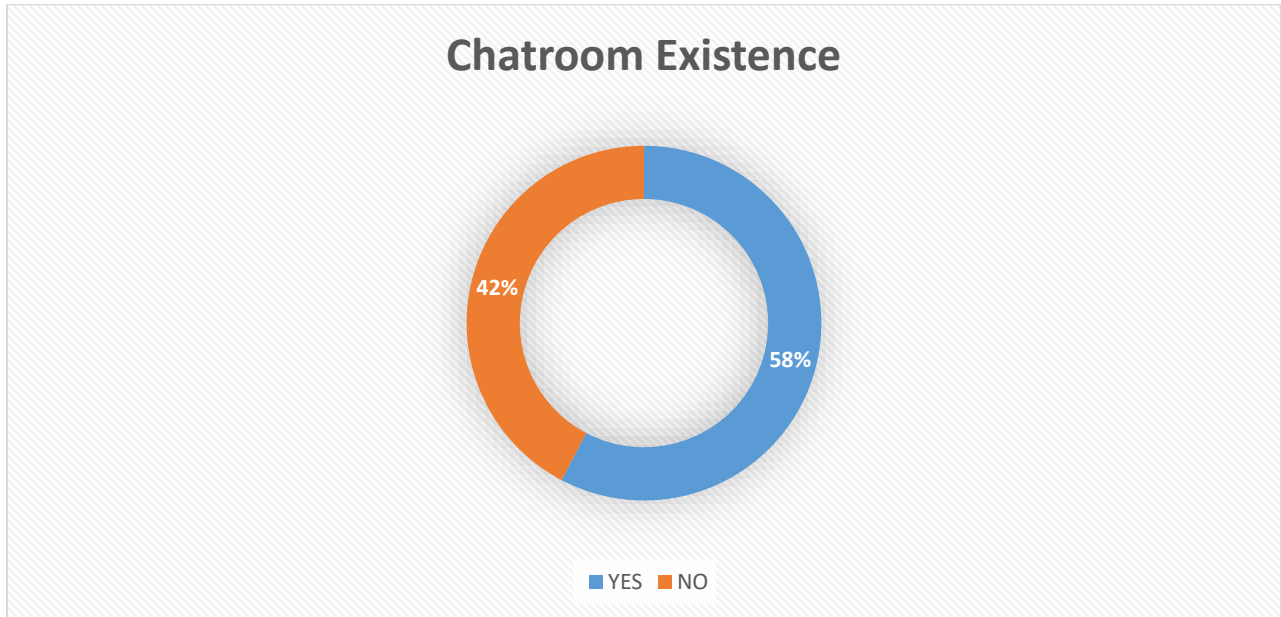


Figure 2.10 Community Chatroom/System for sharing Community information

### 3.1.10 Types of projects that community prefers to support

Even as they make their contributions, at different frequencies, they do have a preference on what community driven initiative they are willing to support. Agricultural initiatives seem to be the most preferred at 22.7%, followed by livelihood at 22.5%, then Education at 21.1%, Health at 19.5%, Access to water at 9.8% with Democracy and Human Rights the lowest at 4.1%.

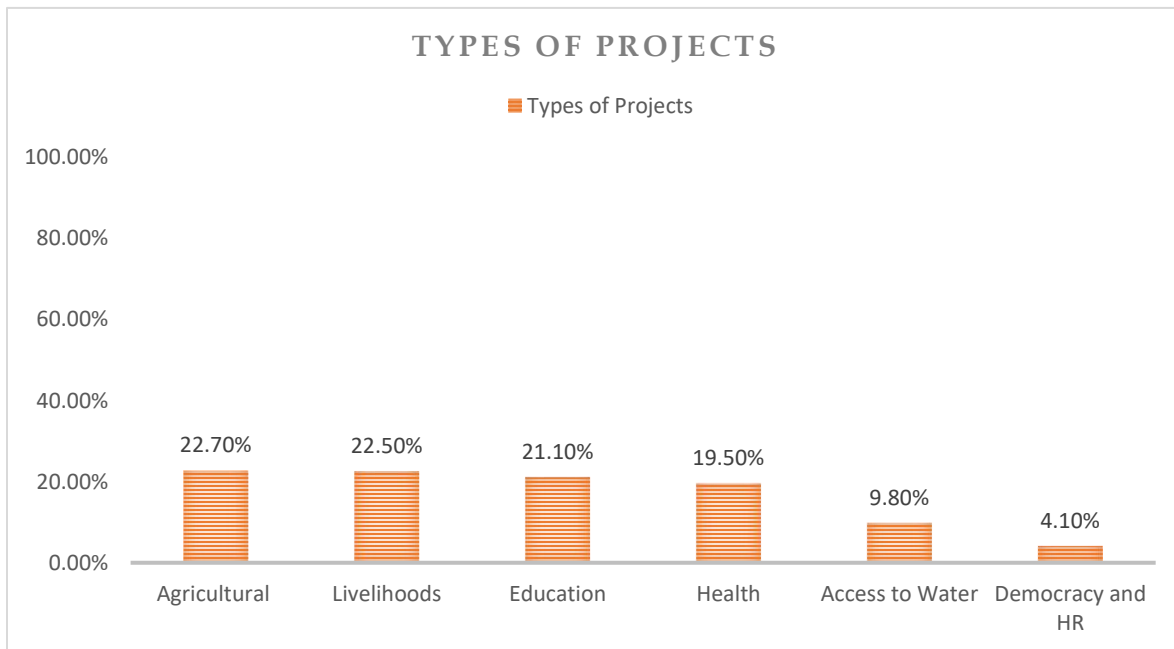


Figure 2.11 Preferred projects

### 3.1.11 Diaspora support to community initiatives

Currently 83.7% of the diaspora respondents only contribute \$5, another 12.7% contribute \$10, with 3.1% contributing \$20, while only 0.4% contributing \$100 and the rest 0.4% contribute \$50. On the same note, 72.84% of the diaspora respondents said that they didn't know any diaspora groups that support their communities while 28.06% revealed that they knew of such groups. At least 52.9% of the respondents are members of such groups while 47.1% aren't members of diaspora groups that support their communities.

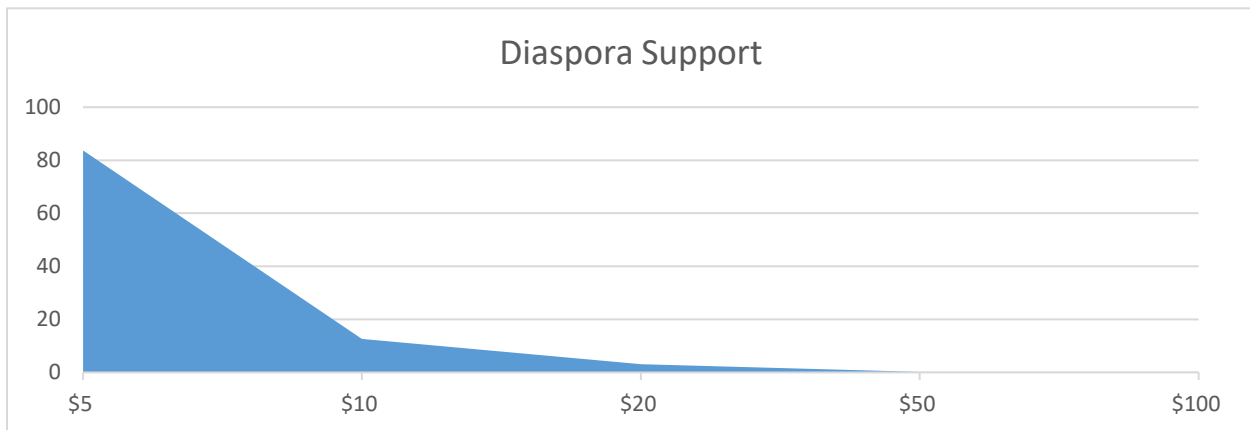


Figure 2.12 Diaspora Contribution to Community projects

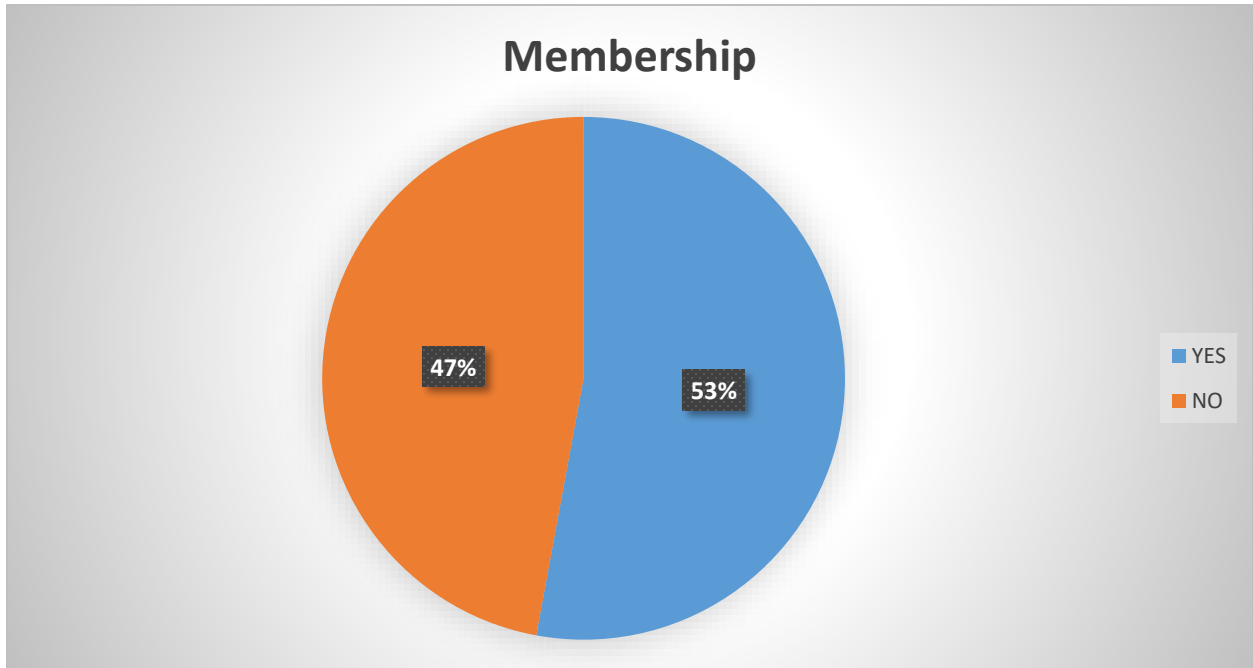


Figure 2.13 Diaspora who are in community initiative support groups

### 3.1.12 Frequency of support

Like all other respondents who support community driven initiatives, the diaspora community also does the same. 74.6% of the diaspora respondents make their contributions monthly, 14.9 do it quarterly, another 5.4% do so semi-annually while 4.9% make offer their support annually.

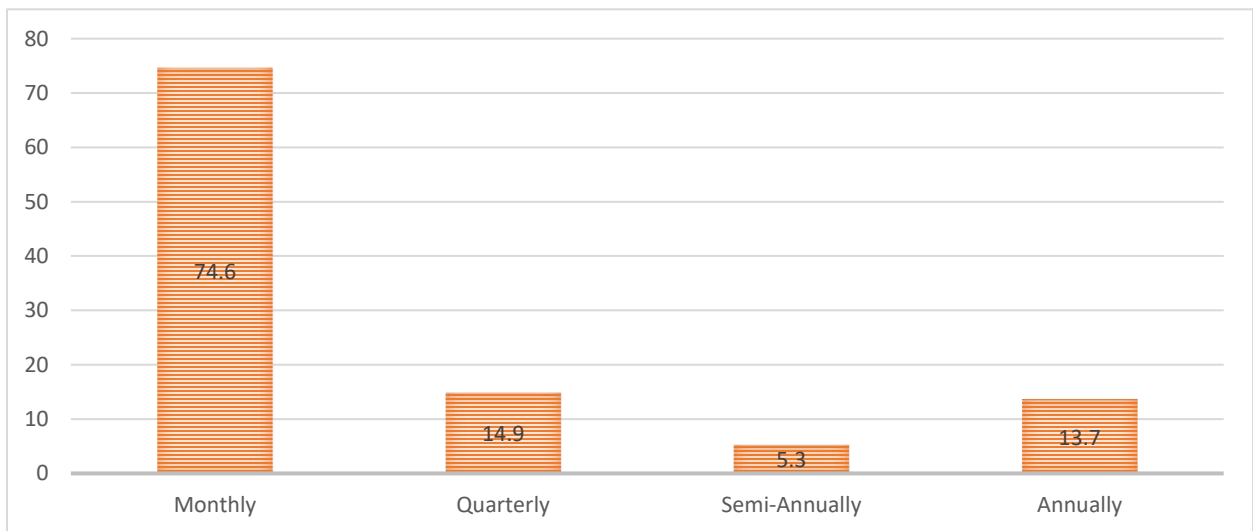


Figure 2.14 Frequency of Diaspora contributions

### 3.2 Future Prospects towards the support if Community Initiatives

As analysis of the data indicates that in as much as the community members in both Baidoa and Afgooye are currently supporting community driven initiatives, there is a significant potential for soliciting of more of their support if they are approached, and by maximising on utilizing existing organizations or systems that they have in place to share community news as crowd-funding platforms.

#### 3.2.1 The existence of an organization/chat room/ for conveying community news and updates

To keep abreast with community news and updates, 57.7 % respondents indicated that they were aware of the existence of an organization or chat room or system to share community new while 42.3 noted that they weren't aware of the existence of such a system of chat room. The existence of such organizations, chat room or system can then be used a platform for crowdfunding.

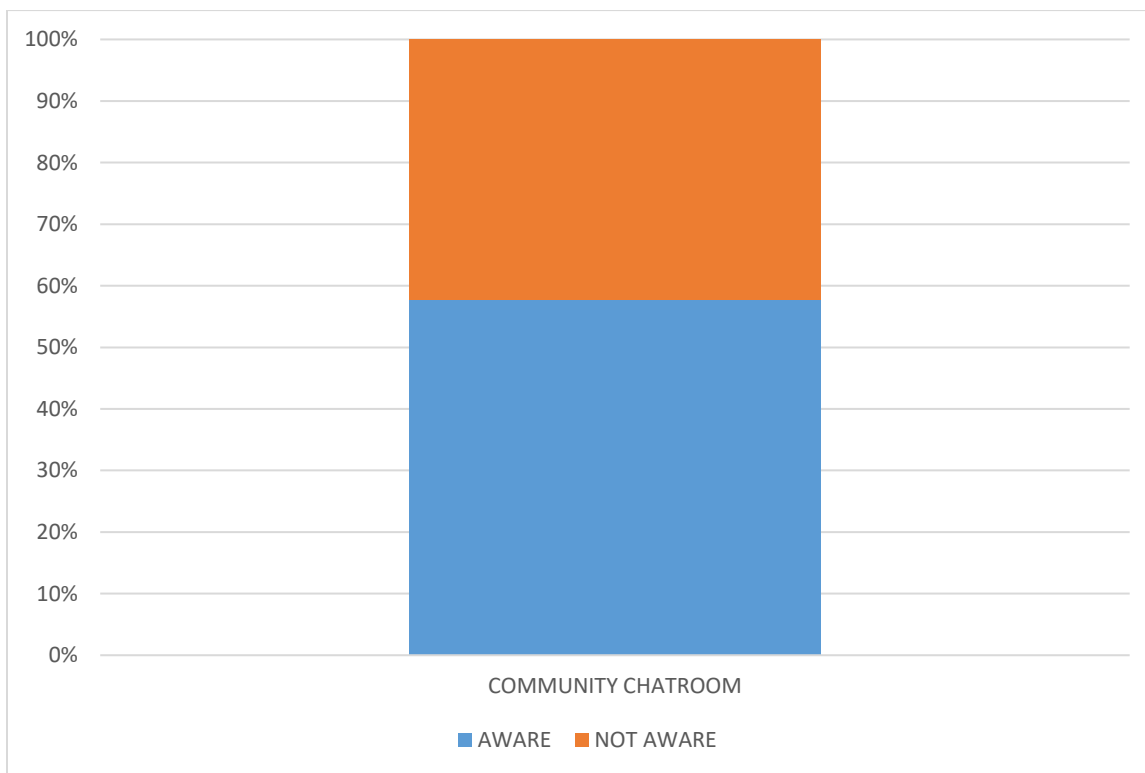


Figure 3.1 Existence of Community Chatroom

#### 3.2.2 Most influential members in the community

The analysis if the most influential members in the community revealed that women top the list at 24%, followed by religious leaders at 16.8%, then traditional elders at 16% with civil society organizations at 14.8%. Other influential members are the youth at

6.3%, community leaders at 5.5%, village leaders at 4.3%, business people at 3.5%, camp leaders at 3.2%, diaspora at 3.1 and local authorities at 2.4%. This therefore means that to get more support for community driven initiatives, it is prudent to target women, religious leaders, traditional elders and civil society organizations which have a deeper penetration in the community.

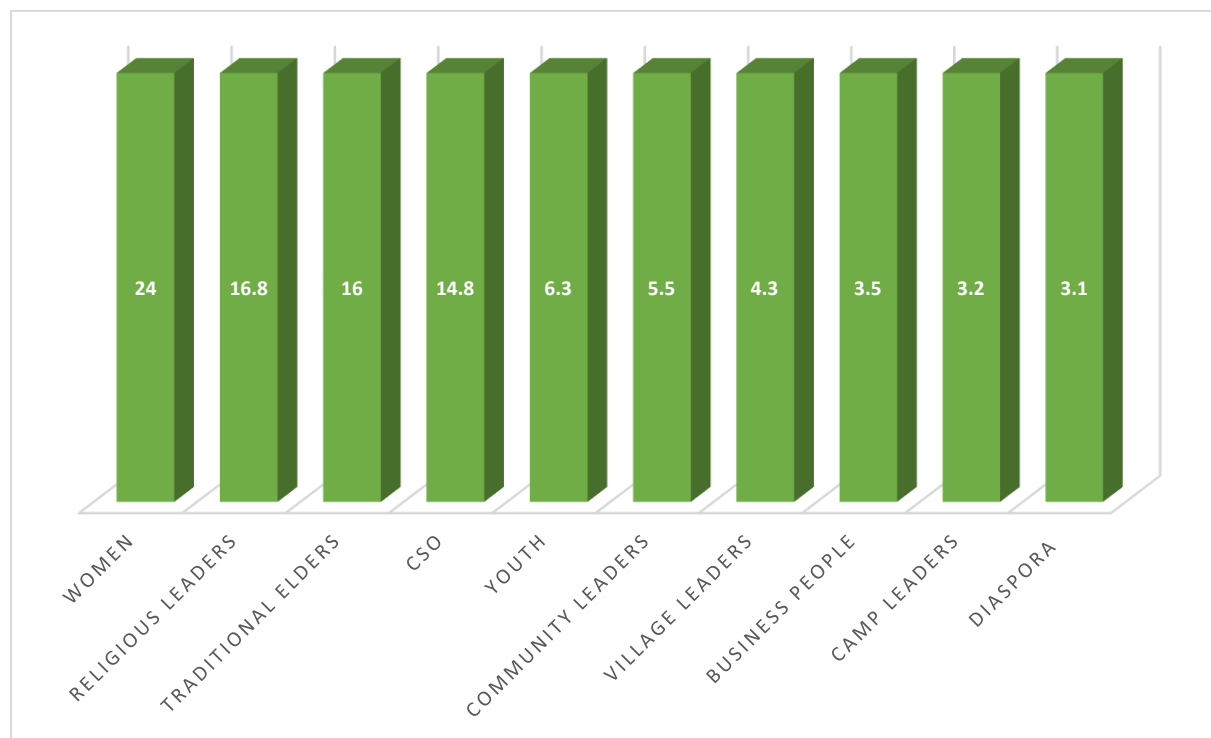


Figure 3.2 Most influential members in the community

### 3.2.3 Suggestions on increasing /soliciting more support to financing community driven initiatives

On what the respondents think that needs to be done to solicit more support, the respondents noted that a number of key approaches to be used including:

- i. Use influential members in the society to target more people
- ii. Conduct awareness raising in the communities
- iii. Initiate projects that are more preferred by the community members
- iv. Support the acquisition of skills
- v. Target more diaspora communities as they are viewed as agents of change
- vi. Direct request for small amounts to the businesspeople, religious leaders, the community and other individuals
- vii. Support the community to come up with local solutions
- viii. Empower the community to appreciate the role of crowd-funding in tackling community challenges.



### 3.2.4 Willingness to support the financing of community driven initiatives if approached

On whether if those who aren't currently supporting community projects are willing to start supporting crowdfunding for their communities, 53.9% are ready and willing to support community driven initiatives if they are approached while 46.1% aren't ready to support community projects.

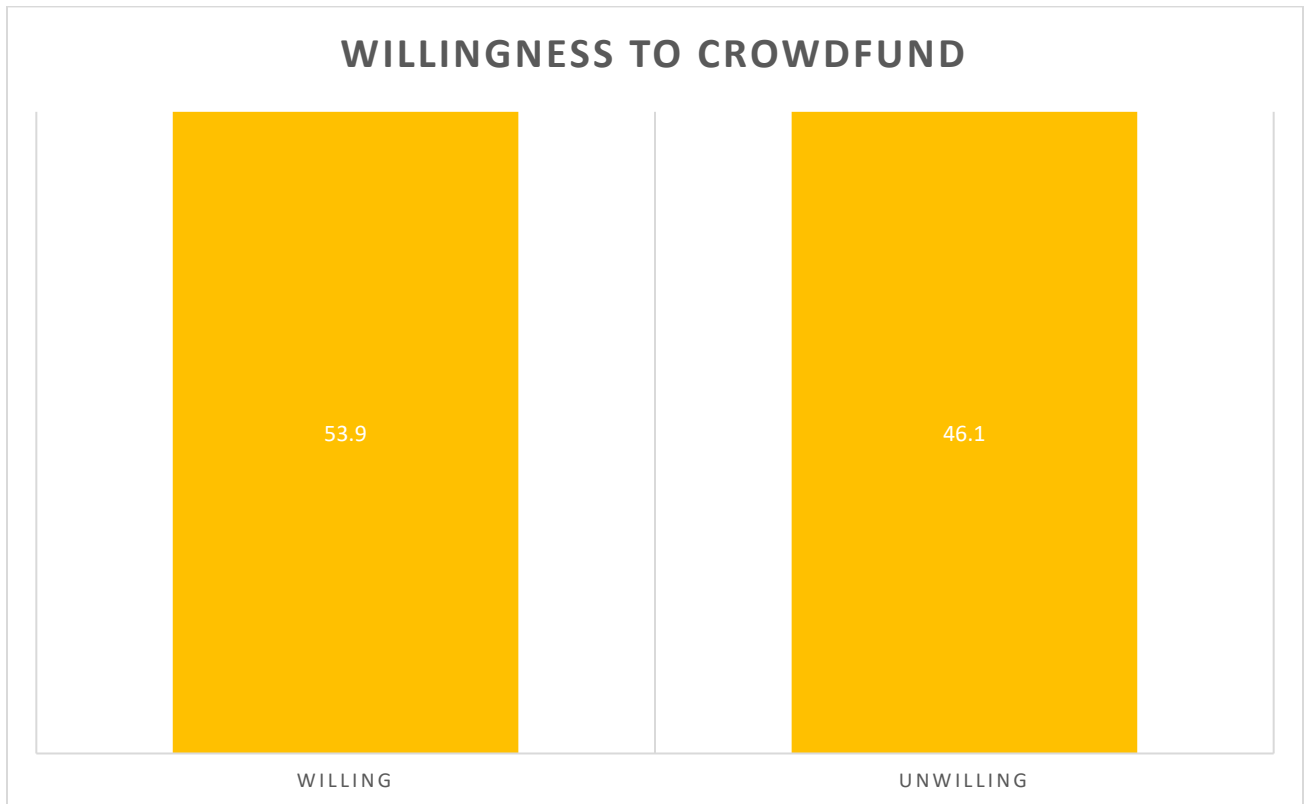


Figure 3.3 Willingness to support community initiatives.

### 3.2.5 Types of projects that community prefers to support

Those who are willing to support community driven initiatives have a preference on what projects they are willing to support. Agricultural initiatives seem to be the most preferred at 22.7%, followed by livelihood at 22.5%, then Education at 21.1%, Health at 19.5%, Access to water at 9.8% with Democracy and Human Rights the lowest at 4.1%.

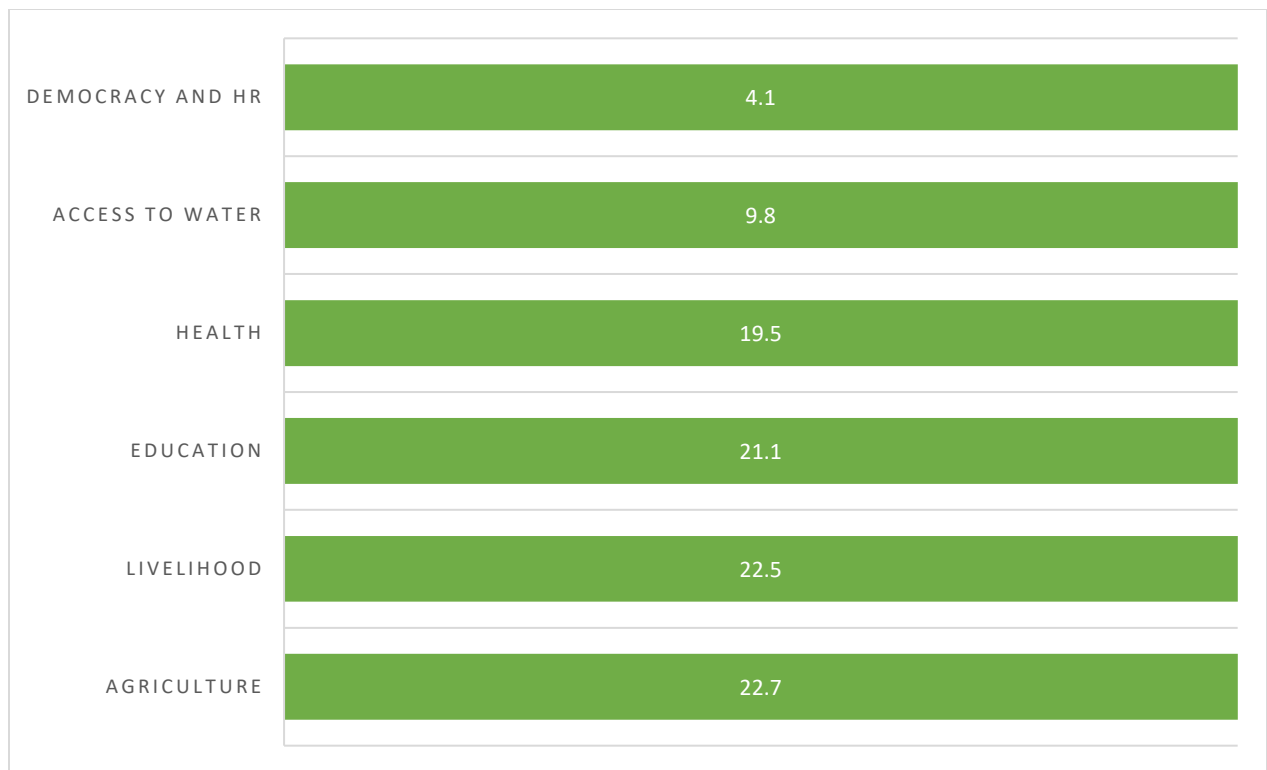


Figure 3.4 Preferred projects to support when requested.

### 3.3 Bottlenecks and Dynamics of Financing Community Initiatives

Crowdfunding to support community projects is a major concern for organizations due to a myriad of reasons. Some of the reasons and challenges facing the financing of community initiatives include:

- i. Lack of a proper mobilization approach
- ii. Lack of inclusive fundraising committees
- iii. Uninterested with the community Crowdfunding project
- iv. Unrealistic community fundraising goals- Projects with high BOQ Value discourage fundraising committees and the community.
- v. Limited use of existing chatrooms
- vi. Initiating projects that aren't in tandem with the community aspirations
- vii. Unclear crowd funding approach when soliciting for support
- viii. Narrow options for financing, cash only instead of incorporating an in-kind approach.
- ix. The limited use of targeted crowd-funding platform(s)

### 3.3.1 Organizations that support Community Initiatives

On which organizations the respondents think are doing more to support community initiatives, international non-governmental organizations are at 41.7%, local non-governmental organizations at 36.3%, diaspora at 11.4% while businesses are at 10.6%.

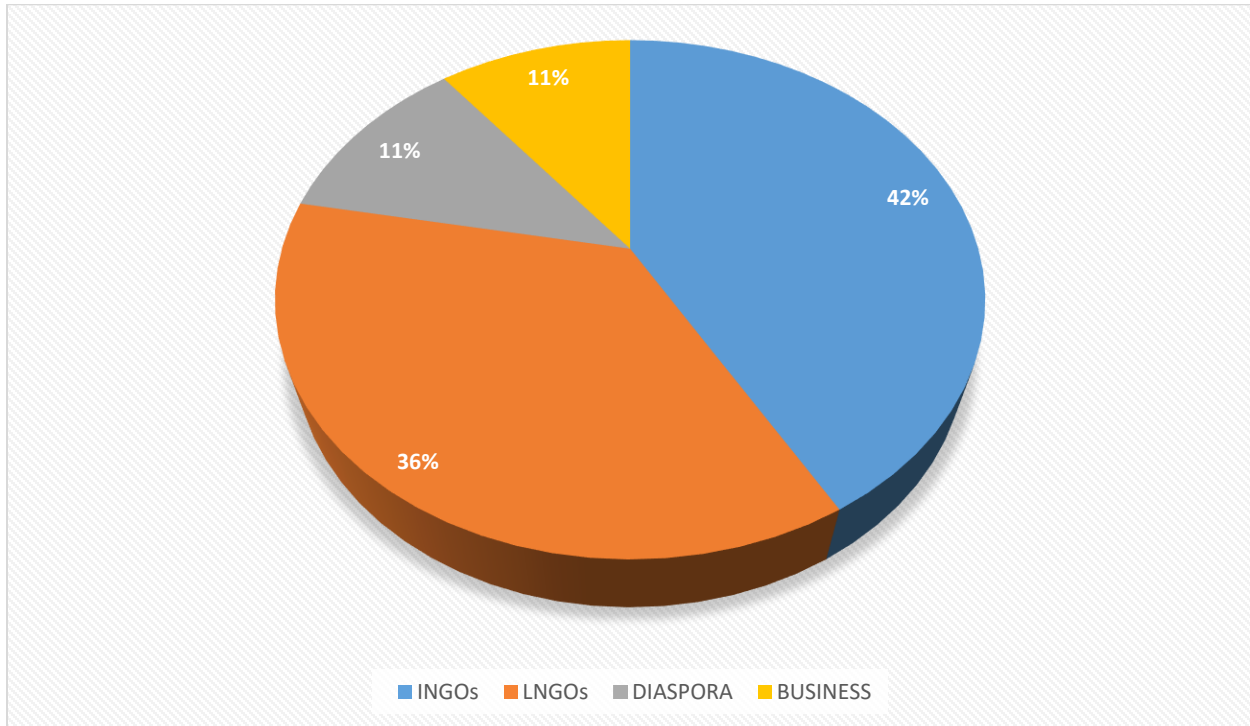


Figure 3.5 Ranking of Organization's support to the community

### 3.3.2 Perception on organization's support to community initiatives

The respondents though in agreement that organizations and individuals are at the forefront of supporting community initiatives, 89% of the respondents indicated that feel these organizations are not doing enough while 11% feel that they are doing enough. This is majorly attributed to the fact that the community members feel that initiatives that are close to their hearts are not given a priority. Another reason for this perception the realization that not all organizations can support everything and everyone due to the limited resources.

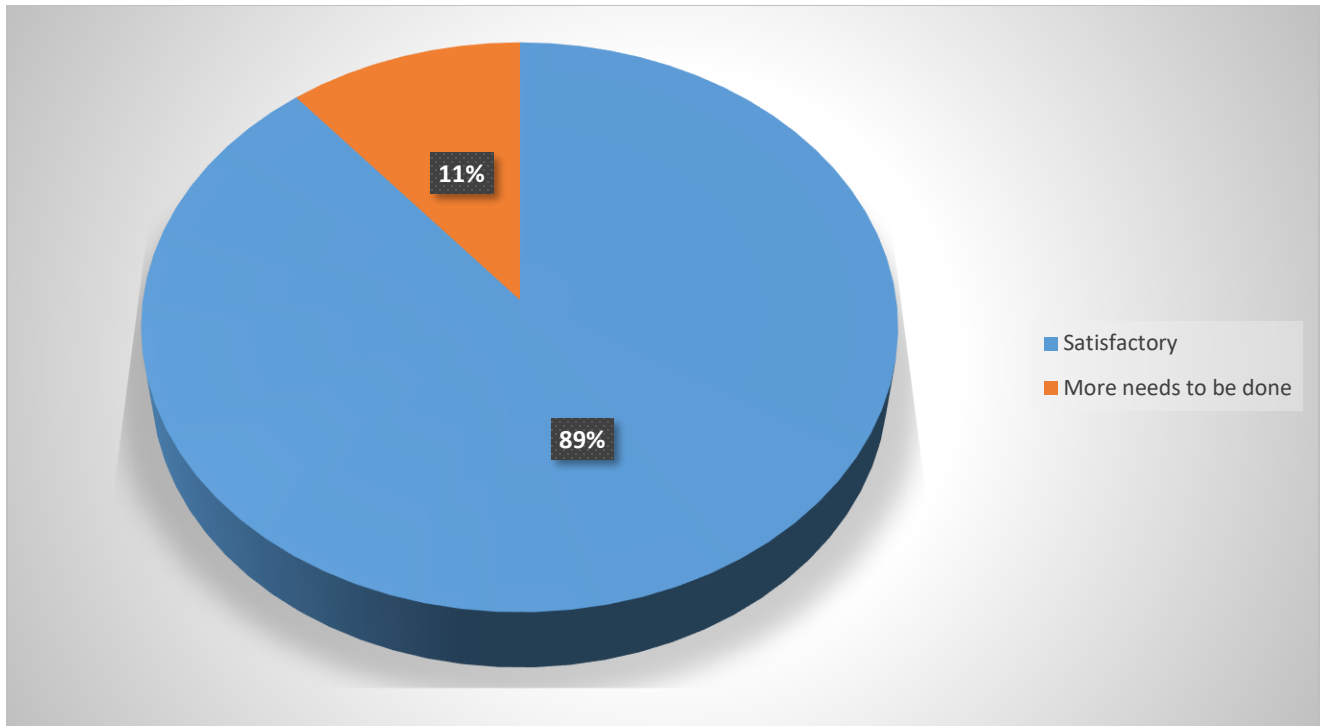


Figure 3.6 Perception on organization's support

### 3.3.3 Reasons for not contributing

There were varied responses on the reasons for not contributing to community driven initiatives, 58.3% said that they were unable to support at the moment, 32.4% are unaware of such initiatives, while 9.1 are uninterested. This is to indicate that if those who are unaware are reached out to, then they can start supporting these programs while the majority are unable, implementing livelihood projects would improve their income and thus give them the ability to support community projects. Those who are uninterested can be shown the pivotal role that they can play in supporting their communities and how they are critical partners in the same.

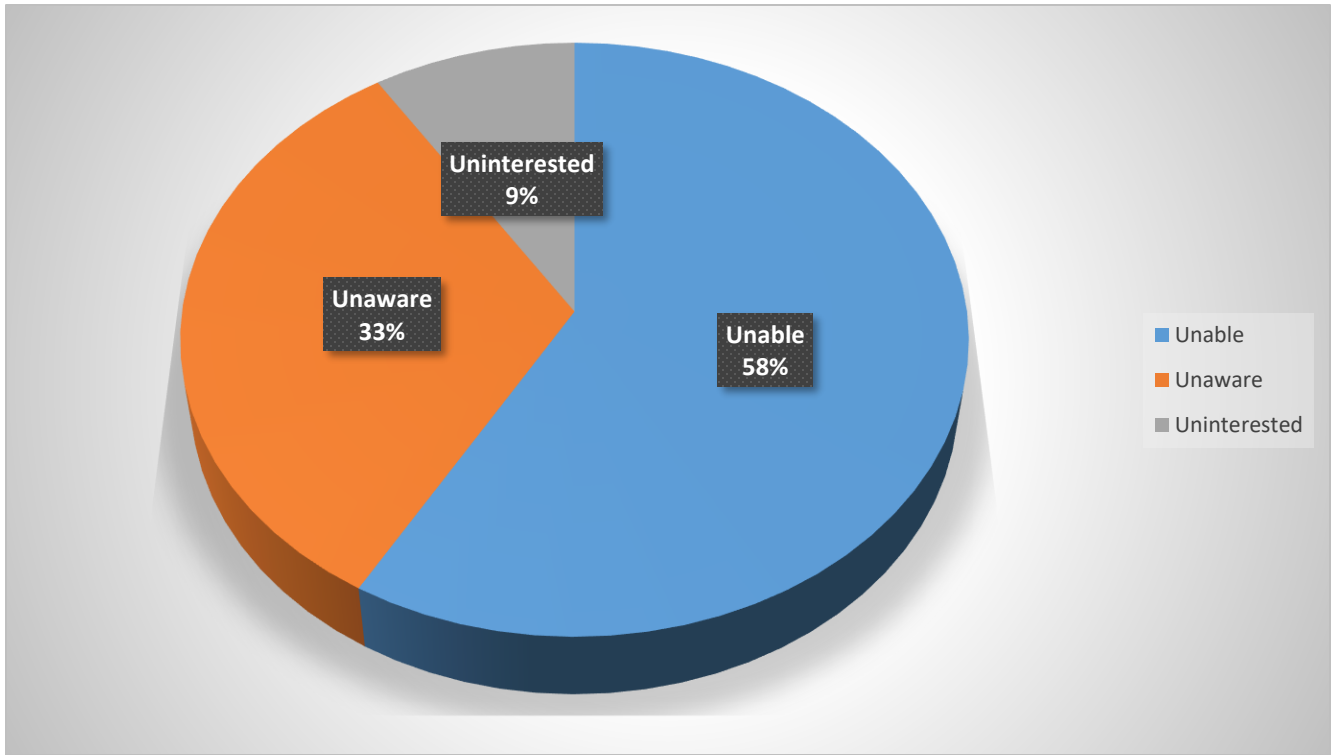


Figure 3.7 Reasons for not supporting community initiatives

## 4. Conclusions

The resilience of chronically vulnerable Somali people, households, communities, and systems to recurrent climatic shocks is at stake and the over-arching objective of this resource mapping was to identify resources available in Baidoa and Afgooye so as to formulate an approach that would enhance and strengthen the community's support to community driven initiatives.

Shaqodoon recruited the Alliance for Research and Consulting Service (AfRACS) to conduct a Community Resource Mapping Exercise. The Resource Mapping was aimed at the collection and analysis of Information to track community resources, sources of income, diaspora presence and the impacts of the diaspora presence in the selected communities.

In conducting this Community Resource Mapping, respondents were selected from Afgooye and Baidoa districts in South-West State in Somalia, and particularly, targeted eighteen (18) villages in Afgooye and twenty-five (25) villages in Baidoa. Sampling was undertaken using Cochran sample size calculator with 95% confidence interval, 5% margin of error and 50% degree of variability. The total number of respondents was four thousand, three hundred and seventy nine (4,379). The respondents were broken down as follows:

- i. General Respondents - 2,536
- ii. Business Owners - 697
- iii. Local Authorities and Civil Society - 476
- iv. Diaspora - 670

All stakeholders with an interest in the community resource mapping, including Shaqodoon, AAH, ADRA, CARE, COOPI, DRC, Oxfam, World Vision, , government ministries, government statistics/census offices, and local community organizations working with the community were contacted and requested to help and cooperation where needed. Local authorities and the police were informed of the purpose of the assignment in South-West Somalia this reducing risk for enumerators being perceived as political actors.

The data collection team was constituted to include enumerators and supervisors who were trained on how to collect data and familiarise them with the data collection tools. The data collection instruments were developed in consultation with Shaqodoon and on satisfaction, the questionnaires were translated into Somali, tested, and later deployed

Data was collected using Focus Group Discussions (FGDs), Semi- Structured Interviews, Key Informant Interviews (KIIs), and questionnaires. The data collection instruments were administered to the different cadre of respondents as follows: FGDs and Semi-Structured Interviews for Partners, Beneficiary and Government Institutions,

KIIs will focus on project Officers, Heads of Partner Organizations, Government Officials, clan elders and Businesspeople and the questionnaire to other respondents.

In each household/business the mapping questionnaire was administered to a single (adult) respondent who could provide information about the household or business or in cases where the head was unavailable, the second most senior available respondent will be selected. The respondents were asked about household composition, respondent demographics, migration history, income, dependents, dependence on remittance and diaspora relatives, whereabouts of the diaspora relative worldwide, employment, financial and other related questions. Data Collection took fifteen (15) working days.

Collected data was verified daily basis, on the Kobo Collect platform to reduce the margin of error and ensure conformity with the laid down parameters. Shaqodoon was given access to the Kobo Collect platform to view, monitor the progress of the data collection exercise and entry and also to make changes where applicable. Once the data collection was over, data analysis was undertaken by first doing data cleaning , then validation, followed by an analysis that involved sorting and grouping data collected according to the information gathered.

The analysed data was then interpreted resulting in the development of a draft report that has been shared with Shaqodoon Organization.

The community resource mapping reveals that in as much as there are bottlenecks to financing or supporting community driven initiatives, the community through their meagre resources are already supporting the financing of community driven projects in differing abilities. There is need to harness their support and bring on board more community members to increase the level of support to community initiatives in both Baidoa and Afgooye.

There is a lot of potential towards soliciting for more support for crowd-funding that can bring meaningful change in the communities in Baidoa and Afgooye. The diaspora community needs to be roped in, as they are already supporting their families and thus can do more to support community driven initiatives that will alleviate poverty and ease the effects of shocks that the community faces from time to time.

In terms of supporting or crowd-funding, 36.4% of the respondents contribute \$5.13% contribute \$10, 3.8% contribute \$20, 15.9% contribute \$50, 22.9% contribute \$100, 1.2% contribute \$200, 1.6% contribute \$500 and another 1.27% contribute \$1,000 and above. In making their contributions, 67.3% of respondents do it on a monthly basis, 13.7% on a quarterly basis, 5.3% semi-annually and another 13.7% contribute annually. This support is highest on a monthly basis and what needs to be done is to mobile the community to increase the amounts of contribution

The existence or presence of a community chatroom or organization that enables diaspora members to keep abreast with community updates, provides a unique opportunity for Shaqodoon to develop a framework to utilize these chatrooms as avenues for crowd-funding and mobilizing the diaspora to give generously to community projects just as they support their families back at home. At least 47% of the diaspora are members of these groups or organizations.

Community members both at home and abroad indicated a preference for specific projects and harnessing this would go a long way in strengthening and entrenching community crowd-funding and support for community initiatives. Agriculture, livelihood and education seem to be the most preferred interventions in both Baidoa, Afgooye and even with the diaspora.

International Non-governmental organizations are seen as the ones that implement most of the community oriented interventions followed by Local Non-governmental organizations while the diaspora and businesses' contribution is equal. This therefore indicates that more needs to be done to incorporate the diaspora and business to participate more in crowd-funding.

Women are considered as the most influential members in the communities, followed by religious leaders, then traditional elders, and civil society organizations. The youth are the fourth most in influential members in the community providing an opportunity to work link them with women and elders to increase their level of influence for this to be inclusive and obtain their buy in and support. Besides, to get more support for community driven initiatives, it is prudent to target women, religious leaders, traditional elders and civil society organizations which have a deeper penetration in the community.

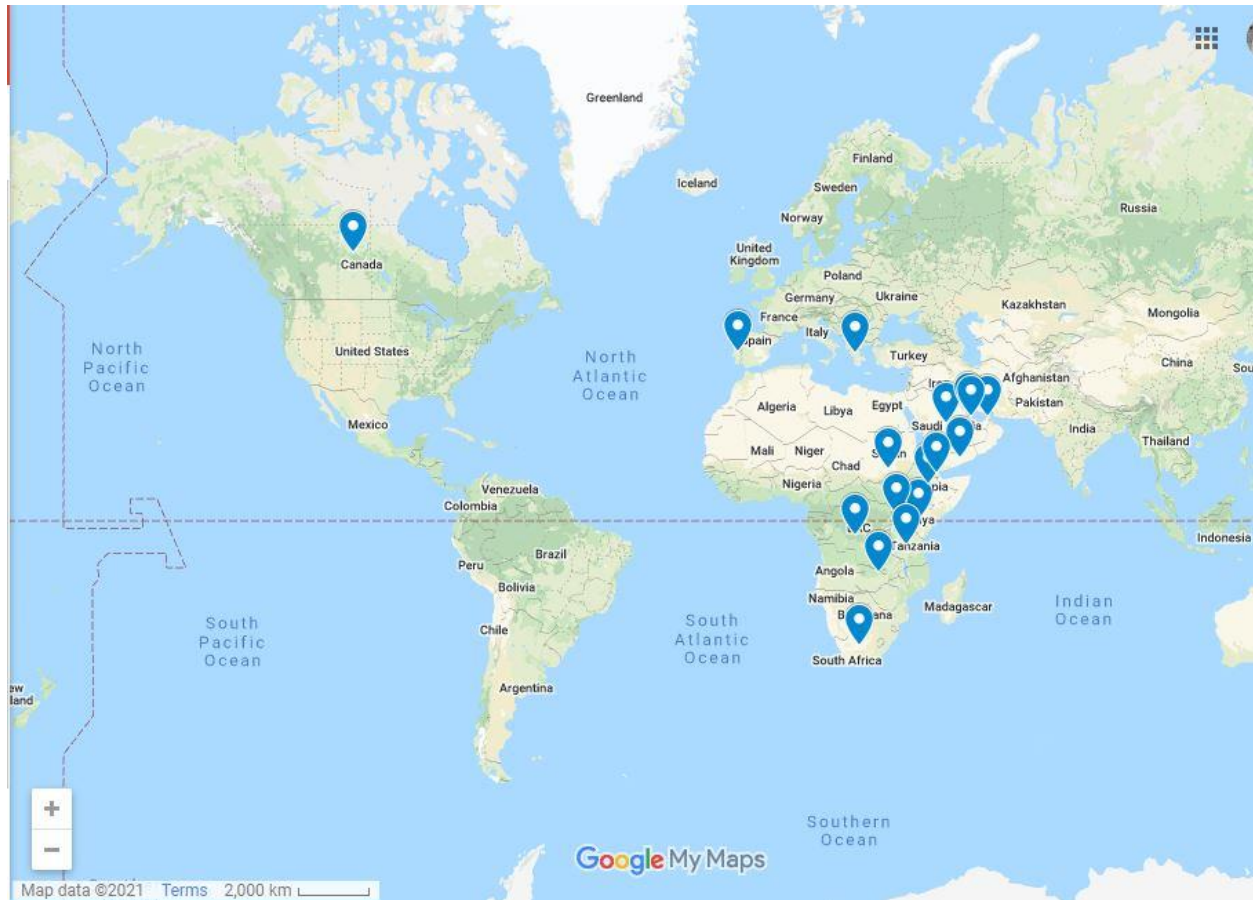
### **Diaspora Locations**

<i>Country</i>	<i>Number of Diaspora</i>
Kenya	367
Ethiopia	140
Yemen	52
Saudi Arabia	53
Uganda	11
Tanzania	6
South Africa	5
Djibouti	5
Bahrain	4
Emirates	2
Sudan	2
DRC	2



Canada	1
Qatar	1
Zambia	1
Portugal	1
Greece	1

<https://www.google.com/maps/d/u/0/edit?mid=1lwtiLVkXEEDVZJSiHtdM1KEm7mLFRb7d&usp=sharing>



Map 1- Diaspora Locations

## 5. Recommendations

The community resource mapping reveals that the community is ready and willing to support crowdfunding efforts aimed at interventions that seek to enhance food security, sustainable livelihoods, and strengthening disaster risk management capacities in affected areas in Baidoa and Afgooye in tandem with Shaqodoon's strategic objectives.

The following recommendations are meant to guide and support all the stakeholders to enhance crowd-funding efforts in Baidoa and Afgooye.

1. Strategically tie crowdfunding to patriotic and cultural messages. Shaqodoon should craft culturally appropriate messages, distributed over both social media and traditional media, which suggest that CFI is a new and innovative way of putting money in the hands of local communities/organizations that will implement initiatives that are close to the hearts of the community, and help the domestic economy as well as the country as a whole. Where there are ethnic or geographic divisions, Shaqodoon needs to find opportunities to highlight how crowdfunding can help all groups, and in particular where it can create shared successes between groups.
2. Form a crowdfunding stakeholder alliance. For crowdfunding to succeed it will require the active participation of an entire ecosystem of supporters. These supporters extend to implementing partners, community members, local actors and the diaspora community. Forming a stakeholder's alliance that can provide products (such as donations in the forms of technology or meals for events), services (free rent, free legal or accounting services), or in-kind contributions that may foster the ecosystem.
3. Harness top social media experts, bloggers and tastemakers to communicate with local and diaspora audiences. Strong social media use is critical to success in crowdfunding. Shaqodoon should work with leading voices in the community and the diaspora that can speak authentically with their audiences regarding the power, value, and importance of crowdfunding. In addition, given the strong relationship between foreign direct investment, foreign remittances, and crowdfunding success, the Shaqodoon organization should plan an outreach campaign to diaspora members beginning at least three months before launch of its intended CFI platforms.
4. Organize media and educational events to build awareness and understanding. CFI needs to have broad community support within the high-tech and start-up communities. Shaqodoon can use events and competitions, in conjunction with accelerators and universities, to draw attention to the new form of investing among youth, women, local, businesses, local and diaspora communities.
5. Shaqodoon can apply lessons learned from developed world. With billions of dollars in crowdfunding already taking place globally, a body of knowledge

already exists that can inform key stakeholders on how to start and effectively grow a crowdfunding ecosystem in all its areas of operation.

6. Shaqodoon can leverage existing partnerships and structured co-working spaces as hubs for innovation in funding. Trust and relationships are the cornerstones of crowdfunding. These partnerships and co-working spaces can be instrumental in building trust and establishing long-term relationship with potential financiers.
7. Shaqodoon could foster professional partner confidence in crowdfunding by working to educate and convince existing and future potential crowdfunding actors that CFI can be a viable alternative to financing community driven initiatives.
8. Shaqodoon should build partner's confidence in crowdfunding, and if possible, Shaqodoon should reach out and attempt to secure small investment commitments from well-known business owners or celebrities in the region of areas of operation. This is significant since participation by people with large social media followings will help accelerate funding.
9. There is need to nurture authentic new-media relationships on a long-term basis since crowd-funding is dynamic with ever changing needs of communities. Shaqodoon could create innovative partnerships with new media to create nontraditional campaigns that build momentum around crowdfunding and crowdfund investing, with stories that highlight the successes and challenges of existing CFIs.
10. Considering that women are presumed to be the most influential, Shaqodoon should encourage the participation of women and girls. Women are active participants in crowdfunding and a key component of the labor force, and then exploit the connection between women's access to social media tools and the Internet and harness it towards the long-term success of crowdfunding. Gender equity leads to faster economic growth; crowdfunding may provide another powerful way to create business opportunities for women and girls.
11. Shaqodoon should make sure companies, and diaspora communities are ready to crowdfund. Identifying potential financiers suitable for crowdfunding is key to the success of every support program.
12. Shaqodoon needs to identify the right crowdfunding platform that has the least legal risks and ones that have a critical mass of active funders.
13. Shaqodoon organization needs to learn from previous experiences, there is no perfect formula for designing and running a successful crowdfunding campaign. Learning by trial and error is very important and Shaqodoon should continue to study crowdfunding to better understand its potential and determine how it can provide innovative solutions to the "last-mile-funding problem" faced by many organizations in the world.

14. Empower the identified influential community members to equip them with skills to mobilize resources from the community to support the crowd-funding strategy.
15. Roll-out an aggressive communication strategy targeting community members both locally and in the diaspora who have shown an interest and willingness to support crowdfunding to solicit their full commitment.
16. Use the existing system/organizations or chat rooms that community members use to spread news as a platform for crowdfunding instead of creating others from scratch.
17. Ease the process of registration for potential crowdfunding benefactors on Shaqodoon's platforms.
18. Implementing projects that enhance the community member's livelihood and providing avenues for income generation will be instrumental in increasing the amount and frequency of the community's to crowd-funding.
19. Prioritize crowd-funding for projects that are close to the community as per the findings of the mapping exercise.
20. Harness Shaqodoon's experience and rapport with the community to strengthen community crowd-funding in Baidoa and Afgooye.
21. Work with existing village/community structures to entrench crowd-funding for community driven initiatives.
22. Utilize Community Action Plans priorities to implement projects that are in line with the community's goals and aspirations thus gaining the community's buy-in for crowd-funding.
23. Provide alternatives to cash contributions in crowdfunding where community members and potential financiers are allowed to make in-kind contributions in the form of say construction materials, labour, livestock and maybe labour.

## Annexes

1. General Respondents Questionnaire- <https://ee.kobotoolbox.org/x/r94xsbjq>,
2. Local Authority and Civil Society Questionnaire - <https://ee.kobotoolbox.org/x/LWu8oVc5>,
3. Diaspora Questionnaire- <https://ee.kobotoolbox.org/x/8n71JBA2>,
4. Business Owners Questionnaire - <https://ee.kobotoolbox.org/x/w7QhR1bK>,
5. List of Key Informants
6. List of FGDs participants



## Data Collection Photos



Pic 1: Household respondents from Baidoa district



Pic 2: Household respondents from Baidoa district



Pic 3: Household respondents from Afgooye district



Pic 4: Civil Society respondent from Afgooye District





Pic 5: Civil Society respondent from Baidoa



Pic 6: Civil Society respondent from Baidoa

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<sup>i</sup> <http://shaqodoon.org/>

<sup>ii</sup> UNFPA, draft Somalia population report 2005

<sup>iii</sup> CCCM Cluster, Verified IDP Sites in Baidoa - October Update

<sup>iv</sup> <https://docs.unocha.org/sites/dms/Somalia/UNDP-POP-RURAL-URBAN%202005.pdf>

<sup>v</sup> <https://reliefweb.int/report/somalia/dtm-displacement-situation-report-afgooye-district-lower-shabelle-region-somalia>