

Rubaroo Case Study

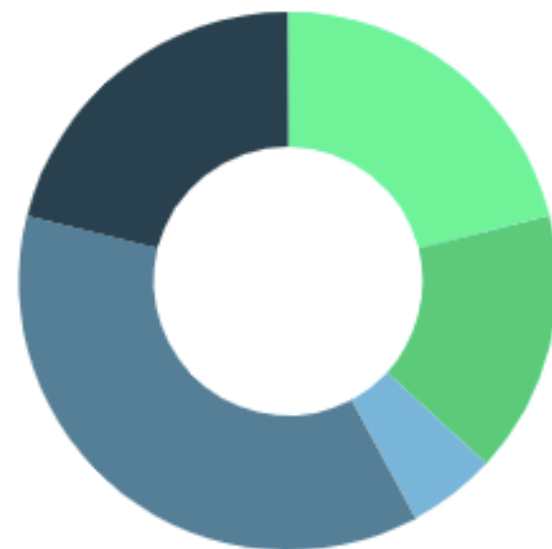
Rubaroo focuses on creating awareness on the issue of child sexual abuse and through a team of professional psychologists and counsellors they deliver programmes that aim at holistic empowerment of children by imparting knowledge and skills to deal with unsafe situations in order to prevent occurrences of child sexual abuse. They also promote gender sensitivity among children and provide age-appropriate sexuality and reproductive health education.

Atma's Intervention

Rubaroo has aspirations of growing their interventions as well as increasing the depth of their impact. Rubaroo was onboarded to the Accelerator Programme in April 2019.

This is an evaluation of the year 1 of the partnership between Atma and Rubaroo.

Organisation Development Area Project Breakdown



73% of projects were completed as per plan, despite disruption by Covid-19 pandemic

- Ability to articulate impact (21.08%)
- Strong Programme design and delivery (15.78%)
- Strong governance and leadership (5.29%)
- Strong fundraising systems and pipelines (36.76%)
- Ability to attract and retain talent (21.08%)

Projects Completed

Graduation Goal 1: Ability to attract and retain talent

Human Resources

4 projects completed

- Performance Appraisal System
- KRA
- Organogram
- Job Description

Graduation Goal 2: Strong fundraising systems and pipeline

Fundraising & Finance

8 projects completed

- Elevator Pitch
- 2 pager
- Master Pitch Deck
- Master Proposal Template
- Donor Management
- Budget
- Budget Tracker
- Fundraising Plan

Graduation Goal 3: Strong programme design and delivery

Programmes

2 projects completed

- Data Analysis Template
- Training Workshops

Graduation Goal 4: Ability to articulate impact

Monitoring & Evaluation

4 projects completed

- Logic Model
- Indicators
- Data Collection Tools
- Data Analysis Template

Graduation Goal 5: Strong Governance and Leadership

Governance & Leadership

4 projects completed

- Advisory Board
- Board Structure
- Board Manual
- Board Recruitment

Rubaroo Case Study

Outcome

With the support of the Atma partnership, Rubaroo is now able to...

Make data-driven decisions

- Design and pilot a new outcomes framework, indicators and data collection tools
- Create strong systems for managing school outreach and activity tracking

Strengthen fundraising systems and pipeline

- Contract a 3rd party (introduced by Atma) to manage their financial systems
- Onboard and induct a team member to manage fundraising
- Secure their funding runway due to creative fundraising and efficient financial management

Build a strong leadership team

- Clarify the organisation structure and roles and responsibilities of the various roles
- Create performance management systems

Strengthen programme delivery

- Reach out to 8471 children, 1517 youth and 3073 adults (33% growth in no. of individuals served over previous year)
- Improve classroom facilitation through Atma-facilitated classroom behaviour management training

Way Forward

After the first year of the Accelerator Partnership, Covid 19 struck and Rubaroo had to recalibrate its goals and reassess its capacities.

With Atma's support and their innate ingenuity, Rubaroo has been able to keep the organisation going and has been able to pivot its offerings to adjust to externalities. Atma takes pride in Rubaroo and the resilience they have been able to showcase during this time.

In the remainder of the Accelerator Partnership, Atma shall continue to build the capacities of the team and build strong systems around programmes, fundraising, talent acquisition and management, impact, governance and leadership.