FINDING AND APPROACHING INTERNATIONAL FOUNDATIONS

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- 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 (<u>https://fconline.foundationcenter.org/</u>)
- <u>https://helsinkifi-my.sharepoint.com/:x:/g/personal/ssahanen_ad_helsinki_fi/EUO-</u> 7UQibORKuD7QqNnYtyEBn8hOJgzSmV8i2crh_h3LZw?e=4%3Afp0mnS&at=9

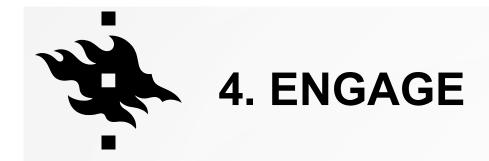


- What are their priorities and how do they communicate them?
- Who and what do they fund?
- What amounts do they fund?
- Who are the key people at the foundation for your work?
- Is my research included within their interests?
- Do I believe they would fund my work?

• ...?



- 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!



- 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!



- 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!

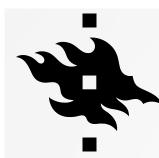
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IDENTIFY	RESEARCH	PLAN	ENGAGE	NEXT STEPS
•IDENTIFY THE POTENTIAL FOUNDATION YOU WANT TO APPROACH.	 RESEARCH THE FOUNDATION. SEARCH THE WEBSITE FOR PRIORITIES, EXISTING & PAST GRANTS, LANGUAGE USED, AND KEY INDIVIDUALS. IS YOUR WORK APPLICABLE TO THEIR PRIORITIES AND WAYS OF WORKING? USE THIS AS A BASIS FOR HOW YOU COMMUNICATE YOUR RESEARCH. 	 PLAN HOW TO ENGAGE WITH THE FOUNDATION. BE CREATIVE! MANY HAVE SET MEANS OF APPLYING FOR FUNDS E.G. CALLS FOR APPLICATIONS ETC. IS THERE ANOTHER WAY? DO YOU HAVE MUTUAL CONTACTS? DO YOU HAVE AN EVENT YOU CAN INVITE THEM TO AS A SPEAKER ETC? 	 RESPOND TO THE CALL FOR APPLICATIONS. ASK FOR DONATION OR OTHER FINANCIAL SUPPORT OUTSIDE THE CALL. INVITE AS A SPEAKER TO AN EVENT/CONFERENCE/WEB INAR ETC. ARRANGE A MEETING TO TALK MORE ABOUT YOUR WORK OR JOINT FOCUSSES. 	 •IF SUCCESSFUL THANK THE FUNDER AND ENSURE YOU KEEP THEM UPDATED AND ENGAGED WITH THE WORK. •IF NOT SUCCESSFUL, NEVER BE AFRAID TO GO BACK TO THE RESEARCH AND PLANNING STAGE. THINK LONG-TERM. THEY MAY NOT SUPPORT YOU NOW, BUT IN THE FUTURE THEY MAY.

- 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 <u>philanthropic purposes</u> at the University of Helsinki, please contact <u>donate@helsinki.fi</u> or <u>lahjoittajasuhteet@helsinki.fi</u>. For typical research funding please contact <u>Research Funding Services</u>.

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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

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THANK YOU!

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