FINDING AND APPROACHING INTERNATIONAL FOUNDATIONS
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/EUO7UQibORKuD7QqNnYtyEBn8hOJgzSmV8i2crh_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

IDENTIFY
- Identify the potential foundation you want to approach.

RESEARCH
- 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
- 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?

ENGAGE
- Respond to the call for applications.
- Invite as a speaker to an event/conference/webinar 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.

NEXT STEPS
- 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!

ALEC.THURNHAM@HELSINKI.FI
SANNA.VILLIKKA@HELSINKI.FI