

Fund-Raising

(Introduction to Proposal Writing)

GLOMUS Camp 2015
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Session #3

Collaboration: Combining Resources

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Presented by Randy Stubbs

Collaboration

- Webster Dictionary: the action of working with someone to produce or create something.
- As musicians we collaborate nearly all the time.
- As GLOMUS teachers, students and managers we collaborate.
- As partners, official or unofficial, we need to collaborate.
- Why? Because there are many things that we, or our organisation, cannot do alone.



Collaboration

- When we truly collaborate we combine our resources. It is not just money. There are many valuable resources besides money.
- We need to be creative and show donors that we are truly collaborating. In a true partnership all parties contribute to the total.
- Synergy or the Gestalt Principle states that “The sum is greater than the whole of the parts.” In the performing arts this is often true.



Collaboration

- Yes, this requires work. It requires good and honest communication.
- When working cross-culturally it also requires patience, understanding, and a sense of humour.
- These days it is so much easier to organize and coordinate activities via e-mail and SKYPE and even collaborative web-based documents. This is a wonderful and positive aspect of our modern technology and globalisation.



Collaboration

- It is important to understand that this does NOT mean that you need a Northern partner to fund every project!
- Hopefully, if you need a Northern or Asian or American partner it is because your project will be even better with joint collaboration for artistic or educational or technical or organisational reasons, not only financial.



Collaboration

- The grant scene changes over time, just like everything else. These days if you submit a project proposal without partners there is little chance for funding.
- Donors want to know that you are connected to the local community, the business community, the arts community, the international community.



Is that all?

- You get a basic idea for a project. You find a good donor match. You write a strong proposal that is persuasive and technically accurate. You respect the deadlines and submit all the required materials.
- You receive the GREAT news that you were successful! Congratulations.
- Are you finished?



What is next?

- Revising the budget!
- Signing the contract.
- Now an even bigger work is ahead, doing what you said you would do.
- Then there are documenting and reporting requirements.

Some final brief thoughts

- Double-check practicalities like deadlines, formats, required supporting materials, # of copies needed, etc., then check them again.
- Ask or pay others to read (content) & proof-read (grammar) your proposal
- Check and double-check your budget and numbers.
- Gift-in-kind: This is very helpful because it saves you money. Read carefully, because some donors require you to include it, others allow you to include it, and others forbid you to include it.



Some final brief thoughts

- If you have questions and you have tried your best to find the answers, contact the Program Officer and ask.
- They want you to have a good proposal. It makes their job more enjoyable.

What if...

(CIVICUS: Writing a funding proposal)

- What if you do everything “right” and you do not get money for your project?
- Even if the answer is “no” at the end of the process, this does not mean that you have reached the end of your relationship with the donor.

What if...

(CIVICUS: Writing a funding proposal)

- Some possible reasons for refusal include:
 - The donor's criteria are not met by your proposal;
 - The proposal is not seen as being in a priority area for the donor (geographical or issue priority);
 - The proposal does not, for some reason, impress the representative who did the initial screening;
 - The donor does not have sufficient funds available at this time to support the proposal.

Questions?

Thank You!

I wish you all the best
in your collaborative adventures.