



# Grant Writing & Fund Raising Workshop

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# Objectives



1. Overall vision: What we are trying to achieve and how to achieve it
2. Basic concepts in fundraising
3. How to develop proposals for grants, components of a project proposal
4. Afghan grant writing & fundraising best practices
5. Review of project options eligible for seed money grants (phase I of fundraising) to start work on the botanical gardens, list of possible donor organizations, and their requirements

# Our Vision



## What:

- ❖ Selling a vision based upon need
- ❖ In the form of a story of steps that show a project plan backed by data
- ❖ From the perspective of the donor and their goals
- ❖ Showing how you will help the donor and beneficiaries meet their needs

## How – A Relationship & a Well Written Proposal:

- ❖ Create a connection with the donor/sponsor
- ❖ Paint an emotional picture of the problem
- ❖ Sell your solution, piquing their desire to help
- ❖ Fill in details with a story of steps in the form of disciplined PMI elements, to show how you will achieve impact
- ❖ Close with the ask and repainting the vision end state and why it is better for all

**We Attract Donors by Appealing to Their Emotion, Desire to Help & Logic**

# Concepts of Fundraising



For your botanical garden you should:

- ❖ Institutional objectives should be established
- ❖ Development objectives should be established
- ❖ Support should reflect institutional needs
- ❖ Start fundraising with natural prospects
- ❖ Search for sources of money

Your case for funds should reflect mission of granting institution:

- ❖ It must match their needs & desire to have impact
- ❖ Involvement is key to support
- ❖ Research for donors carefully
- ❖ Realistic
- ❖ Find and create relationships with key donors and partners
- ❖ Don't ask until you have done the above

**Have your organization in order and match your initiatives to donors who can support**

# Who, What, & Donor Motivations



Who are the Donors?

- ❖ Individual
- ❖ Corporation
- ❖ NGOs: Foundation or Philanthropy
- ❖ Government
- ❖ Internal-organizational

What are You Asking For:

- ❖ In kind
- ❖ Cash
- ❖ Partnership

Understand the motivation for those who donate:

- ❖ Communitarian - doing good makes sense
- ❖ Altruist - doing good is an obligation
- ❖ Devout - doing good is G-d's will
- ❖ Investor - doing good is good business
- ❖ Socialite - doing good is good socially
- ❖ Person who repays - doing good in return
- ❖ Dynast - doing good is family tradition

**Research motivation and write to convince based upon the motivation**

# Principles & 12 Proposal Components



## Principles:

- ❖ Write for the donor, not yourself
- ❖ Simple language that is interesting
- ❖ Clarity and descriptive text
- ❖ Avoid superlatives
- ❖ Defense is the worst offense
- ❖ Friend-raising, not fundraising
- ❖ Baseline data and impact of program to improve it

## Proposal Components:

1. Cover Letter
  2. Title Page
  3. Summary Sheet
  4. Project Description
  5. Goals & Objectives
  6. Activities (Milestones)
  7. Input (Resources)
  8. Output (Deliverables) & Timeline
  9. Beneficiaries & Impact
  10. Sustainability
  11. Methodology
  12. Team
- Appendix of Attachments

**Follow sound principles and be necessary and sufficient in your writing**

# Proposal Cover Letter, Title Page & Summary



## 1. Cover Letter:

- ❖ To the individual directly
- ❖ Brief overview of org & purpose
- ❖ Reason asking for money & amount
- ❖ 1-2 pages max
- ❖ Name & Address
- ❖ Signature

## 2. Title Page

- ❖ Choose a title that conveys information about your project
- ❖ Avoid jargon
- ❖ Make it Brief

## 3. Summary Sheet:

- ❖ Title of the Project
- ❖ Project Type
- ❖ Location
- ❖ Implementing agency
- ❖ Donor agency
- ❖ Duration of project
- ❖ Starting date
- ❖ Beneficiaries
- ❖ Project Cost
- ❖ Contact person name, title, phone and email address
- ❖ Narrative?

**Get the cover letter, title, and summary sheet perfect or they won't read the rest**

# Project Description



4. Project Description:
- ❖ Only part of submission they may read
  - ❖ Clear problem statement
  - ❖ Baseline data
  - ❖ Factors contributing to issue
  - ❖ What worked or didn't work in past
  - ❖ What needs to be done now by you (urgency)
  - ❖ Convince them of the importance of the problem

**Probably the only thing they read – it must stand alone with impact**



# Goals & Objectives, Activities, Inputs, Outputs

## 5. Goals & Objectives:

- ❖ The breakdown of what you will do to provide your solution
- ❖ Top 3-5 objectives that holistically solve the solution & are worthy of investment



## 6. Activities: How you will accomplish the goals & objectives

- ❖ Examples: Recruit, design, develop, launch, train, etc.

## 7. Inputs:

- ❖ Resources needed such as money, people, time, hardware/software

## 8. Outputs (tangible deliverables produced):

- ❖ Goods, services, competencies improved
- ❖ High level timeline

**Convey you have your project planning act together**

# Beneficiaries, Impact, Sustainability



## 9. Beneficiaries & Evaluation Impact

- ❖ Who benefits directly & how – the target audience - why is life better?
- ❖ How is baseline data improved? How much improvement is expected?
- ❖ Who benefits indirectly?
- ❖ What is measured? Process, quantity, quality, satisfaction
- ❖ Impact to baseline
- ❖ How to evaluate, when, timeline, communications
- ❖ Continuous maturity and improvement

## 10. Sustainability:

- ❖ When external support is gone, how does it carry forward?
- ❖ How will you ensure the benefits continue?
- ❖ How is it maintained, sustained, improved
- ❖ Will it be scaled out to help others beyond initial audience? How?

**Show that you have a clear target audience, can improve the baseline, & can sustain it**

# Methodology & Team

## 11. Methodology:

- ❖ How to go about this initiative – which policies will be followed
- ❖ Who are the key sponsors and stakeholders
- ❖ How will decisions be made
- ❖ How will evaluation and monitoring take place



## 12. The Team and its Competence to Execute

Note: Investors invest in teams and people as much as initiatives. They want confidence in people.

- ❖ What is the core competence of your organization? What are its strengths?
- ❖ Which successes exist from the past?
- ❖ Who is on the team – which expertise do they have relevant to the initiative?

**You understand the methods to get it done and you have the team to do it!**

# Attachments



- ❖ Organization and Board
- ❖ Staff with Resources
- ❖ Partners
- ❖ Letters of Support
- ❖ Detailed Budget

**You are a legitimate organization and prove that you know what to do with the money**

# Attachments: Budget

REVENUE
<b>Self-generated income:</b>
Admission Fees (if any)
Events: Public
Private and corporate
Retail
Catering
Consultancy services
<b>External sources of income:</b>
Sponsorship
Endowments
EXPENDITURE
<b>Start-up costs</b>
Exhibition, seminar rooms and auditorium – initial fit-out
External consultancies
Interpretation – initial set-up
Initial recruitment
IT systems: Botanical software subscriptions and training
HR & payroll system
Finance/accounting system
IT equipment purchase
IT training and support
Laboratory equipment – initial fit-out
Launch event
Library – initial fit-out
Machinery and vehicles – initial fit-out
Maintenance of pre-operations facilities
Marketing (pre-operations promotional activities and materials)
Multi-media guides
Non-capex fit-out (furniture and fixtures which are not included into the capital cost)
Nursery – initial fit-out
Rent of pre-operations facilities
Restaurants and cafes – initial fit-out
Retail – initial fit-out
Salaries
Security equipment – initial fit-out
Services of pre-operations activities
Staff training
Storage, warehouse, logistics – initial fit-out
Telecommunications
Utilities of pre-operations facilities
VIP area – initial fit-out
Other general start-up costs (including bins, fire extinguisher, internal artwork, etc.)
Contingency

**Table 1.1 Botanic garden budget checklist (depending on the scale of the botanic garden project, not every item listed here may be applicable)**

OPERATING COSTS
Asset repair and replacement
Corporate social responsibilities
Depreciation
Education material
Events
External consultancies
Field work expenses (equipment, travel cost, daily allowances)
Finance costs (audit, bank charges, tills, legal fees, insurance)
Fundraising
IT software support and upgrades
Maintenance: Horticultural and landscape
Exhibition
Facilities
Interpretation
Marketing (promotional materials, advertising, events)
Outsourced operational activities (e.g. retail)
Printing, stationary and postage
Recycling/refuse collection
Rent
Salaries
Security
Staff training
Storage, warehouse, logistics operational cost
Sundries (e.g. staff uniforms, office artwork, etc.)
Telecommunications
Transport costs
Utilities
Contingency



# Project Options for Seed Money Grants – Phase I of Fundraising

To be a grant search professional and grant proposal writer, one must first master the skills about how to apply for smaller-scale grants, and afterward apply for a grant of a larger amount

## Some Suggested Project Options for Small Grants –

1. Search and collection of rare indigenous plant species
2. Initial infrastructure for power or water supply to the botanical garden (BG) site
3. Estimated costs for developing a BG Master Plan with a professional landscape architect



# Grant & Funding Opportunities

Listed below are a few grants which match the BG-Net teams' requirements (more Grant lists can be accessed at [Arbnet | Grant & Funding Opportunities](#); or Armacad – [Grants for Individuals and Organizations | ARMACAD](#))

- BGCI Global Botanic Garden Fund  
[Global Botanic Garden Fund | Botanic Gardens Conservation International \(bgci.org\)](#)
- BGCI ArbNet Partnership Programme - [Arbnet | BGCI/ArbNet Partnership Programme](#)
- The Fruit Tree Planting Foundation - [Apply | ftpf](#) (For planting fruit trees in gardens/schools)
- IATP Grants - [IAPT | Grants \(iaptglobal.org\)](#) (Small Collection or Research Grants)
- The Rufford Foundation – [Rufford Small Grants for Nature Conservation - Instructions for Applicants](#) (Interested in PhD. Research teams)

# Example of Application Requirements

**BGCI's Global Botanic Garden Fund** aims to drive plant conservation, especially in smaller gardens. The Fund aims to disburse 15-20 grants per year. Each grant will be a minimum of USD 1,000 and maximum of USD 2,500. The BGCI Global Botanic Garden Fund grant application will require the following information:

- Contact information
- Project title
- Executive summary
- Itemized budget (template can be downloaded [here](#))
- Aim and objective of the project
- Relevance to the Global Strategy for Plant Conservation
- Planned method for evaluating outcome of project
- Information on additional or matching funding



# Post-workshop Assignment

**As part of Phase I of Fundraising, each University Team is asked to draft a grant proposal for seed money for their botanical garden. For this -**

- Your team will choose one of the small recommended projects in the session, or nominate another project of the same scale for your Botanical Garden.
- You will review the grant eligibility criteria of the foundations of interest to you; and select the one you feel is a match for your project.
- You are then asked to draft the proposal based on what you have learned today, and the foundation's minimal application requirements.
- Kindly submit your draft proposal by September 10<sup>th</sup>, to be reviewed at the Grant-writing/Fundraising Workshop II at the end of September.

***NOTE: Sample proposals and resources for the assignment will be forwarded at the end of the workshop.***



Let's Build A Better World Together Through Botanical Gardens