



RESSOURCES MOBILISATION

Introduction

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OUAFA BELGACEM

Founder & CEO of **CFW**

www.culturefundingwatch.com

Cultural & Creative Entreprises Boost:

www.cciboost.com

Resources Mobilisation Digithon

www.rmdigithon.com

Art & Stay

www.artandstay.com

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Agenda

MORNING SESSION

INTRODUCTION & METHODOLOGY

INTERNAL DIAGNOSIS

AFTERNOON SESSION

INTERNAL DIAGNOSIS

CULTURE FUNDING WATCH

Company specializing in intelligence gathering, capacity building and advocacy for sustainable, transparent and intelligent financing of the creative and cultural sector.

www.culturefund



COUNSELING

CFW provides Project proposal evaluation and investment counseling services for donors and investors on their investment and grant making strategies



CAPACITY BUILDING

CFW offer several training both offline and online:
<https://culturefundingwatch.com/fr/formations/>
In addition, CFW offers a full apprenticeship program



APPRENTICESHIP PROGRAM

CFW offers a long-term apprenticeship program for the professionalization of future fundraisers composed of intensive training on the job learning and placement.



MATCH MAKING

CFW connects both Supporters and actors of the culture and creative sector through events such as the RM Digithon and the resource mobilisation days

OUR SERVICES

CFW provides services to individuals, NGOs, and CC enterprises



ACCESS TO INFORMATION

In addition to the wide range of published opportunities, CFW provides a large database of donors information sorted by 24 filters to help you reach the opportunities that fits you the best



GRANT MANAGEMENT ACCOMPANIMENT

CFW offers for grants' beneficiaries, a full accompaniment program including grant management training, counseling and long term monitoring from contract signature to final reporting to help them achieve their goals and comply with donors requirements.



QU'ES CE QUE LE FUNDRAISING?

FUND RAISING

- La levée de fond n'est pas une finalité en soit mais plutôt un moyen pour concrétiser des idées/actions.
- Si on a pas de projets/ idées solides et pertinentes les efforts de levée de fonds seront très peu réussis.

WHAT IS FUNDRAISING?

FUND RAISING

- Fundraising is not a finality but rather a means for realising ideas / actions.
- If one does not have solid projects / ideas and fundraising efforts will be very unsuccessful.

Fundraising **vs** Resources Mobilisation

FUND

RAISING

FOCUS ON MONETARY INCOME

GRANTS

PROPOSALS/CN

RESOURCES

MOBILISATION

DIVERSE RESOURCES

**GRANTS, EGA, TA, AWARDS, LOAN, FELLOWSHIP,
INVESTMENT, INCUBATION**

PROPOSALS/CN, SERVICES

THE DIFFERENT TYPES OF INCOMES

RESTRICTED INCOME

Project related
Time bound
Budget limited
Can be a longterm commitment
Very little flexibility

RISKS

Donor driven
Services delivery
Financial gaps
Cashflow issues

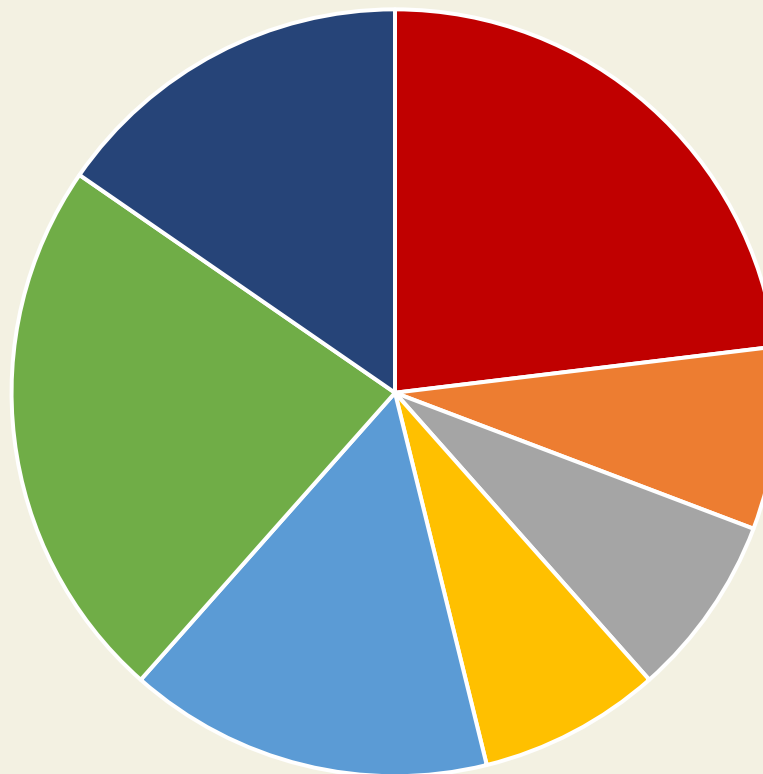
UNRESTRICTED INCOME

Core funding
No time bound
Very flexible
Helps build institutional capability
Used as leverage

RISKS

Can be very volatile
Very fragile and brand related

✓ **DIVERSIFIER LES SOURCES**
DIVERSIFY GROUPES OF DONORS
MIX TOOLS (AT, SUBV, IGA, SERVICES)



■ IGA ■ GRANTS ■ TA ■ INKIND ■ AWARDS ■ SERVICES ■ CORE FUNDING

A healthy funding portfolio must include all these **sources** in a **proportionality** that guarantees the **autonomy** of your organization.

Ethique de la Mobilisation des ressources

Transparency

Accountability (funders/ beneficiaries)

Profession/no %



BREAK

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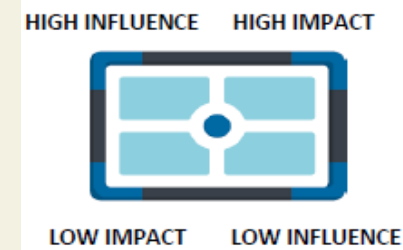
EXTERNAL DIAGNOSIS

ECO-SYSTEM ANALYSIS APPROACH

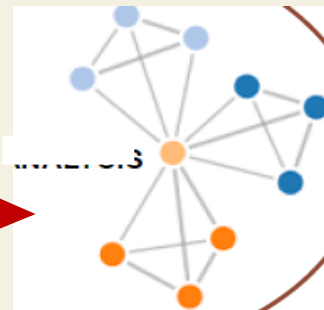
STAKEHOLDERS
ANALYSIS



POWER
ANALYSIS



DYNAMICS
ANALYSIS



EXERCISE: STAKEHOLDERS ANALYSIS

ECO-SYSTEM ANALYSIS APPROACH



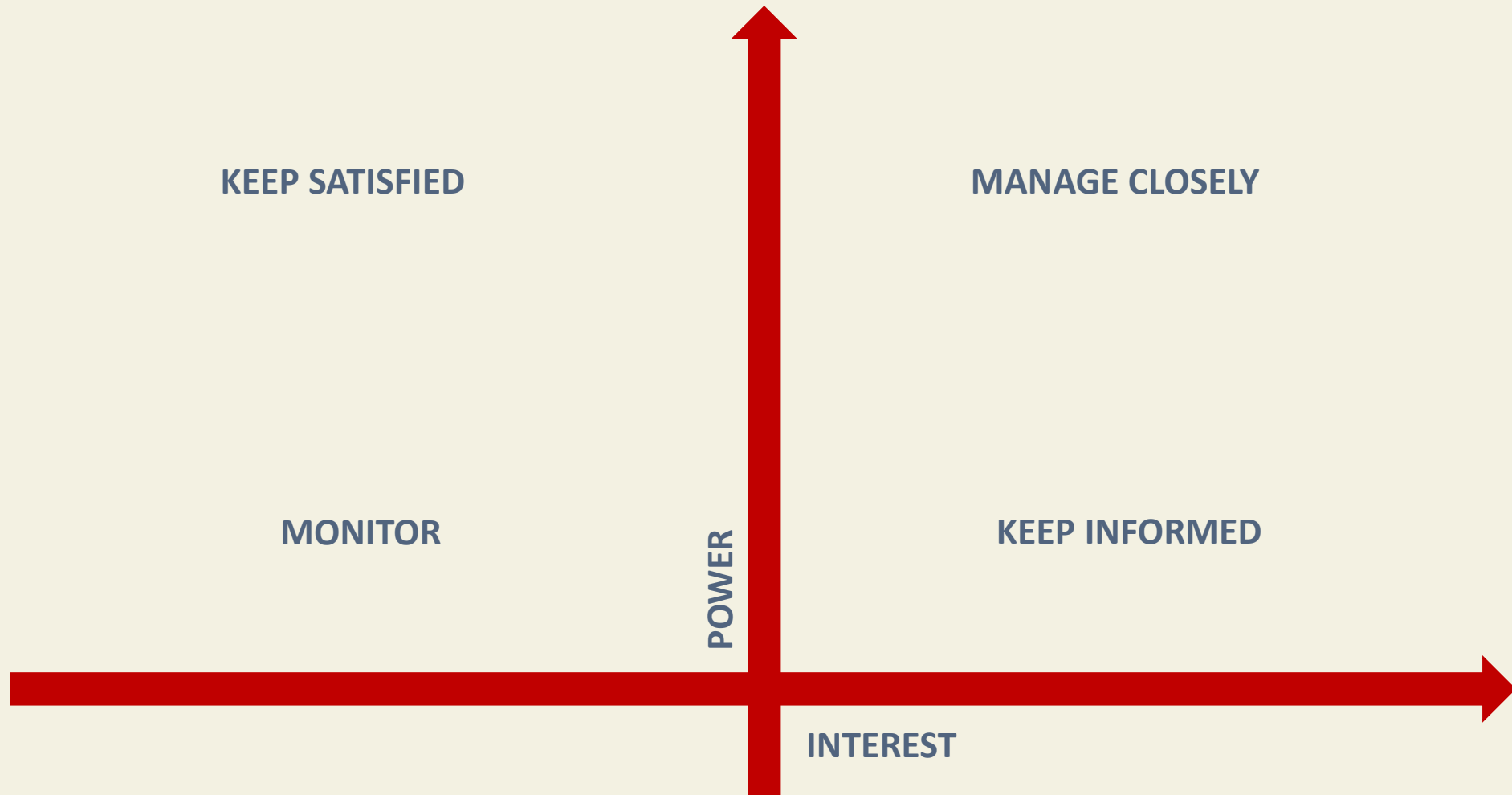
EXERCISE: POWER ANALYSIS MATRIX

ECO-SYSTEM ANALYSIS APPROACH



EXERCISE: STAKEHOLDERS ANALYSIS

ECO-SYSTEM ANALYSIS APPROACH



EXERCISE: STAKEHOLDERS ANALYSIS

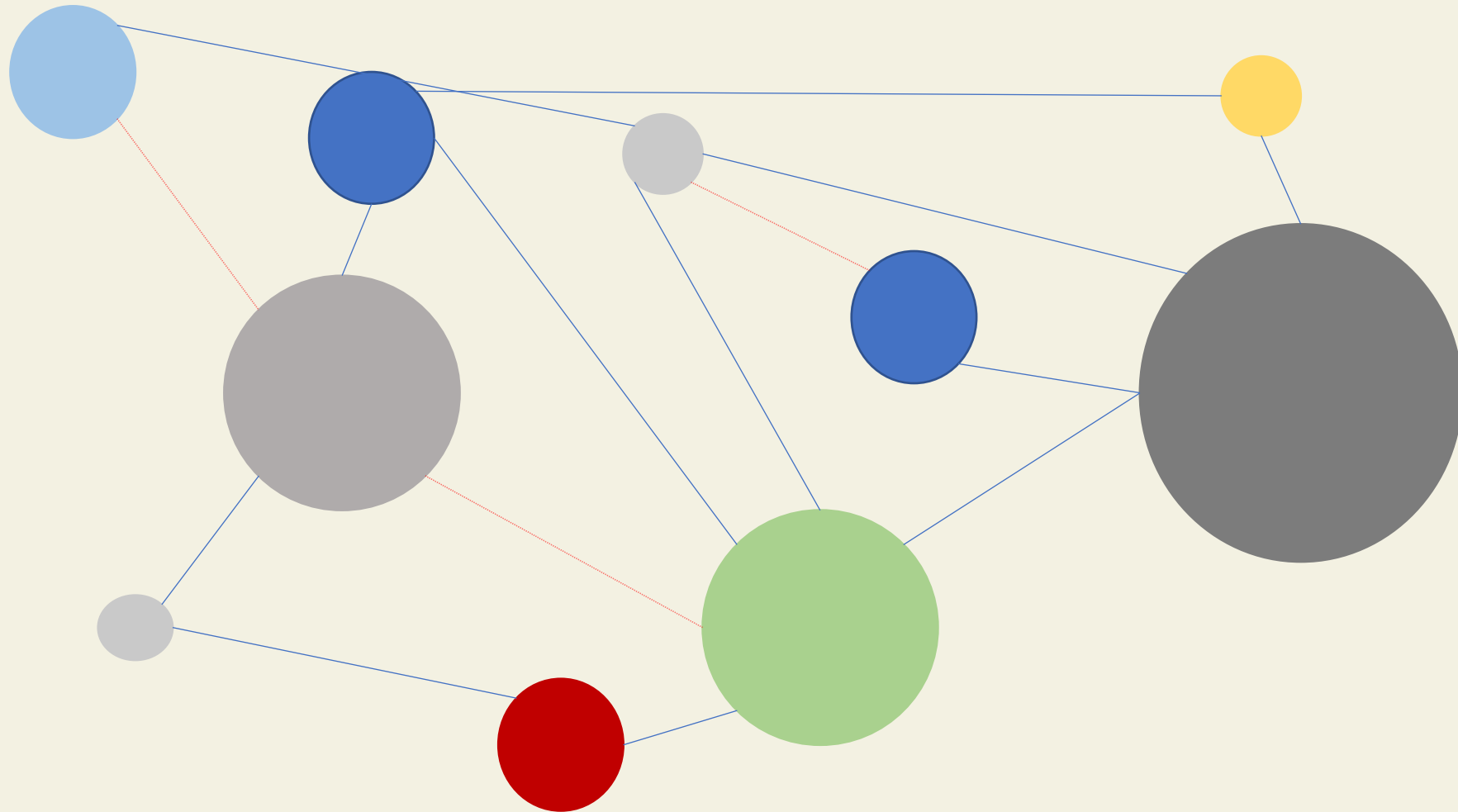
ECO-SYSTEM ANALYSIS APPROACH



Split into two/three group and design a relation management matrix

EXERCISE: DYNAMICS ANALYSIS

ECO-SYSTEM ANALYSIS APPROACH





INTERNAL DIAGNOSIS
SAP tool



Energizer

10 MN

GET ME

INTERNAL DIAGNOSIS

SAP ANALYSIS APPROACH



KNOW

SAVOIR

knowledge within (competence, expertise)

HAVE

AVOIR

Immaterial key success factors (network, influence, reputation)

PRODUCE

PRODUIRE

Products you create

INTERNAL DIAGNOSIS

SAP ANALYSIS APPROACH



SAVOIR	AVOIR	PRODUIRE

INTERNAL DIAGNOSIS

SAP ANALYSIS APPROACH



SAVOIR	MONETISATION	AVOIR	MONETISATION	PRODUIRE	MONETISATION

