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PERCEIVED IMPORTANCE OF FUNDRAISING IN THE IMPLEMENTATION OF ADULT EDUCATION PROGRAMME

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ABSTRACT

This study was designed to assess the perceived importance of fundraising in the implication of the adult education programme in Egor Local Government Area, Edo state. The importance of fund in the implementation of adult education program has continued to be a major concern to planners and organizers in the field of adult education. Empirical evidence available from other countries reveal that fundraising serves as a major source of raising fund for programme implementation. Four purposes and four research questions guided the study The population of the study was 780,976. A total of 250 respondent were used for the study comprising of 100 personnel and 150 from two communities chosen using random sampling procedure. The study revealed that fund raising is indispensable in sourcing for fund for the prosecution and the implementation of adult education programmes. Also fundraising activities can make community members to be genuinely involved in project citation and implementation.

Keywords. Fundraising, Implementation, Adult Education.

Introduction

Nowadays, the need for fundraising in the implementation of adult education programmes is being recognized. There is no doubt, that, funding is a sine-que-non for the successful implementation of any educational programmes. This is so because no matter how beautiful and well-intentiond any programme may appear to be, if it not properly and adequately funded, it is most likely to end in fiasco or abysmal failure.

In fact, the lack of adequate fund has been the bane of most educational programmes in the country. The implementation of a number of programmes in the past have had to be intercepted as a result of inadequate fund. The increase in governmental activities demanding for fund available to government has been largely responsible for the underfunding of most adult education programmes in Nigeria. The need to seek for alternative sources of

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funding adult education programmes, has culminated in the introduction of fundraising activities.

Fundraising is a strategy, aimed at soliciting for fund from good spirited members of the public in order to finance an on- going programme. It also affords members of the society with genuine interest in the development of educational programmes to contribute their quota towards the development of their country. (Oduaran, 2023).

Today, it has become necessary, in view of the economic trend, that various communities; individuals; and groups in the country should demonstrate absolute commitment and involvement, not only in kind but also in cash in the development of their country. It is certainly the kind of green-light which a community gives, that the government builds upon. All that the government needs to do, is perhaps to render and offer the necessary bureaucratic guidance or assistance, by examining the present and future welfarian benefits a given community may derive from the implementation of adult education programmes (Wells, 2016).

Basically, funds are raised in adult education programmes with the involvement of community members in the development process of their community. Apart from the citing of projects, fund could be raised to establish an income generating project like garri processing machine, and so on. In addition, funds could be raised to cite a mini- industry in a community such that will bring succor and a lease of life to the people.

Significantly, the economic climate cum situation in the country, has reached the stage where the ingenuity and involvement of the people in any form of implementing adult education programmes is needed to bring about a more concerted effort in the people's developmental needs. This study will help governmental and non-governmental agencies to achieve greater success in fundraising activities. Besides, it will also give the government and non-governmental organization (N.G.O.'s) a better understanding of the desire and plight of community members. Most importantly, it is believed that this study will enable the people to know the factors influencing fundraising activities, so as to achieve a high degree of success in such venture.

Recently, it has been found that fundraising is not being fully utilized as means of raising fund for the implementation of programmes. It is generally believed, that, fundraising exercise, constitute a waste of time, and even the little resources that may have been provided for programme implementation. In view of this, it has been argued, that, fundraising is a worthless exercise and should be discarded. Against this backdrop, it becomes imperative to examine the place of fundraising in the implementation of adult education programmes. The problem of this study therefore, is to find out the rationale and importance of fundraising in programme implementation as well as determine the

perception of planners and organizers of adult education programmes on fundraising.

Based on the fore- going, the study sought to achieve the following objectives:

1. Establish if fundraising is necessary in programme implementation.
2. Ascertain planners and organizers perception of fundraising activities.
3. Determine the factors militating against the success of fundraising activities.
4. Ascertain whether or not people are favourably disposed towards fundraising.

In view of the objective of the study, the following research questions were formulated to guide the study:

1. Is fundraising necessary in programme implementation?
2. How do programme planners and organizers perceive fundraising activities?
3. What factors influence the success of fundraising activities?
4. Are people favourably disposed towards fundraising activities?

Methodology

This study employed the survey research design method. The population for the study comprise of all the people in the Local Government Area, totaling 780,976, including the officers and personnel charged with the responsibility of administrating and implementing adult education programmes in the area, and the entire people in the two communities of Egor and Uselu,(with a population of 21,622 and 49,345 respectively), who have benefited from fundraising activities (annual abstract of statistics on population 2015 edition, federal office of statistics Lagos) a total of 100 person were randomly sampled from the category of personnel, and 150 from the two communities were also chosen using a simple random sampling procedure. Therefore, two hundred and fifty (250) persons who were used for the study constituted the sample.

Two sets of questionnaires were constructed and used for data collection. They were designated "Personnel Assessment Questionnaire" and Beneficiaries Assessment Questionnaire". Each of the questionnaire consist of two sections: A and B. Section A focused on eliciting information that has to do with the demography of the respondents, while section B is on issues relating to the research questions.

The instruments were face validated using expert judgment. In this regard, the instruments were given to some experts in the faculty of education who scrutinized them and offered some suggestions. Consequently, some items were dropped and some others added. The reliability of the instrument was determined through a test re-test procedure. A reliability co- efficient of 0.82 was obtained. The instruments were thus considered highly reliable.

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In the analysis of data collected, frequency count and simple percentage were employed.

Results: Table l below presents the data obtained in relation to research question one**.**

Table 1 Distribution of responses on the importance of fundraising.

Level of responses	Personnel Egor Community: Uselu Community					
	Frequency	%	Frequency	%	Frequency	%
Yes	70	70	55	73.33	69	92
No	30	30	20	26.67	06	8
Total	100	100	75	100	75	100

Questions l was meant to ascertain the respondents' opinion on whether or not fundraising is necessary in programme implementation. The analysis shows that 70 out of the 100 respondents from the category of the personnel indicated that fundraising is very important in programme implementation.

This represents 70 per cent of the sample, while 30 others representing 30 per cent do not agree that fundraising is important in programme implementation. On the other hand, 55 respondents or 73.33% from the Egor community agreed that fundraising is important in programme implementation. Only 20 or 26.67% out of 75 respondents from the community said that fundraising is not important. Out of the 75 persons interviewed in the Uselu community,69 or 92 per cent of them, agreed that fundraising is very important, whereas only 6 or 8 percent disagree. It was therefore, concluded that fundraising is very important in programme implementation

Research question two states: How do programme planners and organisers perceive fundraising activity? The responses were analysed and the results are as presented in table 2 below.

Table 2: Percentage Distribution of Responses on the worth of Fundraising Activity.

Variables	Excellent		Very Good		Good		Fair	
	No	%	No	%	No	%	No	%
Planners	40	80	3	6	3	6	4	8
Organizers	25	50	10	20	10	20	5	10
Total	63		13		13		9	

The finding presented in Table 2 above, indicate that 40 or 80 per cent of the planners interviewed are of the opinion that fundraising is excellent, only 25 or 50 percent of the organizers believe too that fundraising exercise is an excellent one. While only 3 or 6 per cent of the planner say it is a very good thing. From the organizers,

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only 10 representing 20 per cent also say fundraising is a very good thing. Three (3) other person or 6 per cent among the planner argued that fundraising is a good exercise. Whereas 20 or 10 per cent from the organizers believe too that fundraising exercise is a good one, only 4 or 8 per cent and 5 or 10 per cent from among the planners and organizers respectively indicate, that, fundraising exercise is fair. The conclusion drawn was that fundraising exercise is a worthy one and so, should be encouraged as a means of raising fund for implementing adult education programmes.

Further analysis was carried out to find out the factors militating against the success of fundraising activities. These issues were addressed in research questions 3 , and the findings are summarized in table 3 below.

Table 3: Responses on the Factors Influencing the Success of Fundraising Activities.

Item Locality	Personnel		Egor		Uselu		Total
	No	%	No	%	No	%	
Past experiences	30	30	20	26.67	25	33.33	75
Lack of commitment	10	10	15	20	10	13.33	35
Non-involvement of people	15	15	5	6.67	5	6.67	15
Poor publicity	8	8	20	25.67	19	25.33	47
Mistrust for leaders	18	18	6	8	2	2.66	25
Poor timing	4	4	4	5.33	10	13.33	28

From the results presented in the Table 3, it could be seen, that, 30 per cent of respondents from the personnel category indicated that past experiences militate against fundraising. From three categories of respondents, a total of 75 out of 250 indicate that past experiences militate against fundraising. This represent 30 per cent of the total respondents, while 35 or 14 per cent of the respondents, were of the opinion that lack of commitment militates against fundraising. Only 25 or 10 per cent say it is non-involvement of people that militate against the success of fundraising. Another 24 of the total respondents representing 9.6 per cent believe that it is a poor organization which militates against fundraising whereas 49 or 18.8 percent agreed that poor publicity.25 others or 10.4 per cent indicated that mistrust for leaders, militate against fundraising, only 28 or 11.2 per cent of the total respondents say it is poor timing that influences success of fundraising activities. It was then concluded that the most important factor influencing or militating against fundraising includes: past experiences; poor publicity; lack of commitment, poor timing, mistrust for leaders, non- involvement of the people; and, poor organization.

Research question 4 states thus: are people favourably disposed towards fundraising? The response to this question were analyzed and the results are presented in table 4 below

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Table 4: Distribution of Responses on the Disposition Towards Fundraising

Variables	Personnel		Egor		Uselu	
	No	%	No	%	No	%
Favourably disposed	85	85	47	62.67	39	52
Not favourably disposed	15	15	28	3.33	36	48
Total	100	100	75		75	

The analysis in the table 4 above, shows that, 85 persons or 85 per cent of the respondents from among the personnel indicated that people are favourably disposed towards fundraising while only 15 or 15 per cent of the respondents believe that people are favourably disposed. From the Egor Community, 47 people or 62.67 per cent say, that, people are favourable disposed towards fundraising. Whereas 25 of them representing 37.33% believe, that, people are not favourably disposed towards fundraising. In Uselu Community, 39 out of the 75 respondents representing 52 per cent agree that people are favourably disposed only 36 or 48 per cent are not favourably disposed towards fundraising. It was concluded that people are favourably disposed towards fundraising.

Discussion

It is interesting to note that findings reveal, that, fundraising is very important in programmes implementation. In addition, people were found to be favourably disposed towards fundraising.in this time of economic crunch and financial difficulty, fundraising can serve as a veritable instrument for raising fund to finance adult education programmes in the country. Little wonder therefore, that people, particularly planners and organizers, perceived the exercise to be a very good one, and, so should be encouraged as an alternative means of funding adult education programmes

It was also found, that factors such as past experiences; lack of commitment on the part of organizers, poor organization; poor timing; poor publicity; and, non-involvement of the people, militate against the success of fundraising.

Conclusion/ Recommendations

This study was aimed at determining the importance of fundraising in the implementation of adult education programmes. In view of the findings, it is concluded that fundraising is very important as an alternative source of funding adult education programmes. Besides, it is perceived as a very good thing and so, should be encouraged. Based on the foregoing, the following recommendations are hereby proffered:

(1). Planners and organizer of adult education programmes in the country, should make use of fundraising activities more often as an alternative source of funding.

(2). Similar studies should be conducted in other parts of the country in order to enable one make generalization.
(3). Such activities should be properly timed. Premium should be placed on accountability and, the people of the " project community " should be involved in the organization; planning; and, execution of fundraising activities.
(4). Adequate publicity should be given any time fundraising activities are to be embarked upon in order to ensure maximum success,
(5). Finally, the people should be enlightened more on the usefulness of fundraising as an alternative source of funding programme, so as to stimulate their interest in the successful implementation of programmes. This will enable organizers get the required support that will make success a reality.

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