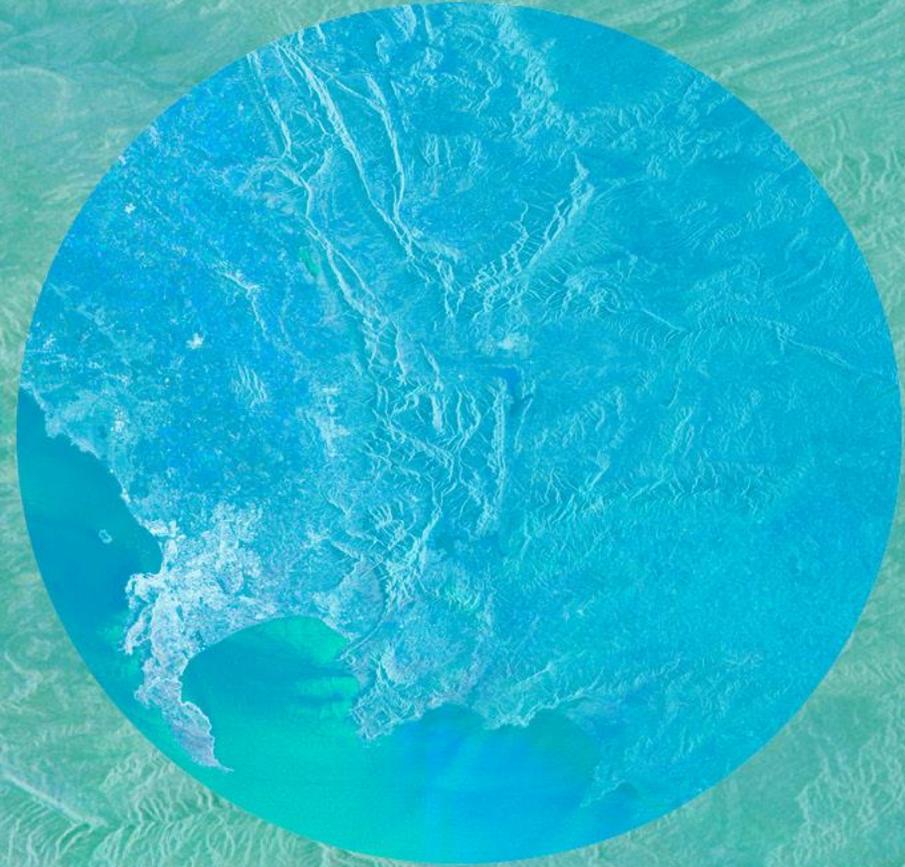


GEO WEEK & MINISTERIAL SUMMIT 2023



Unpacking the resource
mobilisation toolkit workshop

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**GEO
WEEK
2023
MINISTERIAL
SUMMIT**

Unpacking the resource mobilisation toolkit

Resource Mobilisation perspectives

07.11.2023 16:00-18:00 hrs GMT +2

#TheEarthTalks

GEO WEEK & Ministerial Summit 2023



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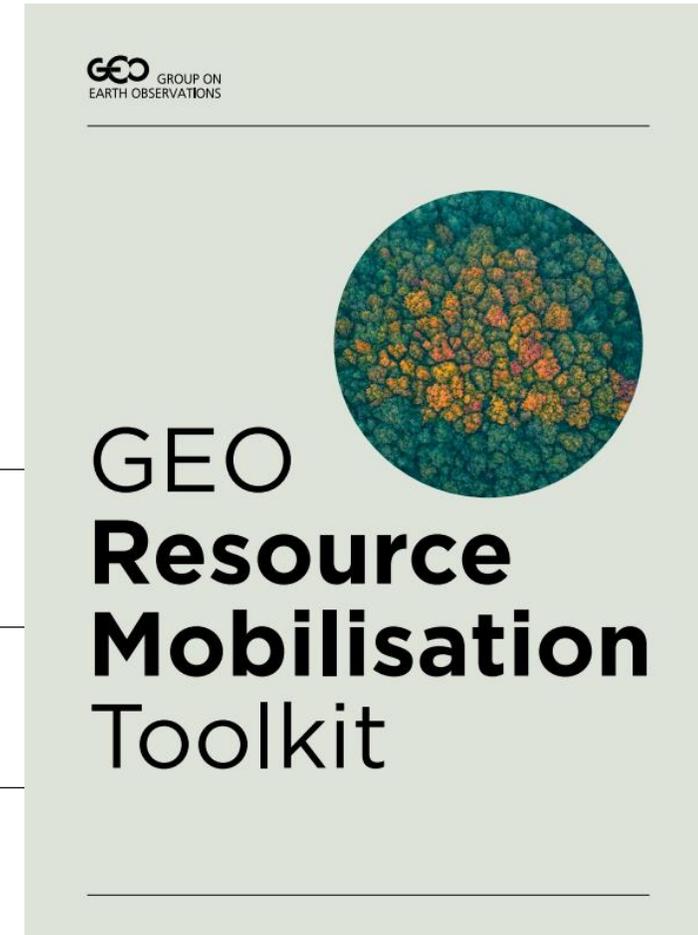


Contents of the workshop

1. A look inside the Resource Mobilisation Toolkit

2. Panellist discussion

3. Q&A



Overview of the RM Toolkit

What? A guidance document with 11 tools

Why? To build skills and capacity to raise funding and in-kind donations

Who? For the GEO Work Programme

How? Developed through consultations with the Work Programme activities, Program Board, Donors and key stakeholders

Where? Download from the GEO website

Features of the Toolkit

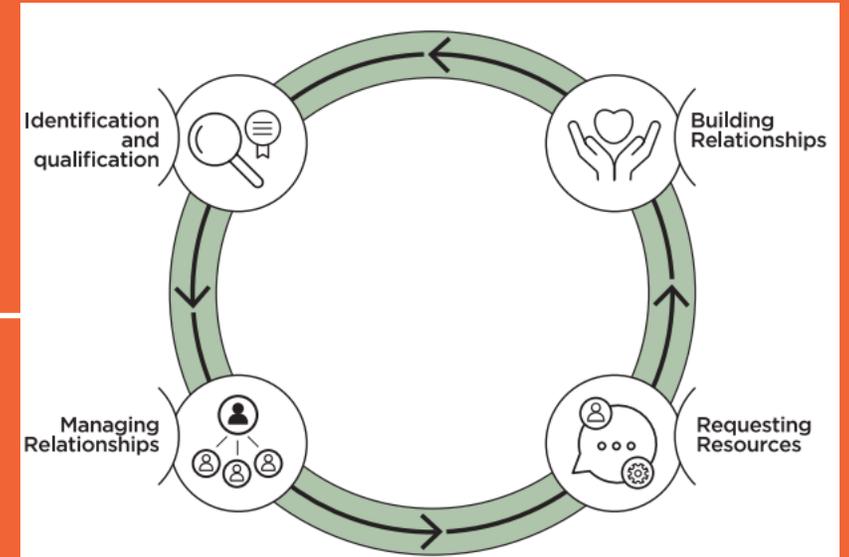
- An iterative document
- Designed for flexibility
- Contains guidance and reference materials
- Contains 11 tools

Key outcomes of the RM Toolkit

- Getting yourself compliant and competitive for funding
- Understanding who would fund your work and why
- Planning how to engage with donors and what to say
- Creating compelling pitches and proposals

Overview of the Toolkit sections

1. Introduction to the toolkit
2. Introduction to resource mobilisation
3. Preparing to mobilise resources
4. Identification and qualification of prospective donors
5. Engaging with donors and building relationships
6. Requesting resources
7. Managing relationships with donors



Overview of the tools

1. RM Capacity Checklist
2. Resource Map
3. Donor Map
4. Donor Profile
5. Donor Engagement Plan
6. Capacity Statement

Overview of tools cont.

7. Pitch Deck
8. Elevator Pitch
9. Proposal Decision Chart
10. Proposal Development Management Tool
11. Proposal Guidance

Resources: Annex 1. Donor Databases

Highlight on Tool 2. Resource Map

The types of resources required can include the following;

• **Financial resources** - Financial resources can be requested to cover all resource gaps that will be listed below. These costs should be budgeted based on actual prices with a clear description. It is more difficult to secure unrestricted or untied funding than tied.

• **Facilities** - Do you need to use specialised facilities or meeting venues?

• **Human resources** - Do you need additional personnel or specialised skills to achieve identified objectives? Do you need training, secondments, internships or another kind of human resource? Have you budgeted for additional project management support?

• **Goods and services** - Do you need access to data and software and training in use?

• **Equipment** - Do you need specialised technical equipment to achieve objectives? And what general organisational and office equipment is needed to operate and communicate?

• **Knowledge, skills, relationships, networks** - What additional resources can help achieve objectives and create impact?

Highlight on Section 4 – donor types

- Foreign aid agencies
- Government ministries
- Foundations
- Private sector foundations or philanthropy
- Multilateral agencies
- International financial institutions and banks

Highlight on Section 6. Requesting Resources

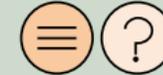
- How to identify calls for funding
- Deciding to submit a proposal
- Planning to write an application – Tool 10.
- Creating the ‘win themes’ of a proposal
- Writing a compelling proposal – Tool 11. Proposal writing guidance

Highlight on Tools for pitching capability and key messages

Tool	Format	Length (approx.)	Purpose
6. Capability Statement	Document	2 pages	To send a detailed statement to prospective donors about the strength of the Work Programme in addressing the problem by including more information on, team skills, track record and measurable impact.
7. Pitch Deck	Presentation	10 slides	To present a high-level overview prospective donors and partners on the specificity and strength of the Work Programme's approach.
8. Elevator Pitch	Verbal	5 sentences	To tell prospective donors and partners briefly about the problem, solution and comparative advantage of the Work Programme in order to secure a follow up meeting/contact details.

Highlight on tips

What makes a proposal compelling?



Compelling proposals create a sense of urgency and convince the evaluator that the proposed approach and team can create novel and impactful results. **Use the following questions to assess the strength of your case for support.**

- Why now? Why is this important now and what has happened up to this point to make this possible now?
- What impact will this intervention have? Quantify the value of the project to address as many of these questions as possible; How many people will be impacted? What is the economic benefit? How much time will this save? How much will this improve performance? Use available statistics, numbers and information to quantify the impact. Historical information can assist in projections.
- Why is your solution different from other interventions to address the problem and more likely to succeed?
- Why are you best placed to solve this problem/achieve the objective? Detail your capabilities and past achievements/impact.

Key resource mobilisation tips

- Don't leave RM until last
- Relationships with donors are important for success
- See donors as key project partners working on the same problem
- Design robust projects with strong outcomes measurement
- Know your competitive advantage

Panellists discussion

- Angelica Gutierrez, GEOGloWs
- Zviko Mudimu, Digital Earth Africa
- Antje Hecheltjen, GEO LDN
- Maree Wilson, Geoscience Australia

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