RESSOURCES MOBILISATION

Introduction
SBE7 EL KHIR

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www.culturefundingwatch.com

Cultural & Creative Enterprises 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

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.

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

OUR SERVICES
CFW provides services to individuals, NGOs, and creative 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 fit 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.

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.
QU’ES CE QUE LE FUNDRAISING?

FUND RAISING

• La levée de fond n’est pas une finalité en soi 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 groups of donors

Mix tools (AT, SUBV, IGA, SERVICES)
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
15MN
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

- HIGH IMPACT & LOW INFLUENCE
- HIGH IMPACT & HIGH INFLUENCE
- LOW IMPACT & LOW INFLUENCE
- LOW IMPACT & HIGH INFLUENCE
EXERCISE: STAKEHOLDERS ANALYSIS

ECO-SYSTEM ANALYSIS APPROACH

KEEP SATISFIED

MONITOR

POWER

KEEP INFORMED

INTEREST

MANAGE CLOSELY
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

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