

# How to Raise Resources for International Development Projects

Mary Anne Walker  
Global Institute for Higher Education  
[www.gihe.msu.edu](http://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**

Executive Summary	1 Page
Statement of Need	2 Pages
Project Description	3 Pages
Budget	1 Page
Organization Information	1 Page
Conclusion	2 Paragraphs Short

# 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

