DEVELOPING AND ENHANCING DONOR PARTNERSHIPS

DIVERSIFYING YOUR UNA’S FUNDING BASE AND DEVELOPING PARTNERSHIPS WITH POTENTIAL DONORS
WFUNA 40TH PLENARY ASSEMBLY

GOVERNMENTS

Focus of Research
- Ministry of Foreign Affairs
- Development Cooperation Department
- Organization for Economic Co-operation and Development (OECD)
  - Comprised of 34 member countries
  - Committed to global development
  - OECD Development Assistance Committee (DAC): DAC is comprised of 24 members: donor countries and multilateral organizations
- Embassies/Consulates/Permanent Missions of DAC countries

Approach and Follow-Up
- Send email/arrange for call/meeting in order to ensure most current funding priorities
- Be aware of strict guidelines for monitoring and evaluation of program if government funds your program

FOUNDATIONS

Focus of Research
- Familiarize yourself with your competition
- Research non-profits who engage in similar work as your UNA: what types of organizations/funding bodies support them?
On-line databases
- Foundation Center based in New York, New York provides a searchable database for foundations. Please note: Foundation Center may require a fee and many of these foundations are based in USA
- European Foundation Center

Approach and Follow-Up
- Email/ Arrange for meeting with appropriate program officer
- RFP (Request for Proposal) or LOI (Letter of Inquiry)

CORPORATIONS
Focus of Research
- Company sponsored foundation
  - Separate legal entity
  - Can be private foundations or public charities
- Corporate giving direct program
  - Employee matching and in-kind gifts
  - Are not separate legal entity
  - Can fund programs outside of company foundation guidelines → more flexibility

Approach and Follow-Up
- Look into CSR website → extensive research in company funding priorities
- Be able to demonstrate what benefits company will receive from partnership