



16<sup>th</sup> January 2026

## **Subject: Sponsorship request — Governance & Transparency Starter Pack (6 months) for Albinism Advocacy Africa (Nairobi)**

Dear Sir or Madam,

Many early-stage humanitarian projects don't fail because the cause is weak, they fail because **governance is weak**. The result is predictable: avoidable admin overload, unclear priorities, weak documentation, and reporting that becomes painfully retroactive. That uncertainty increases funder risk and slows good projects down.

We are therefore seeking sponsorship for a **time-bound, staged Governance & Transparency Starter Pack** for **Albinism Advocacy Africa (Nairobi)**. This is best understood as a **de-risking instrument**, not a traditional programme grant: it gives funders **full visibility, donor-ready reporting**, and a clear **stop/continue decision point**, while enabling the project team to stay focused on delivery.

### **Project focus (the local delivery need)**

Albinism Advocacy Africa supports children and adults living with albinism. The project focuses on urgent, practical needs that protect health and dignity, including:

- **Sun protection** (sunscreen / sun lotions, protective hats and clothing)
- **Eye care** (appropriate glasses including photochromic lenses)
- **Education support**
- **Stigma reduction / awareness**

### **What we are asking you to sponsor (the governance-first solution)**

We are seeking sponsorship for a **6-month PHC Starter Pack**, delivered by Order Efficiency Ltd at a **humanitarian rate** (PHC consultancy delivered at **10% of standard commercial cost**). Total required funding is approximately **£10,000**.

The Starter Pack solves a common operational problem for grassroots teams: it prevents the project being forced into a slow **“mobile-phone-only” administrative burden**, and provides reliable remote structure and support from an office-based delivery team. In short: the project lead can focus



on beneficiaries and partnerships, while governance, tracking, donor reporting and funder confidence are built in from day one.

## What the funder receives

By sponsoring this Starter Pack, you receive:

- **Monthly donor-ready reporting**
  - Clear visibility of **costs, activities and outputs**
  - Evidence capture as a natural by-product of delivery (not an extra burden)
  - A clear **stop/continue decision point each month**
  - A practical foundation for scale-up funding if results justify continuation
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## Sponsorship Options (staged risk, fund in slices)

Support can be provided as **monthly tranches** or **stage funding** aligned to outputs and reporting (whichever you prefer).

### Option A — Fund the 7-Day Go/No-Go Review (Stage 1)

**Purpose:** confirm readiness and create an evidence-led start plan

**You receive:** a “Go / No-Go” report, baseline concerns/risk register, simple plan and budget structure

### Option B — Fund the first 2 months (Setup Phase)

**Purpose:** establish operating rhythm, tracking, reporting, and early delivery proof

**You receive:** month 1–2 reports showing activity, spend evidence, and beneficiaries reached (appropriately safeguarded)

### Option C — Fund the full 6-month Starter Pack (Setup & Continuation)

**Purpose:** complete the pilot and produce a funder-grade evidence pack for scale

**You receive:** monthly reporting + a final evidence/learning pack + scale recommendations

(Any of these options can be funded as a standalone sponsorship, or combined as a phased pathway.)



## What the Starter Pack includes

- Governance setup and onboarding
  - Activity/time-based tracking and structured records
  - Monthly monitoring and donor-ready reporting
  - A modest admin/reporting starter kit (avoiding “mobile-only” limitations)
  - A small allowance for local leadership/trainee roles to build sustainability and capability transfer
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## Likely questions (answered upfront)

### “Why fund governance/admin instead of direct services?”

Because governance prevents beneficiary funding being eaten later by unmanaged admin and retroactive reporting — and it makes delivery fundable earlier.

### “£10k feels high for a small project.”

It is delivered at **10% of commercial cost**, and replaces fragmented consultancy/tools with a single accountable framework and repeatable outputs.

### “What if it fails?”

That is exactly the point: it fails **early, visibly and cheaply**, with full records, lessons captured, and controlled spend.

### “Why external governance?”

Local leadership and trainee roles are built in so capability transfers to the team and dependency is avoided.



## Next step

If you are open to a short call, we would welcome **15–20 minutes** to confirm:

1. monthly vs staged funding preference
2. reporting format you prefer
3. any restrictions you'd like applied (ring-fencing, branding, geography, etc.)

Thank you for considering support that ensures this project is **credible, accountable, and fundable from its first steps** — while keeping the delivery team focused on impact.

Warm regards,

### **Lilian Mwende**

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