CULTURAL RELEVANCE

THE BEST GRANTS AND PROGRAMS ARE CULTURALLY RELEVANT.

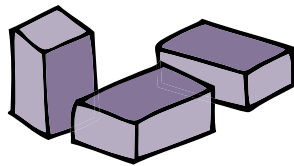WILL THE BENEFICIARIES TAKE THIS ON ON THEIR OWN?

HOW IS IT RELEVANT TO COMMUNITY NEEDS?

WHO DOES THE PROGRAM TARGET?

ARE THERE SENSITIVITIES SPECIFIC TO CERTAIN STAKEHOLDERS?

IS THIS PROGRAM REFLECTIVE OF LOCAL CULTURE?

1. NORMS

TRADITIONS, FOOD, VALUES, CLOTHES

VS
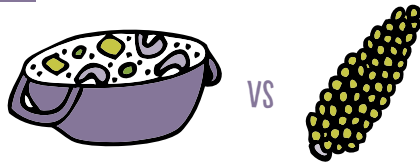
WHY? A FUNDER OFFERED TO PLANT RICE IN A COMMUNITY, BUT IT WASN'T THE RIGHT FIT. THERE, CORN - NOT RICE - IS THE TRADITIONAL CROP. AFTER SUBSTITUTING CORN FOR RICE INTO THE FUNDER'S OFFER, THE COMMUNITY ACCEPTED.

2. CONTEXT

GOVERNMENT, RELIGION, ECONOMY, EDUCATION

AN ORGANIZATION CREATED A WORKSHOP FOR BRICKMAKING, BUT AS SOON AS IT ENDED, THE INITIATIVE DISSOLVED. IN THAT AREA, PEOPLE TRADITIONALLY DON'T USE BRICKS, SO IT WAS NOT SUSTAINABLE.

3. COMMUNICATION

AUDIENCE, LANGUAGE, MEDIUM

SOME COMMUNITIES AVOID HIERARCHY AND CREATE TRUST BY SITTING IN CIRCLES WHEN IN CONVERSATION. WHEN DESIGNING ONE LEARNING PROGRAM, A FUNDER MADE SURE THAT THE PHYSICAL SPACE HOSTING THE PROGRAM COULD ALSO BE SET UP TO EMBRACE THIS STYLE OF COMMUNICATION.

SO WHAT'S A FUNDER TO DO?

EMBRACE **LOCAL INPUT** FROM THOSE CONNECTED WITH THE BENEFICIARY COMMUNITY.

INCLUDE THAT INPUT AND THOSE VOICES IN THE **NEEDS ASSESSMENT AND DESIGN.**

MAKE SURE THAT **LEADERSHIP IS LOCAL** FOR ONGOING SUSTAINABILITY.

ROLE OF COMMUNITY

BENEFICIERIES OF INITIATIVES MUST BE AT THE HELM.

"WE CAN ADVISE THEM, WE CAN SUPPORT THEM, BUT THEY MUST **LEAD** THE PROCESS AND DRIVE THE AGENDA."

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