

Understanding the global funding situation and basic fundraising techniques.

**Lecture at Adigrat University, Ethiopia:
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Part One :Introductions and learning outcomes

- University College London(UCL) and Adigrat Universities. Mutual introductions;
- Have greater understanding of how to mobilize resources for Agricultural research;
- Have an understanding of the emerging challenges confronting resource mobilization;
- Be familiar with the ongoing transformations and paradigm shifts in the agricultural research development;
- Have an understanding of proposal writing techniques;
- Better understanding of the intricacies and complexities of signing of MOU's with foreign academic institutions ;
- Session evaluation.

Major goals of research(e.g. agriculture research)

- Poverty Reduction;
- Produce agricultural technologies to contribute to rapid economic growth;
- Provide options for adaptation to changing global economy; changing policies and; emerging environmental concerns;
- Increasing international competitiveness.

- **Founded in 1826 - first university established in England after Oxford and Cambridge .**
- **Founded on a primary concern with inclusion of women and ethnic groups.**
- First to admit students of any race, class, religion or gender
- Produced world leaders like Ghandi, Nkruma and so many other Nobel prize scientists.
- Consistently ranked among world's top universities (7th in QS rankings 2016-18).
- Top-rated for research strength (REF 2014) in UK, with the best academic to student ratio in the UK.
- 11 faculties with 80 academic departments, from mathematics, arts and built environment to history and medicine
- Over 12,000 academic, research and professional services staff
- 38,000 students from 150 countries, of which 40% are graduate.

Paradigm shifts in Agricultural research and funding

Organisational and institutional transformation;

- Shift from single commodity and mono-disciplinary base to an innovation system and multidisciplinary based approach;
- Top down research to participatory approach.

‘Insufficient investment and declining official development assistance (ODA) in agriculture has prompted governments to look increasingly to the private sector– domestic and foreign – for significant new investment’ (UNCTAD, 2009: 95) ;

‘The private sector is the primary driver of economic growth. “We must harness private investment so that it has greater development impact, and G20 governments can help establish conditions to encourage that’- Bill Gate.

Paradigm shifts in Agricultural research



- Public domestic investors
- Private and domestic investors;
- Foreign investors public e.g. development partners, corporations;
- Bilateral state to state private and lending IMF, WB etc. but share for agricultural research & Development limited;
- International private funding

PART TWO: How do we go about mobilizing funds and fund raising techniques .

- Fund-raising strategy and clear plan:
- Basic structure for a good proposal (no perfect proposal);
- Reviewing specific donor guidelines and themes.

Fund-raising strategy

- Draw a fund raising plan and prioritise of what the funds will be raised for. "Avoid the donor will give all approach";
- Think about various possible sources of funding including domestic resources. "Avoid the we have nothing approach";
- Have a clear understanding of the funders' guidelines in terms of donor funding cycles, application formats reporting requirements etc.;
- Fully understand the donors thematic areas of interest, political context for donor aid, and are you able to dance to the tunes of the donors;
- Match your ideas and projects with likely funders, matching their interests to your needs;

- Research and identify likely grant prospects related to your area of project activities and make carefully targeted approaches at a few funders according to their relevance to your proposed activities;
- Write good proposals-one that is clear and that makes a really good case for support;
- Manage the application process well. Decide how and who is to contact personal contacts always help;
- Sort out your marketing strategy i.e. good image, good presentation, good website etc.

Basic structure for a good proposal (there is no perfect proposal!!)

- Choose a relevant /branding title which reflects the theme of your work;
- Establish clearly the overall context for the proposal i.e. socio-economic, political etc. In other words the particular geographic or socio-economic factors which make it important to do some thing in the area where you plan to work;
- Clarity of the problems to be addressed or the need that is to be met;
- You must also provide a short overview of previous research or project activity, which has taken place to avoid duplication of efforts.

- Clear rationale for the proposal (why are you doing it, what difference will it make, why are you or your organization best placed to do the job);
- Explain any particular geographic or socio-economic factors, which make it important to do something in the area where you plan to work?;
- Clear overall aim and specific objectives of the project; SMART objectives;
- Good methodology on how you will be able to meet the aims and objectives ?;
- Indicate why the method you have selected is the best or the most appropriate or the most cost-effective?

- What are the short and long-term operational plans?
- What are the expected outcomes and achievements of the project;
- State clearly the potential use of the outcomes of the research for example in alleviating poverty, improving the incomes of women and so on;
- Do you have a clear budget for the work, and can you justify all the expenditure?.

Other critical elements of a good proposal

- Why should your organization run the proposed project/scheme? In other words, your competence to conduct the research or deliver the programme;
- Also you can show internal contributions in cash, kind or both, volunteerism, and community labour contribution. This can be easily costed but is often neglected;
- What is going to happen when the funding runs out? Will the project continue on a sustainable basis? Will the project become self-sustaining in some way?

Other critical...

- What sources of funds have you already identified? And what has already been committed?
- What other grants can be mobilized to add to the sum being requested? Normally donors do NOT give a 100% grant and they like it if you say some other organization is also assisting you.

Development donors want to give their support to:

- Projects that can make a marked, measurable and rapid improvement in the living conditions of poor or marginalized and vulnerable people;
- Projects that can make a marked, measurable improvement in the environment;
- Projects with low risks and high returns;
- Projects that beneficiaries (end users) have themselves claimed as priorities, i.e. demand driven and client-oriented;
- Funders will not like poorly written and poorly presented proposals i.e. lack of clarity.

Qualities of a convincing proposal

Section of proposal	Implicit message to reader
Background, goals and objectives	Something important needs doing right away!
Beneficiaries	These are the people who need our help
Activities	We have a good approach to do this important thing
Budget	Our approach is cost-effective
All sections	We have thought through all the details
Work plan and annexes	We have collected the ideal team to implement the project —they are highly qualified and Experienced
Background	Our approach builds on the work that others have done before
Outputs and impact	If we do the work, our end-users will be significantly better off
All sections	We are ready and eager to do the work – all that is needed is your support

Proposal format

- There are several formats of proposals;
- Format is dependent on the funding agency;
- Every donor/funding agency have their own preferred format or outline;
- Despite the several formats, some sections are common in all proposals.

Recommended order of preparation for a proposal

- Objectives
- Inputs
- Activities/Methods
- Outputs
- Budget
- Beneficiaries, goal and impact
- Monitoring and evaluation
- Sustainability
- Summary
- Review, editing, cover letter

Post grant application process(4 to 12 months):

- Proposal submitted to funder;
- External experts review the proposal and provide feed back to funder with recommendations to consider or reject;
- Donor selects best proposals and asks for amendment of the proposal and other proposals are simply rejected;
- Final decision and grant offer letter sent to applicant organization;
- Agreement signed and funds released in tranches/phases.

References:

Baguma,D.S., Anandajayasekeram, P. and Puskur, R. (2009) Writing convincing research proposals and effective scientific reports: A learning module. International Livestock Research Institute (ILRI) ;

Echeverria, G.R. and Beintema, M.N. (2009) Mobilizing Financial Resources for Agricultural Research in Developing Countries, Trends and Mechanisms.

Exercises

In groups, review funder guidelines for the following funders:

- NORAD: www.norad.no(development cooperation)
- Kuwait Fund: <http://www.kuwait-fund.org>
- [DFID:www.gov.uk/international development funding](http://www.gov.uk/international-development-funding)
- Bill and Melinda Gates Foundation: www.gatesfoundation.org

30 minutes and then each group comment on their findings.

Session evaluation and thanks.