

Partnership development and funding for Agricultural Research & Development (ARD)

United we Can Excel



6th Africa Agriculture Science Week and FARA General Assembly

Sub-Theme II: Innovation to Improve Productivity and Resilience

16th July 2013 YPARD Africa Side Event on Tuesday, July 16th, 14:00- 18:00,

Press Centre, International Conference Centre, Accra, Ghana

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<http://www.excelhort.com>

Mission and Vision of EHC

Vision

“A leading company in generating sustainable businesses and economic development solutions for farmers and the business communities in Africa”

Mission

“To contribute to increased productivity, competitiveness and growth of agribusiness and agro-industry in the local, national, regional and global markets, through provision of tailor made business development services to farmers and business communities in Africa.”



Company's objective

- ✿ Strengthen and support institutional capacity of farmers and business communities.
- ✿ Promote and introduce viable agricultural commercialization and value chain development.
- ✿ Foster Natural Resource Management, Indigenous Knowledge and biodiversity conservation.
- ✿ Facilitate Agribusiness education and career development.
- ✿ Value chain development & market linkages

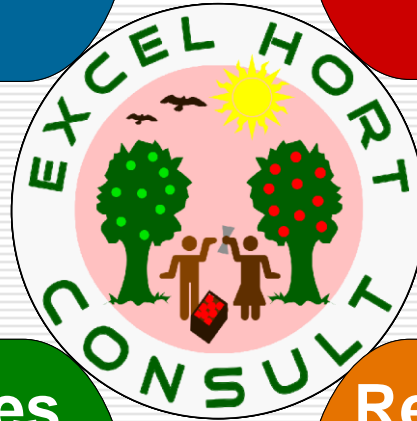
Core areas of service (EHC)

**Agribusiness
trade and
investment**

**Food security
and improved
livelihoods**

**Natural resources
management and
climate change
mitigation**

**Research, product
development and
technology
transfer**





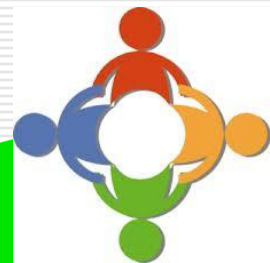
Partnership and Fundraising



Partnership

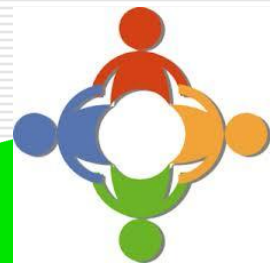


A partnership is an arrangement where parties agree to cooperate to advance their mutual interests.



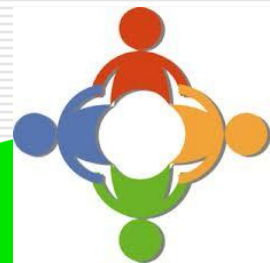
Partnerships

- ✿ **Clearly defined membership:** sign a formal statement pledging their support for certain key principles and agreeing to fulfill a specific set of commitments.
- ✿ **Resource sharing:** pursue shared fundraising strategies whenever feasible. And, the individual agencies are required to consult with each other on all significant grant applications.



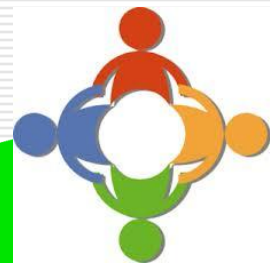
Partnerships

- ✿ **Linked service provision:** In an effort to provide more comprehensive solutions to community problems, partner organizations offering complementary services
- ✿ **Elimination of service duplication:** identify and eliminate the duplication of services among their programs.
- ✿ **Mutual accountability:** partners are expected to create memos of agreement with one another to formalize their relationships.



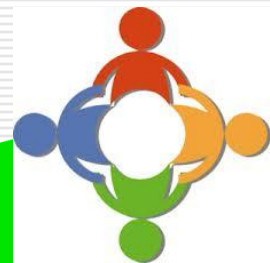
Partnerships building

- ✿ **Initiation:** something triggers the idea of a partnership.
- ✿ **Preparation:** the initiator plans how to involve others.
- ✿ **Action:** the partnership is formed.
- ✿ **Continuation - or separation.**



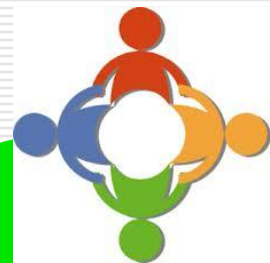
Principles of partnership

- ✿ **Trust & Transparency:** interpersonal, inter-institutional, cross cultural - at the same time.
- ✿ **Mutuality:** open to dialogue and exchange of views. Respect is of utmost importance.
- ✿ **Solidarity:** sensitivity and commitment to the problems, efforts and constraints
- ✿ **Accountability:** involves rights and obligations.



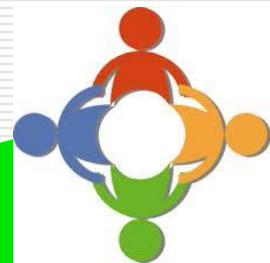
Partnership - Success Factors

- ✿ Shared mandates or agendas.
- ✿ Respect and trust between different interests.
- ✿ An agreed need that a partnership was necessary.
- ✿ Compatible ways of working, and flexibility.
- ✿ Being effective at managing and delivering.
- ✿ Time to build the partnership.



Partnerships – possible challenges

- ✿ One partner manipulates or dominates.
- ✿ Differences of philosophy and ways of working.
- ✿ Lack of communication.
- ✿ Unequal and unacceptable balance of power and control.
- ✿ Hidden agendas.
- ✿ Agendas which are not compatible.
- ✿ Some partners brought in late.



Fundraising

Fundraising

- ✿ What do you need the money for, and how much? Do a budget.
- ✿ When will you need it? Produce a Time Line.
- ✿ What will you do if you can't raise the total you need?
- ✿ Who is likely to fund you, and why should they support you?
- ✿ Will you need more money later when initial funds are used up?



1st Step of Fundraising: **Seek within**

1. Know your own potential. You and your friends / staff contributing time, office space and own network to develop programmes for service.

2. Know your local stakeholders: People and institution believe in doing good - often do not know where to start or have a brilliant idea

3. Start small grow big: Small action will shine and attract broader support and raises higher expectations and sets new goals.



Donor / Development Partner Care

- 1. Be committed.** You and your staff must really like donors and be committed to providing them first-class service.
- 2. Have enough resources:** Service provision cannot be done on the cheap. Invest in proper planning and allocate sufficient resources. If you don't, you can do more harm than good.
- 3. Be consistent:** Good service raises expectations. Your donors need to know that they can depend on a consistently high standard of performance from you



Donor / Development Partner Care



4. Be quick: Don't irritate donors with delayed responses. Promptness will pay off.

5. Be personal: Donors want to be remembered and addressed by name. Take the time to get to know them so you can become a trusted advisor.

6. Be visible: Publicize your non-profit's service personnel. Put their pictures up on the website and in your brochures. Let donors know that they are there to help and serve.



Donor / Development Partner Care



7. Be meticulous: Your records should be well-kept and organized so that you can find information about a donor quickly and efficiently.

8. Be available: Make sure that donors can reach you at any time. If you can't provide 24-hour service, make sure donors can leave messages and then follow up as quickly as possible.

9. Be open and honest: If you screw up, admit it and fix it. Never cover up. Donors will respect you and trust you for your honesty.



Donor / Development Partner Care



10. Be cheerful and helpful:

- Never let donors think that what you do is a chore.
- Donor care should be a joy and a revered activity.
- Remember, together you and the donor are doing something great.



Managing major donor relationships

Managing major donor relationships

- ✿ **We should get our language straight:** How about not using any words **we wouldn't use if the person could hear us**, such as
 - ... prospect, pipeline, cultivate, extract?
 - Who wants to be 'managed' – how about 'appreciated', 'respected', 'valued'?
 - There's a wider point here about all the strange language used in fundraising.
 - Is it respectful to call people 'prospects', to put them in a 'prospect pipeline' and invite them to 'cultivation events'?



Managing major donor relationships



- ✿ **Be optimistic:** There's plenty of untapped philanthropic potential in Locally and in Africa.
- We're not meaner than Americans / Mzungus, many people just haven't been inspired yet.
- Don't assume that rich donors know about your existence and have taken a conscious decision not to fund your work.
- They may not aware of you or the need you are meeting.



Managing major donor relationships



✿ **Have patience:**

- The first gift may be a 'toe dipping' gift where the donor is trying to find out whether this will be a satisfactory relationship or not.
- The full potential for their giving may not be unlocked until they are very secure in the leadership of the charity, its mission and the details of the specific project they'll be supporting.
- I met a fundraiser recently who described a 17-year-gap between first contact and an eventual \$19m (£12m) gift.



Managing major donor relationships

✿ **Initiating relationships with valued supporters:**

Research says there are three essential criteria:

- 1. The nature of the cause.** Most donors allocate gifts to causes **they feel passionate about** (as opposed to the neediest causes);
- 2. Who asks.** A third give most to organisations that they (or loved ones) are already involved with, as trustees, members, participants or volunteers. Theresa Lloyd, who wrote '**Why Rich People Give**' concluded that most wealthy people will at least review or respond to a request from a known/respected source.
- 3. Impact.** Even if the cause is one which the donor supports in principle, the determining factor is their conviction that the gift **will make a difference.**



Managing major donor relationships

✿ **Beyond money:**

- The connections and insights the philanthropists have accumulated could well prove to be more valuable than their money.
- This approach usually makes more sense to corporate donors but individual philanthropists, once they are encouraged to think this way, often respond very well.



Managing major donor relationships

✿ Major gifts are a medium- to long-term gain:

- Don't lose interest in a relationship simply because the gift is not in the short-term.
- Ensure that appropriate senior staff and leadership are willing to take the time necessary (for example, several coffees or tours per year) to cultivate your individual donors.
- Organisations that are new to major gifts need to understand that it will usually take a minimum of 18 months before a major gifts comes in.



Managing major donor relationships

✿ Listen to what your donor's interests are:

- Never assume you know.
- For smaller charities with limited donors and connections, approaching them first and displaying good stewardship will make those who are on board already keen to make further introductions.
- Don't be afraid to use trustees to help you find new supporters.



Managing major donor relationships

✿ **Difficult major donors can be draining:**

- Use senior staff as a buffer to more junior fundraisers.
- Educate senior staff and board members on how to identify donors with genuine complaints who then might become difficult.
- Decide how much the donor is worth to your organisation and in really tough cases be prepared to walk away.
- Size matters, have donors matching your size



Managing major donor relationships

✿ **Incentivised matched giving is an interesting trend:**

- This has been very successful in university fundraising where a major donor has given a significant sum of money and agreed they will double it if the organisation can find other funders to make up the shortfall.
- Similarly, this has worked successfully where a corporate partner has agreed to match or double donations given by individuals to a specific area of work.
- Individual donors have proven very receptive to this as they feel that their donation is being doubled.



Managing major donor relationships

✿ Invest time in building trust and credibility with a supporter before asking for a major gift:

- It's important to strike the balance and not be too fearful to talk to high-net-worth individuals about their potential financial support of your organisation.
- The time for the solicitation of a major gift varies from one individual to another.
- Giving is an enjoyable experience and can bring them much closer to your cause



Managing major donor relationships



✿ **The need to demonstrate impact has grown:**

- This is a result of the challenging economic times and donors' need to feel that they are investing their funds in the organisation that will change society for the better.
- Many wealthy people feel an increased sense of responsibility to make considered and educated choices as so many people in society are reliant on their generosity.



Opportunity Matrix



Name	Address, Email, Phone, web	Type of scholarship	Dates of call <u>Publ-</u> deadline	Comments and limitations
M.Sc. Scholarships				
PhD Scholarships				
Georg-August University in <u>Göttingen</u>	"International Ph.D. Program for Agricultural Sciences in <u>Göttingen (IPAG)</u> " at the Faculty of Agricultural Sciences, Georg-August University <u>Büsgenweg 5, 37077 Göttingen, Germany</u> bewagr@uni-goettingen.de https://www.uni-goettingen.de/en/103826.html	Full time PhD with work and studies	Deadline march 2010	Check regularly may an other batch comes in 1-2 years
Short Courses / Summer schools				
Oxfam International Youth Partnerships (OIYP)	oiyp2010applications@oxfam.org.au http://oiyp.oxfam.org/oiyp/template_02.aspx?id=52	Leadership and networking	12 February 2010	Aged between 18 and 25 as at 1 October 2010
Visiting Lecturer / Guest Lectureship				
Individual Fellowships				
Research Project Calls				
Development Projects				



Online Links and Networks

✿ Professional Social networks

- <http://www.environmental-expert.com/>

- Professional and consulting databases and rosters

✿ Research Funding: <http://www.terravivagrants.org/>

- <http://www.africahrst.org/database/researcher/proposal.aspx>



Study programs and consortia

- ✿ PhD & M.SC: www.treccafrika.com/
- ✿ PhD: <http://www.arissecretariat.net>
- ✿ PhD: <http://www.agtrain.eu/>
- ✿ PhD: <http://www.ruforum.org/>
- ✿ PhD: <http://www.fonaso.eu/>
- ✿ PhD: <http://www.europhd.org/>
- ✿ <http://www.treccafrika.com/pages/about-us.html>
- ✿ <https://fsc.uni-hohenheim.de/79512.html>
- ✿ <http://www.coimbra-group.eu/>
- ✿ M.Sc: <http://www.sutrofor.net/>
- ✿ M.Sc: <http://www.agriculturaleconomics.net/>
- ✿ <http://www.rfpp.ethz.ch/eligibility/index>
- ✿ http://www.jfny.org/japanese_studies/fellowship/view_programannouncement.php

Study programs and consortia

- ✿ http://www.euraxess.de/portal/funding_database_in.html
- ✿ <http://www.youthopportunities.africavet.com/>
- ✿ <http://www.education.go.ug/Scholarships.htm>
- ✿ <http://situsbeasiswa.com/search/foundations-and-grantmakers>
- ✿ <http://www.studentscholarshipsearch.com/scholarship-search-ebook.pdf>
- ✿ <http://www.scholarships.vliruos.be/>
- ✿ <http://www.studyinbelgium.be/>
- ✿ <http://www.study-in-italy.it/>
- ✿ <http://www.recruitaly.it/studying>
- ✿ <http://www.daad.de//stipendien/en/index.en.html>
- ✿ <http://www.boell.de/scholarships/scholarships.html>
- ✿ <http://www.nuffic.nl/international-students/>
- ✿ http://www.fulbright.be/Scholarships_Grants/Graduate_Study.htm
- ✿ <http://www.spainexchange.com/>
- ✿ <http://www.educationuk.org>
- ✿ <http://www.scholarship-search.org.uk/>
- ✿ <http://nextscholarships.com/>
- ✿ <http://www.scholarship-positions.com>





Research, Technology Development and transfer for improved productivity, profitability and sustainability – a joint effort



Your comments &
Questions are welcome

Thank you



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