

Briefing Note

Materials Licensing Scheme

1. Introduction

Mango is a values-based charity, which exists to help NGOs strengthen their financial management. Since 2001, we have invested in developing and testing a range of training materials and approaches. We want as many different NGOs benefit from this investment as possible to help us achieve our mission.

The purpose of our materials licensing scheme is to work with other values-based organisations who provide financial management training to NGO staff, to help them avoid having to re-invent the wheel. We have to be careful that we do this in a way that does not jeopardise our relationship with clients, our reputation and organisational sustainability, and helps to increase the supply of high quality training available to NGOs around the world.

We also hope to learn from other organisations' experiences of providing training to NGOs.

2. Which courses can you license?

Licenses are currently available for the following standard Mango courses (other courses will be added):

- [FM1](#): Practical Financial Management for NGOs - Getting the Basics Right
- [FM2](#): Strategic Financial Management for NGOs - Managing for Financial Sustainability
- [FM8](#): Successful Grant management: How to Keep Your Donors Happy
- [BE2](#): Budgeting for Project Proposals: How to Write Budgets that Win Funds

We also license tailored materials – ie where we adapt or write a new course especially for you.

3. What does it cost to license Mango's materials?

We aim to keep the license fee at an affordable rate, to recognise similar organisations' joint commitment to our work and to set it at a level that recognises the considerable amount of time spent on past and current development of Mango's training materials.

From 1 January 2010, the inclusive fees for unlimited use of licensed materials are as follows:

Course	Days	3 years	5 years
FM1	5	7,500	10,000
FM2	3	4,500	6,000
FM8	2	3,000	4,000
BE2	1	1,500	2,000
Tailored	per day	1,500	2,000



4. What do you get for the license fee?

Licenses to use Mango materials run for three or five years and are renewable. In return for a set license fee, the licensee receives:

- The right to use the Mango's materials (within agreed terms of reference) without limit on the number of courses delivered, for a period of 3 or 5 years.
- An electronic copy of:
 - *Course Handbook* (a bound reference manual)
 - *Course Workbook* (a loose-leaf pack with programme guide, activity sheets and notes pages)
 - Detailed *Session Plans* for the trainer (including timed programme, list of resources, copies of flip charts)
 - *Facilitators' notes* (additional notes and advice on how to run selected activities)
 - *Resource materials* (eg 'flash cards' for flip charts and activities props)
 - Full *printing instructions*.
- One complete Trainer's Pack – ie a hard copy set of the electronic materials described above, including laminated resources
- Regular updates of the licensed materials and advice on how to use them
- Access to Mango's Trainers' Wiki
- Reasonable support to trainers by email or phone.

5. Who can buy a license?

The licence scheme is open to all values-based organisations who are committed to building the financial capacity of staff involved in humanitarian and development work.

Licensing organisations must meet the following specific criteria:

- Have a team of financially-trained staff with experience of financial management in the humanitarian aid and development sector
- Have at least one trainer who has successfully completed Mango's *How to Take the Fear Out of Finance* training for trainers course, and who will be responsible for delivering the training materials
- Have designed and delivered training events for the target sector in the two years before the license period (preferably but not necessarily in financial management)
- Have a clearly defined target group of trainees from the target sector
- Have a clear training strategy and activity plan for the three years that the license will run.



6. How are the materials branded?

The licensing organisation will offer training under their own brand. They will acknowledge that they have licensed the materials from Mango on all the training materials they use.

Mango retains the copyright and intellectual property rights on all materials that it licenses to other organisations.

7. On-going relationship

We hope to develop on-going relationships with organisations who license Mango's training materials. Both organisations may stand to learn from each other and benefit from a continued relationship.

For example, organisations may consider whether they want to take the next step of piloting a training partnership with Mango, a much closer relationship which entails our skilled team of trainers working with staff to develop their skills and adapt materials to the local context (potentially including translation).

8. Who to contact

If you wish to discuss the licensing scheme, please get in touch with:

Sara Holloway, Training Partnerships Manager, sholloway@mango.org.uk or

Terry Lewis, Training & Publications Director, tlewis@mango.org.uk

Thank you for your interest in working with Mango:

Mango really does take the fear out of finance!

www.mango.org.uk