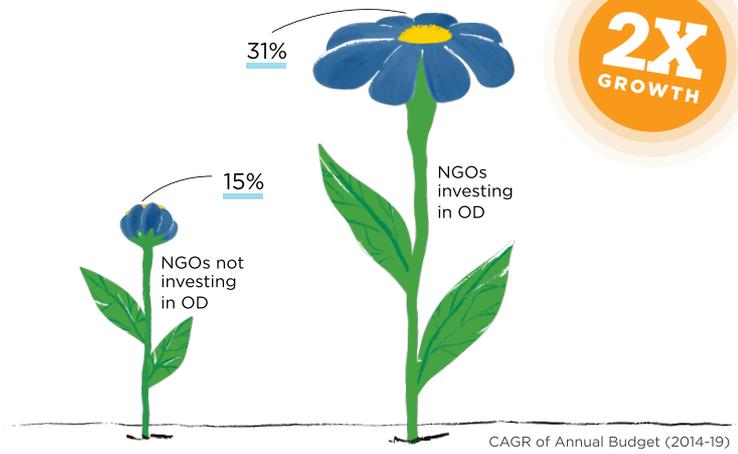


NGOs grow faster when they invest in Organisational Development



Organisational development (OD) means investing in areas critical to growth, such as strategic planning, leadership, talent development, and fundraising.

However, NGOs struggle to find funding for OD

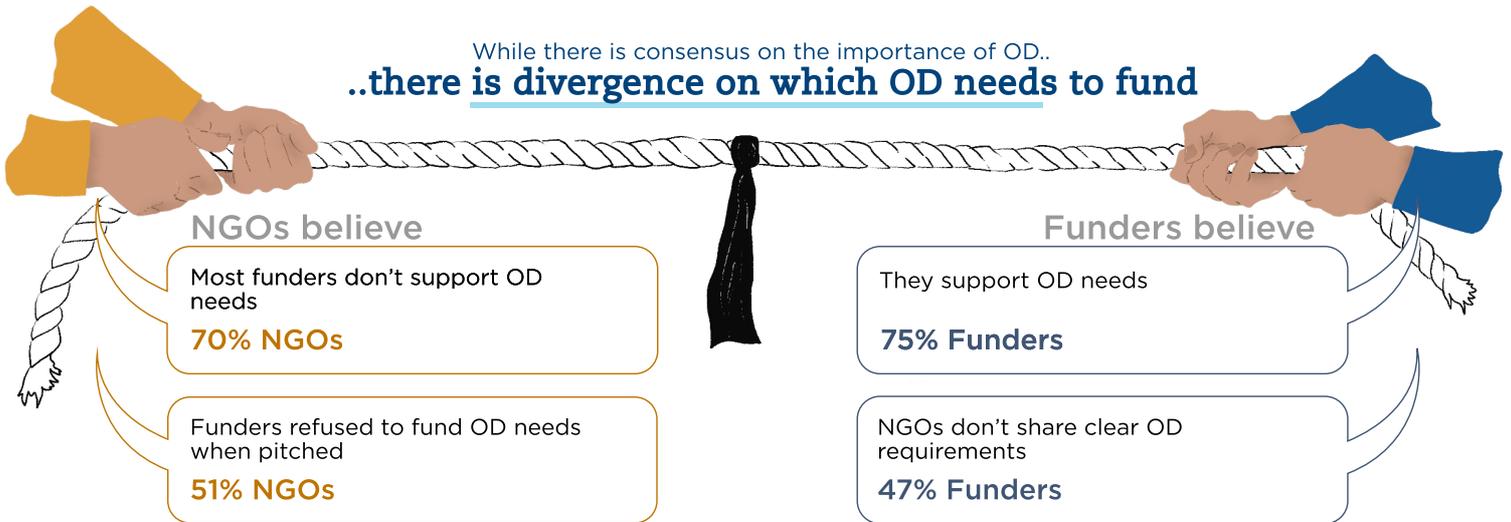


82% NGOs are unable to invest sufficiently in OD

Restricting their potential to

- Innovate & improve programs
- Raise funds
- Hire for leadership positions

While there is consensus on the importance of OD..
..there is divergence on which OD needs to fund



Source: Pay What It Takes India survey of 388 NGOs (2021) and 77 funders (2022)

To bridge the gap

Funders can invest in OD and support NGOs to develop their OD plans

6 steps of OD planning

