Developing and Enhancing Donor Partnerships

40TH PLENARY ASSEMBLY – Capacity Building Sessions
7TH NOVEMBER 2012

www.wfuna.org
• **SECTION 1**: Diversification

• **SECTION 2**: Overview of key funding bodies

• **SECTION 3**: Research and Approach

• **SECTION 4**: Q & A
Purpose of Diversification

1. Provides legitimacy for your program/project

2. Allows you to launch your program/project!

3. Operational UNA
Types of Funding Bodies: Government

- Embassy/Consulate
- Ministry of Foreign Affairs
- Development Cooperation
- Permanent Mission
Types of Calls & Deadlines

**Calls**
- Embassies/Consulates ➔ Discretionary Funding
- Funding levels vary

**Deadlines**
- Research country funding deadlines first
- Typically best to apply before Summer or during Fall to apply for following year
Websites: Ministry of Foreign Affairs → Development Cooperation Department ; Organization for Economic Cooperation and Development (OECD) → DAC countries

Read country statements during General Assembly in September to determine policy stances

Research government country and policy funding priorities
Types of Funding Bodies: Foundations

Global foundations with local offices typically have locally/regionally based program officers.
For Grantseekers

About the Grants Program

Each year NED makes direct grants to hundreds of nongovernmental groups abroad working to ensure human rights, an independent media, the rule of law and to advance other democratic goals.

We encourage applications for financial support from activist organizations in diverse situations, such as transitional countries where the goal is democratic consolidation, authoritarian countries where the goals are liberalization, and the protection of human rights.

The next proposal deadline is June 22, 2012 to be considered for approval at the September 2012 Board Meeting.

HOW TO APPLY

NED Core Institutes

NED also makes grants to four American partners, commonly known as the “Core Institutes,” for work abroad to foster the growth of political parties, electoral processes and institutions, free trade unions, and free markets and business organizations.

- Solidarity Center :: visit
- Center for International Private Enterprise (CIPE) :: visit
- International Republican Institute (IRI) :: visit
- National Democratic Institute for International Affairs (NDI) :: visit
RESEARCH AND CULTIVATION

Databases
- Free: European Foundation Center ➔ http://www.efc.be/Pages/default.aspx
- Free: Foundation Center ➔ http://foundationcenter.org/
- Webinars

Competition
- Environmental scan of local competitors
- Annual Report, Board Members

Challenges
- Unsolicited responses
- Typically do not fund conferences
- DETERMINE IF FOUNDATION PRIORITIES ALIGN WITH THOSE OF YOUR UNA PROGRAM
Type of Funding Body: Corporation

Corporate Social Responsibility

Benefit communities and families where company operates

In-kind donations, employee matching gifts, direct sponsorship

Partnership Opportunities

Company Sponsored Foundation

Corporate Direct Giving Program
Corporate Social Responsibility (CSR)

Corporate Responsibility in Action!

The Western Union® example:
A Chinese exchange student in Vancouver receives money sent to her through Western Union from her parents in Beijing. She uses it to buy used books for the new semester — there were still some left in the bookstore. She has a little money left over so uses it to buy a cup of the best coffee in town from the café down the street from her dorm.
CORPORATE SOCIAL RESPONSIBILITY

- What is the UN Global Compact?
- “The Global Compact asks companies to embrace universal principles and to partner with the United Nations. It has grown to become a critical platform for the UN to engage effectively with enlightened global business.”
- – UN Secretary-General Ban Ki-moon
On-Line Tools
- On-line databases, ex. Foundation Center NYC
- UN Global Compact, funding body’s website
- Webinars, social media ➔ check twitter and FB updates

Profiles
- Profile template ➔ include funding priorities, deadline, contact information

Tracking
- Track all correspondence
- Create detailed ST and LT funding plan
- Update frequently
TAILORING APPROACH

Governments
- Email, arrange a call/meeting with appropriate contact to ensure priorities are current
- Letter of Inquiry, Proposal*

Foundations
- Arrange call/meeting in person
- RFP ➔ Request for proposal

Corporations
- Use contact in company if possible
- Letter of Inquiry/Proposal ➔ highlight benefit company will receive from partnership
QUESTIONS/COMMENTS/CONCERNS

THANK YOU!