

Website Development & Digital Transformation

HMD Charity Foundation

Assigned By:

Saihou Balajo

Global Founder & Chief Executive Officer

Assigned To:

Gaurav Singh/ IT Department

Date: 10th July 2026

Deadline: 17th July 2026

Project Title

Development of the HMD Charity Foundation Institutional Website

Project Background

Helping to Make a Difference (HMD) currently operates a donor-focused website designed primarily for fundraising, Islamic giving, and public engagement.

To support the organisation's long-term strategic growth, HMD Charity Foundation requires a second professional website specifically designed to attract:

- International grant makers
- Government agencies
- Embassies
- UN agencies
- Corporate CSR partners
- International NGOs
- Development partners
- Institutional donors

The new website must present HMD Charity Foundation as a transparent, accountable, and professionally governed organisation capable of delivering high-quality humanitarian and development programmes.

Project Objectives

The website should:

- Position HMD Charity Foundation as a leading humanitarian organisation in The Gambia.
- Demonstrate transparency and accountability.
- Increase grant and partnership opportunities.
- Showcase organisational impact through data and evidence.
- Strengthen institutional credibility.
- Provide easy access to governance and compliance documents.

Website Design Requirements

The website must have:

- Modern and professional appearance.
- Mobile-responsive design.
- Fast loading speed.
- Secure SSL connection.
- Search Engine Optimisation (SEO).
- User-friendly navigation.
- Professional photography and video integration.
- Interactive maps where appropriate.
- Accessibility features.

Required Website Pages

Home

- Organisation overview
- Latest impact
- Key statistics
- Partnership call-to-action

About Us

- History
- Vision
- Mission

- Core Values
- Founder Message

Governance

Include:

- Board Members
- Executive Management
- Organisational Structure
- Governance Framework

Annual Reports

Upload:

- Annual Reports
- Financial Statements
- Audited Accounts
- Strategic Plans

Our Programmes

Separate pages for:

- Food Security
- Emergency Response
- Water & Sanitation
- Education
- Healthcare
- Livelihoods
- Women Empowerment
- Disability Inclusion
- Orphan Support

Countries

Include current operations in:

- The Gambia

- Senegal
- Uganda
- South Sudan (when operational)

Partnerships

Include:

- Why Partner With Us
- Partnership Models
- Corporate Partnerships
- NGO Partnerships
- Government Partnerships

Grants

Include:

- Current Funding Priorities
- Open Partnership Opportunities
- How to Apply
- Contact Information

Resources

Upload:

- Policies
- Child Protection Policy
- Safeguarding Policy
- Anti-Fraud Policy
- Procurement Policy
- Code of Conduct

News & Publications

Include:

- Latest News
- Success Stories

- Press Releases
- Research Publications

Contact Us

Include:

- Offices
- Telephone Numbers
- Email Addresses
- Contact Form
- Google Maps

Technical Requirements

The website must include:

- Content Management System (CMS)
- Secure Administrator Dashboard
- Multi-user access with role-based permissions
- Image optimisation
- PDF document library
- Integrated analytics
- Backup system
- Spam protection
- Security monitoring
- Social media integration

Search Engine Optimisation (SEO)

Optimise for keywords such as:

- NGO in The Gambia
- Charity in The Gambia
- Humanitarian Organisation
- Food Security
- Community Development
- International Development
- Grant Partner
- Development Projects
- Emergency Relief

Deliverables

The IT Department shall provide:

- Fully functional website.
- Mobile version.
- Administrator training.
- User manual.
- Technical documentation.
- Backup procedures.
- Security report.
- Website testing report.

Project Timeline

Phase 1

Research & Planning

Phase 2

Design Mock-ups

Phase 3

Website Development

Phase 4

Content Upload

Phase 5

Testing

Phase 6

Launch

Success Indicators

The project will be considered successful if:

- Website is fully operational.
- All pages are complete.
- Mobile responsive.
- Fast loading.
- Search engine optimised.
- Secure.
- Easy to manage.
- Professional enough to present to governments, embassies, UN agencies, and international donors.

Additional Assignment

The IT Department shall also:

1. Review the existing HMD donor website.
2. Recommend improvements to increase online donations.
3. Ensure both websites maintain consistent HMD branding while serving different audiences.
4. Propose a long-term digital strategy integrating websites, donor management systems, CRM, grant tracking, and social media.

Reporting

The IT Department shall submit:

- Weekly progress reports.
- Challenges encountered.
- Recommendations.
- Final project report before launch. **Approved By**

Saihou Balajo
Global Founder & Chief Executive Officer
Helping to Make a Difference (HMD)