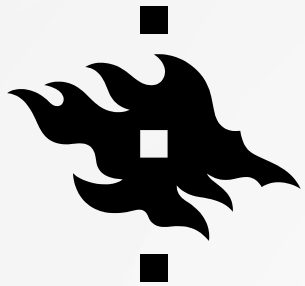




# FINDING AND APPROACHING INTERNATIONAL FOUNDATIONS

Alec Thurnham & Maaria Manyando, University of Helsinki



# FINDING AND APPROACHING INTERNATIONAL FOUNDATIONS





# 1. IDENTIFY

- Search engines are your friend!
  - E.g. Foundations AND Education AND Africa = "65 Foundations & Investors Who Fund Education Ventures in Africa".
- Look at colleagues around the world (individuals/groups/institutions). Many acknowledge their funders (and funders themselves are becoming more transparent) in multiple places (press release, research page, paper, annual report etc).
- Once a foundation is identified use it as a platform to find others (website, press release, grant information, annual report).
- Paid lists e.g. Candid's Foundation Directory (<https://fconline.foundationcenter.org/>)
- [https://helsinkifi-my.sharepoint.com/:x:/g/personal/ssahanen\\_ad\\_helsinki\\_fi/EUO-7UQibORKuD7QqNnYtyEBn8hOJgzSmV8i2crh\\_h3LZw?e=4%3Afp0mnS&at=9](https://helsinkifi-my.sharepoint.com/:x:/g/personal/ssahanen_ad_helsinki_fi/EUO-7UQibORKuD7QqNnYtyEBn8hOJgzSmV8i2crh_h3LZw?e=4%3Afp0mnS&at=9)



## 2. RESEARCH

- What are their priorities and how do they communicate them?
- Who and what do they fund?
- What amounts do they fund?
- Who are the key people at the foundation for your work?
- Is my research included within their interests?
- Do I believe they would fund my work?
- ...?



## 3. PLAN

- How will you approach the Foundation?
  - Set approach e.g. call for applications
  - Is there another way?
    - Social media engagement; Mutual contacts; Invite to events; Invite as guest speakers; Meeting request...
  - Be creative!



## 4. ENGAGE

- Implement your plans!
  - Submit your project proposal to any open call;
  - Invite them as a speaker/participant for an event;
  - Meeting – Is this the time to pitch your project? Is it the time to just say hello and to learn more about each other?
- Remember:
  - Do your research!



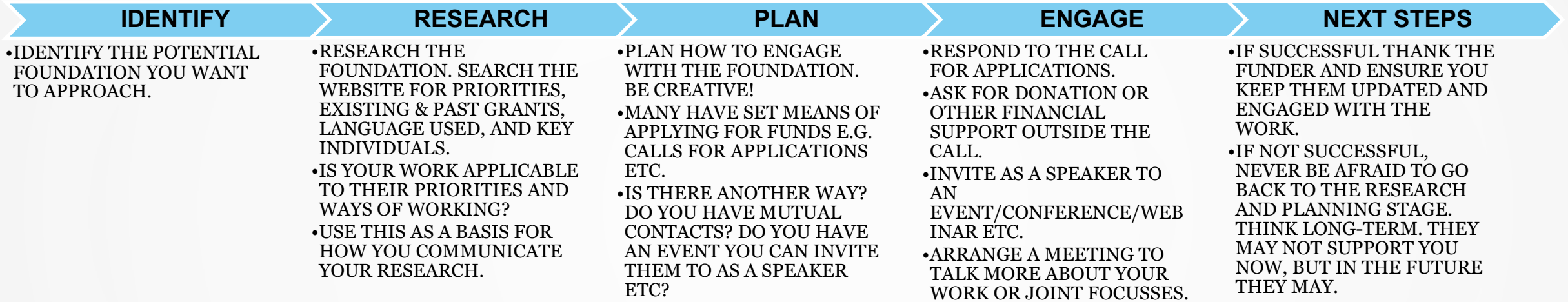
## 5. NEXT STEPS

- If successful do not forget to thank, to update them and to maintain a positive relationship = Stewardship!
- If unsuccessful do not be afraid to go back to research and planning. Think long-term!





# OVERVIEW



- Research, research and research!
- Be creative with your engagement. Do not just rely on a call for application. How can you engage with them beyond a call?
- Why should they fund you and not someone else? If a US Foundation, why would they fund something in Finland?
- Think about impact beyond the project. Funders want to fund work that will have a “lasting” impact.
- If you have contacts/funders you want to approach, please talk with the related experts at your university – for [philanthropic purposes](#) at the University of Helsinki, please contact [donate@helsinki.fi](mailto:donate@helsinki.fi) or [lahjoittajasuhteet@helsinki.fi](mailto:lahjoittajasuhteet@helsinki.fi). For typical research funding please contact [Research Funding Services](#).





# DO NOT FORGET THE FUNDERS PERSPECTIVE!

**“If you wish to persuade me  
you must think my thoughts,  
feel my feelings and speak  
my words.”**

**- Cicero**

**“People give to  
organisations that meet  
needs, not to organisations  
that have needs.”**

**- Kay Sprinkel Grace**



**THANK YOU!**

Alec Thurnham, University of Helsinki: [alec.thurnham@helsinki.fi](mailto:alec.thurnham@helsinki.fi)  
Maaria Manyando, University of Helsinki: [maaria.manyando@helsinki.fi](mailto:maaria.manyando@helsinki.fi)