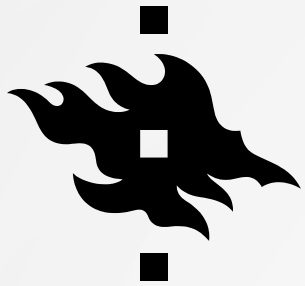


FINDING AND APPROACHING INTERNATIONAL FOUNDATIONS



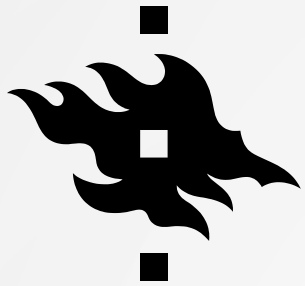
PROCESS OF IDENTIFICATION AND APPROACH





1. IDENTIFY

- Google is your friend!
 - E.g. Foundations AND Education AND Africa = "65 Foundations & Investors Who Fund Education Ventures in Africa".
- Look at colleagues and competitors (individuals/groups/institutions). Many acknowledge their funders 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. Foundation Directory Online.
- https://helsinkifi-my.sharepoint.com/:x:/g/personal/ssahanen_ad_helsinki_fi/EUO-7UQibORKuD7QqNnYtyEBn8hOJgzSmV8i2crh_h3LZw?e=4%3Afp0mnS&at=9



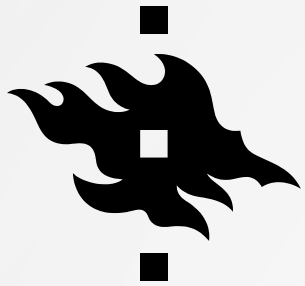
2. RESEARCH

- 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?
- Does your work align with their focus and ways of working?
- ...?



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; Meeting request; Networking opportunities...
 - Be creative!



4. ENGAGE

- Implement your plans!
 - Submit your project proposal to an open call;
 - Invite them as a speaker/participant for an event;
 - Discovery/pitching meeting.
- Remember:
 - Do your research!

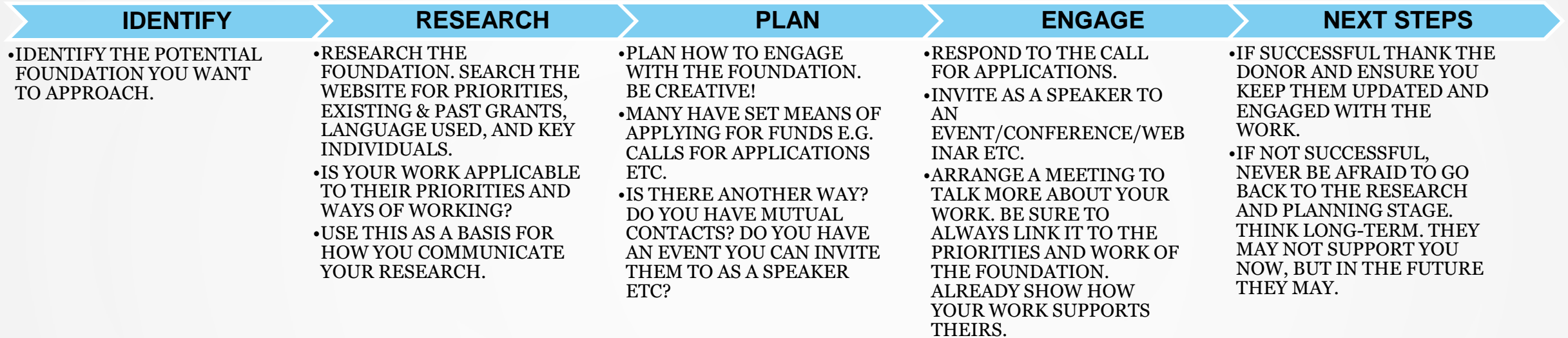


5. NEXT STEPS

- 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!
- Use their terminology and explicitly mention their objectives. Subtly insert your project into their work.
- 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? Why would they fund something coming from Finland?
- Think about impact beyond the project. Funders want to fund work that will have a “lasting” impact.
- Do not be afraid to ask for any support from your university!



THANK YOU!

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