How to Raise Resources for International Development Projects

Mary Anne Walker
Global Institute for Higher Education
www.gihe.msu.edu

Identify Key Research Strengths Across the University/Community

• Review faculty in each department and highlight research champions

• Include your community partners

• Inventory faculty assets
Identify Signature Programs

• Where do international research and project strengths converge?

• What is the capacity to deliver?

• Pull together collaborative teams

Who is Going to Deliver the Research/Project Results?

Organize Your Assets in A Database

• Faculty
• Graduate Students
• Consultants
• Partner Institutions
Develop Capacity Statements

• Prepare an Executive Summary on your signature programs that can be translated into marketing material

• Draft one for each sector of expertise

Priorities

• Mission Statement

• Credibility of Your Organization

• Establish Needs and Seek Funds Accordingly
Developing a Project Proposal

Strategic Visioning

Outline Project Description
  – Who?
  – What?
  – Where?
  – How Long?
  – Why?

Are others doing similar work?

How is your research/project unique?
Make It Easy for a Funding Agency to Choose You

• Keep it simple
• Plain language, no jargon
• Less is more
• Know what others are doing so you can initiate or complement a program
• Transparency in budgeting
• Engage an external reviewer who is unfamiliar with the subject matter

Initial Components of a Proposal

<table>
<thead>
<tr>
<th>Component</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Summary</td>
<td>1 Page</td>
</tr>
<tr>
<td>Statement of Need</td>
<td>2 Pages</td>
</tr>
<tr>
<td>Project Description</td>
<td>3 Pages</td>
</tr>
<tr>
<td>Budget</td>
<td>1 Page</td>
</tr>
<tr>
<td>Organization Information</td>
<td>1 Page</td>
</tr>
<tr>
<td>Conclusion</td>
<td>2 Paragraphs Short</td>
</tr>
</tbody>
</table>
Summary Implementation Plan

• Develop outline in accordance with a timeline

• Achieve what results by when?

• Use charts to relate multiple pieces of information

Proposed Management Plan

• Establish a management structure for the research/project

• Create a management entity comprised of those with a vested interest in the outcome of the project: Board of Advisors
Monitoring and Evaluation
Demonstrates Impact and Measures Progress

• How will you assess whether you are meeting your targets?
  – Monitoring Plan
  – Work Plan
  – Quarterly Report

Packaging the Proposal

• Spell check content before giving to an external reviewer for comment
• Cover letter
• Review your checklist
Establishing Contact with the Funding Agent

1) It promotes your institution
2) It tests the possible compatibility between the potential funder and your institution
3) It permits you to gather additional information about the funder and possible reaction to your proposal before you submit

Follow the Money Trail – Link University Research Strengths to Policy Initiatives

- Government agencies (host country, G-8)
- International organizations
- Foundations whose goals are worldwide
- IBRD and regional development banks
- Multinational Firms: Foreign direct investment
Research/Project Resources

• Work with Host Government on Defining Priorities

• Maintain a Policy Dialogue with Government Officials

Research/Project Resources

Foreign government development agencies:

AusAID
British Know How Fund
Canadian International Development Agency CIDA
Deutschland: DFID and GTZ
European Union
French Government
Government of Finland
Government of Japan
Norwegian Government
Government of Sweden
$\$ Resources

- Millennium Challenge Corporation
- USAID
- US Department of State
- US Department of Agriculture

- Review budget justifications - Congressional Presentations to assess USG strategies for host country

Foreign Direct Investment

- Obtain Chamber of Commerce registries

- Note multinational firms that may have an interest in your research/project
  - Commodity
  - Sector
  - Labor for their own company interests
  - University R & D may be less expensive for Company
Foundations

- Review trends in grant making
- Align yourselves with those institutions that have a common goal match to your signature programs
- Research web pages for updated information

References Available on the Web

- International Donor Directory
- International Chambers of Commerce
- Foreign Government Donor Directory
- The (U.S.) Foundation Center
Budgeting and Accounting

• Be realistic in terms of cost:
  • Travel
  • Accommodations
  • Local Transportation
  • Supplies
  • Communications
  • Equipment (computers, software, lab materials, etc.)
  • Publications
  • Evaluation Services
  • Miscellaneous

Budgeting Goals

• Accurately Estimate Needs for Funding Project
• Properly Estimate Cost-Sharing to Meet the Requirements
• Use format required by the Funding Agent
The Budget Line – By - Line

• Salaries
  • Always include as the first line-item
  • Note % of effort to complete a task
  • Amounts paid on a grant for salaries are NOT supplemental pay
  • Include inflation factor (4-7%)

• Fringe Benefits
  • Use rate increase for future periods

The Budget Line – By - Line

• All Other Direct Costs
  • Subcontracts for collaborative projects with other universities

• Indirect Costs – facilities and administrative costs
Common Budget Mistakes

– Include your time as a level of % effort
– Make certain the budget adds up correctly
– Put commas in numbers, easier to read
– Use a column format, numbers align on right
– Label all budget categories, leave nothing blank
– Be realistic about the time you can commit, if you have 3 projects at 50% time and they are all funded, you’re in trouble!

Be Persistent!

• No organization is 100% successful

• Request a debriefing with the funder to find out how you can improve chances for next time

• Revise and resubmit proposal