

FINDING AND APPROACHING INTERNATIONAL FOUNDATIONS



IDENTIFY RESEARCH PLAN ENGAGE NEXT STEPS

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- 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?
- ...?



- 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

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. •INVITE AS A SPEAKER TO AN EVENT/CONFERENCE/WEB INAR ETC. •ARRANGE A MEETING TO TALK MORE ABOUT YOUR WORK. BE SURE TO ALWAYS LINK IT TO THE PRIORITIES AND WORK OF THE FOUNDATION. ALREADY SHOW HOW YOUR WORK SUPPORTS THEIRS.	•IF SUCCESSFUL THANK THE DONOR 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!
- 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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