



**BRAINSTORMING WORKSHOP
MARCH 2 2019
IMPLEMENTATION OF A SUSTAINABLE FAYDAH FUND**

**Monitoring Committee
June 8th 2019**



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Overview and Achievements so far

- ❑ Letter of the Khalif Cheikh Ahmad Tidiane NIASS on February 11 2019
- ❑ Launch meeting on February 17 2019 at Medina Kaolack
- ❑ Fundraising : Target of 1 billion CFA initiated by Sheikh Mahy CISSE
- ❑ Brainstorming Workshop on March 2 2019
- ❑ 3 topics discussed at the Brainstorming workshop :
 - ✓ Project Objectives and Programme
 - ✓ Strategy and mobilisation policy of Resources and Sustainability / use and efficiency
 - ✓ Form and organisation, governance, administration mode and functioning
- ❑ **A Restitution Report has been produced in different languages :**
 - ✓ French
 - ✓ English
 - ✓ Arabic
- ❑ **Website under creation**



Workshop sessions of 2 March 2019

Organization and Report



About 100 of disciples registered online to a dedicated platform to take part to the workshop sessions



Among them, 50 disciples actually took part to the workshop sessions with different areas of expertise and different languages : French, Wolof, Arabic



65 proposals from the Restitution Report of the workshop sessions of 2 March 2019



10 additional proposals from the 2001 Action and Investments Plan the organization of Medina Baye



A comparative analysis between Waqf et Foundation

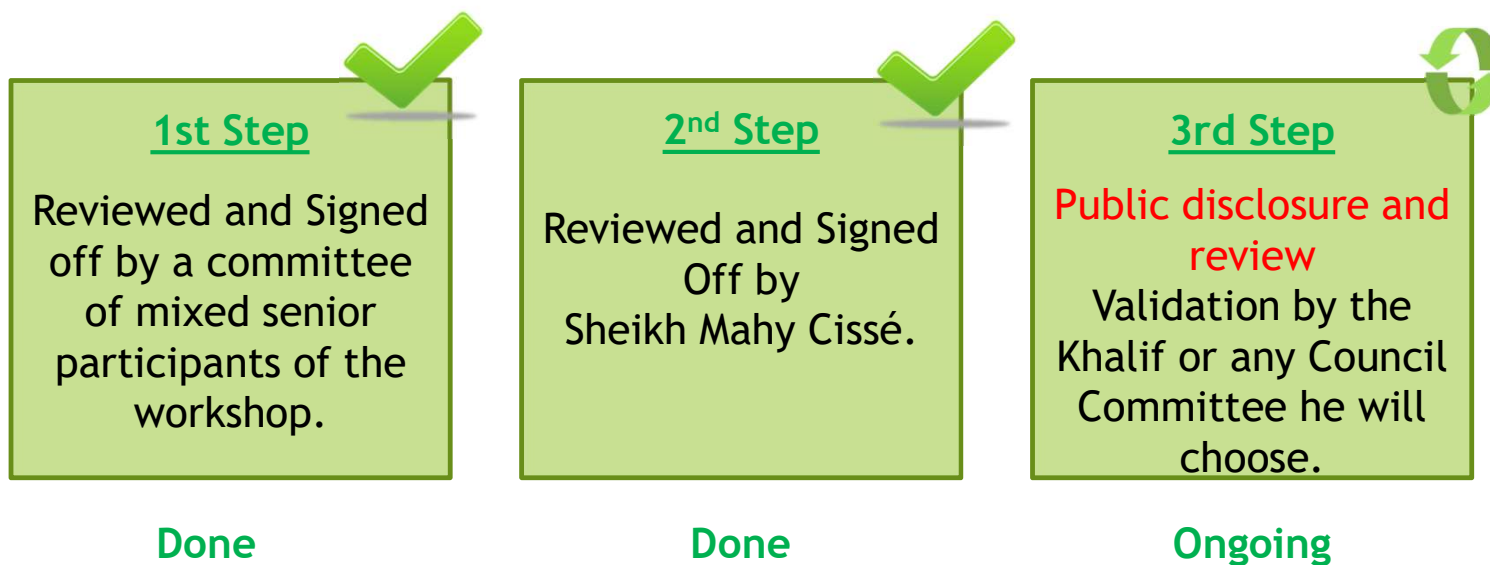


A total of 75 Proposals



Workshop sessions of 2 March 2019

Validation Steps of the Report





Workshop sessions of 2 March 2019

The Proposals

The 75 Proposals are articulated around the 3 topics as followed:

The Project Program

40 proposals

covering a wide range of areas such as :

- Health
- Legacy from Cheikh Ibrahim NIASS *(May Allah be pleased with him)*
- Education
- Modernization of the target main cities
- Economic activities
- Communication

The Project Resources

18 proposals

to identify :

- The types of resources the Project will receive
- Adequate Fundraising Tools
- Appropriate Mechanisms

The Project Organization

17 proposals

to identify :

- Appropriate legal forms (1 or several)
- Required operational functions
- Standard corporate governance



Workshop sessions of 2 March 2019

Legal Organization Form

Different implementation scenarii can result from the 17 Proposals related to the Project Organization.
The Monitoring Committee suggests what follows :

To start with a Foundation which can

- i) have a legal personality tested and well-known
- ii) help mobilize fund everywhere in the world
- iii) offer more flexibility on uses
- iv) can easily embed or work with other structures
- v) and be sharia compliant

The foundation main vocation is to be the financing arm of Medina Baye.

In the medium term depending to needs which can not be executed by existing entities, the creation of 3 entities/vehicles that will help execute goals or open access to other funding sources which are not covered by existing entities : a Waqf, a health Mutual, an Association.

Over the long term the Foundation aims to provide technical and financial support to Faydah's entities in charge of executing projects/initiatives.

A FOUNDATION

A WAQF

A HEALTH
MUTUAL

AN ASSOCIATION

The report includes 18 Proposals related to the Project Resources which may need to be assessed before implementation.

The report includes 40 Proposals as potential targets for Project Program but will need prioritization and discussion with entities in charge of their execution.



Workshop sessions of 2 March 2019

Yes we Can more but It requires

❑ ALIGNEMENT ON THE VISION

❑ Change of attitude on how we manage our activity

by taking informed decisions

& through organizations /institution and not persons

& through professional dedicated teams supporting leaders of those organizations/ institutions

& Through discipline of following established rules and articles of agreement

❑ Prioritization, planning, budget execution, accountability, transparency, control, evaluation, adjustment and promotion

❑ To be ready to invest a share of fund raised through an adequate and safe Investment strategy.

POTENTIAL INVESTMENT STRATEGY



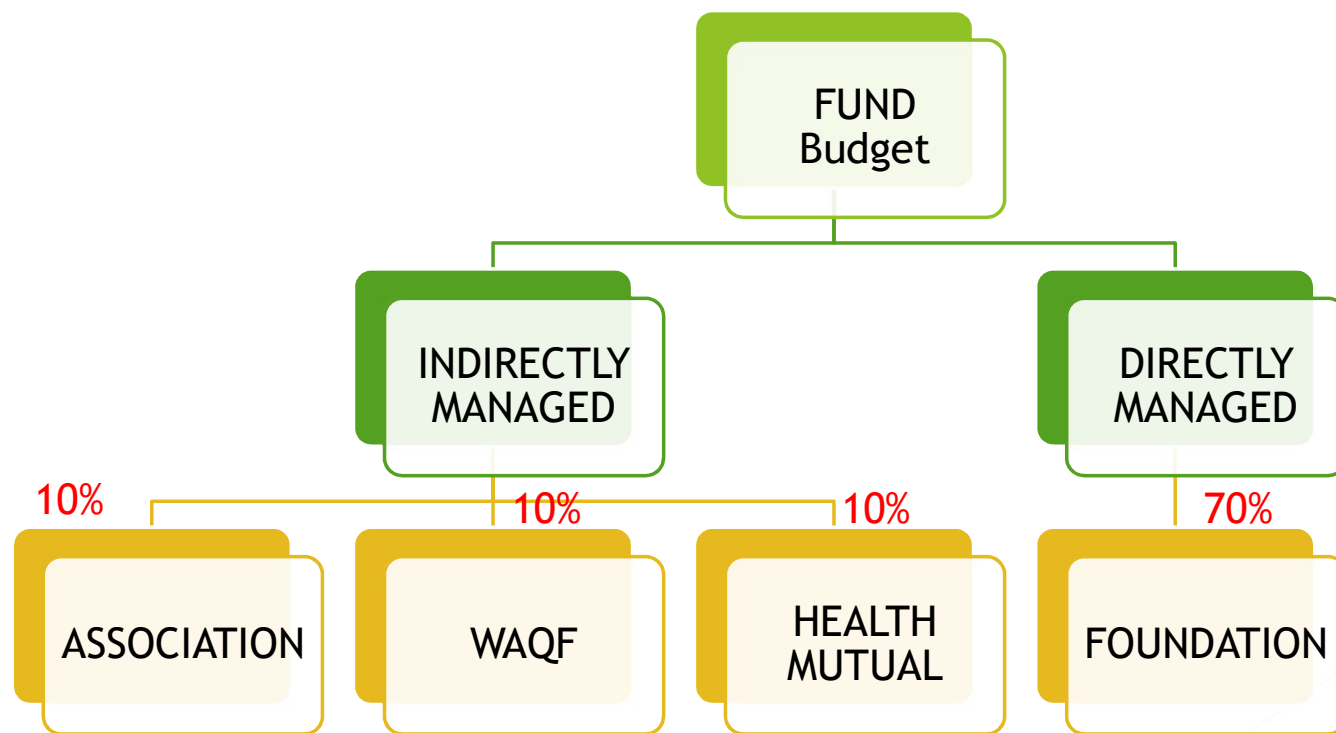
Year	2019	2022	2025
FUND RAISING	1 billion CFA	3 billion CFA	[7-10] billion CFA
SHARE FOR CAUSES	50%	60%	70%
SHARE FOR INVESTMENT	50%	40%	30%
INVESTMENT STRATEGY	100% LOW RISK	50% LOW RISK 50% MEDIUM RISK	40% LOW RISK 30% MEDIUM RISK 30% HIGH RISK
EXPECTED OUTCOME	\$\$\$\$	\$\$\$\$\$\$\$	\$\$\$\$\$\$\$\$\$



An Implementation Scenario

Indicative budget management in the future

- 70% of the fund is expected to be managed directly by the foundation
- 30% of the fund will be directed to other entities to be set up. Those entities will be accountable to the foundation

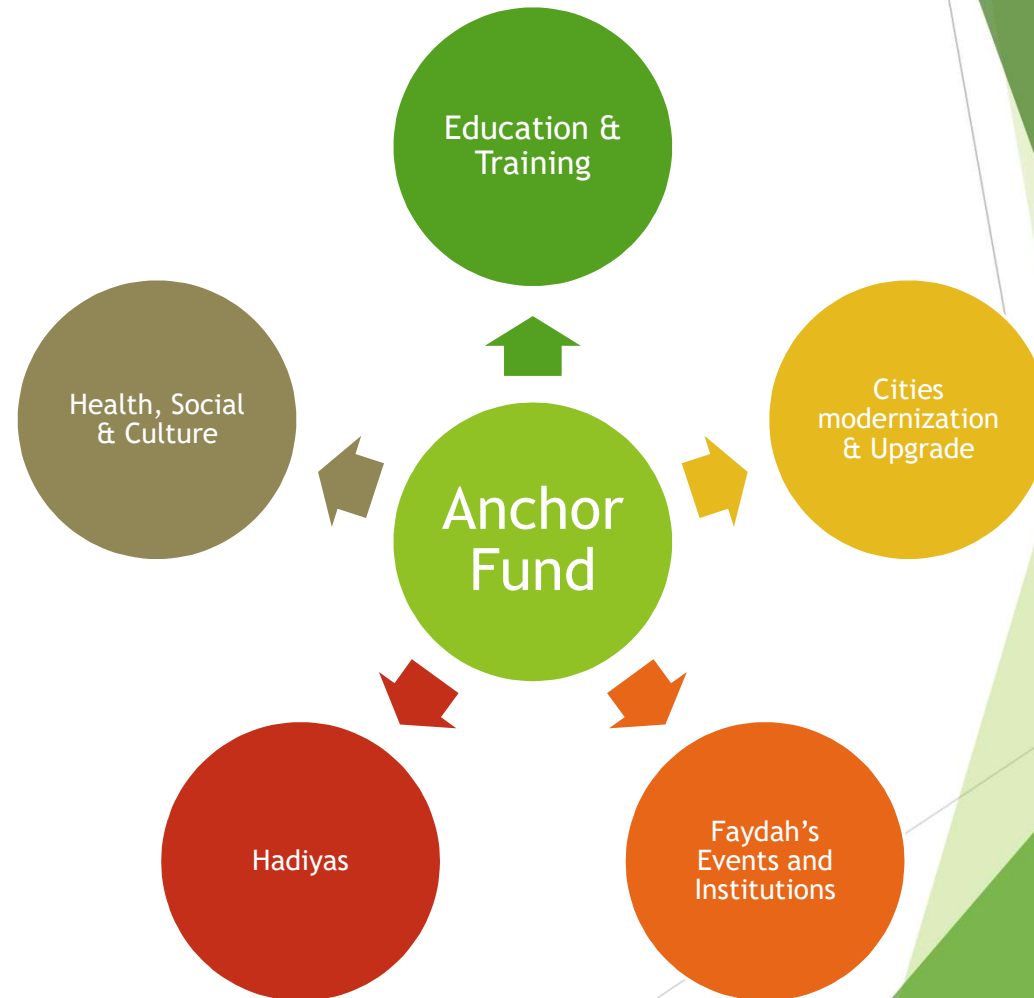




An Implementation Scenario

TARGET CAUSES

- The target causes are multiples but are expected to be among those categories
- The fund allocated to causes will be mainly an anchor financing to cover :
 - a share of the funding plan while leveraging on alternatives sources
 - The cost of preparatory studies
- The fund allocated to each cause will be set based on some eligible criteria and some obligations of results and reporting





Communication Plan

Support/canal

Target

OPEN LETTER OF THE KHALIF

Moukhadams & Imams

Disciples

Feb-Mar 2019

WEB MEDIA

Moukhadams & Imams

Disciples & Individual donators

July-Sept 2019

PRESS KIT / BROCHURE

NGO & Authorities

Private enterprises & Other Foundations

Oct-Dec 2019



Next steps and Calendar

