



**Association of
African Universities**

Association des universités africaines

ةيقيرفألا تاعمراجلأ قطبار

Building systems to advance investments in African Research

Presented by Harvey Duthie, Accra, Ghana, 13th March 2024 (9am)

Introducing Belmont Fundraising

- ✓ Established Belmont Fundraising Ltd. in April of last year.
- ✓ Over the last 20+ years, Harvey Duthie has raised €150+ million for clients, and was central to the delivery of a further €300+ million.
- ✓ In various roles, I have served global clients that supported:
 - Climate change
 - Education
 - Faith
 - Food security
 - Health
 - Refugees
 - Research
 - Social impact

Global reach of my work over the last 20 years

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Expected outcomes from this short session

1. Examine the processes required for successful Research fundraising
 2. Help provide an initial frame upon which you can activate your efforts
- Given varied areas of expertise and geographies I have kept this session broad
 - Advice offered seeks to fit small, medium and large financial needs

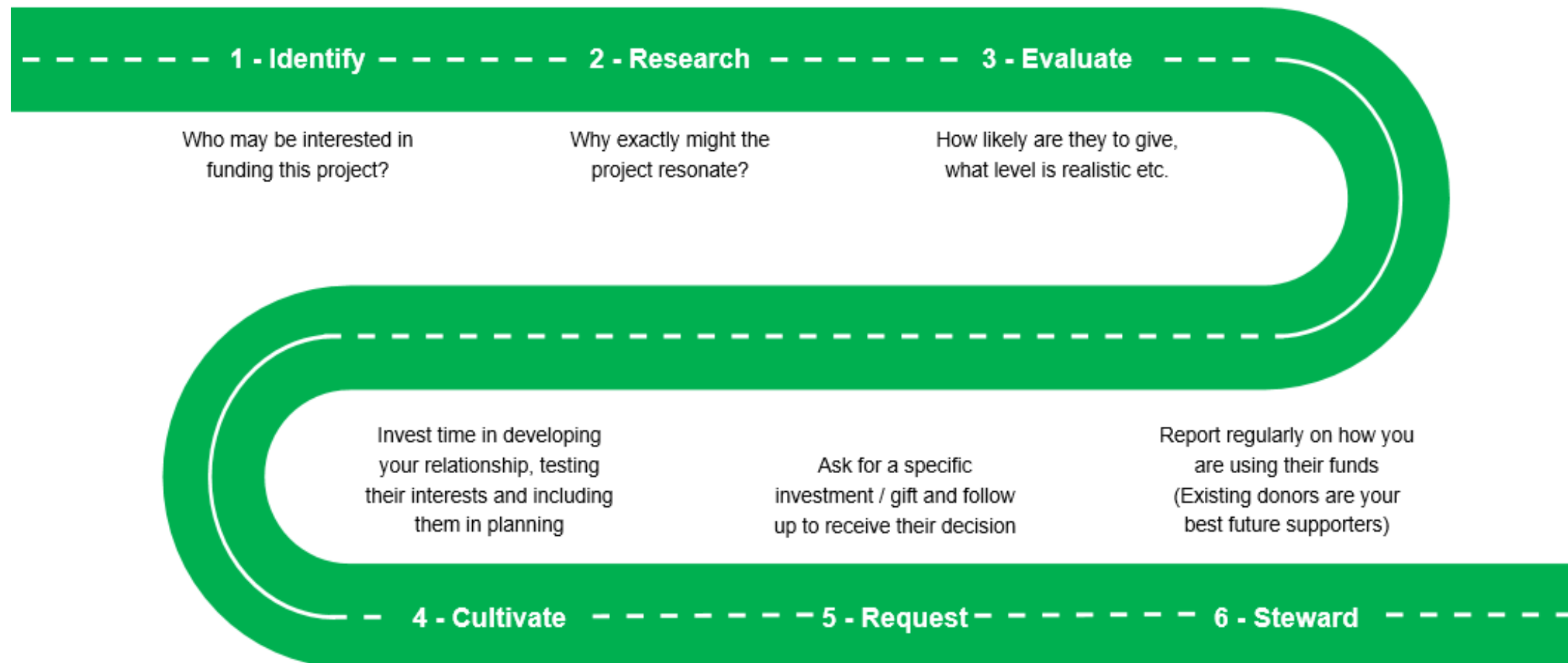
Global landscape

- US Universities are demonstrating the impact of sustained investment in Research (they started 25+ years ago)
- A number of institutions in China, UK, Japan and South Korea are investing heavily but do not yet have the comparable scale
- The rest of the world is playing catch-up, but their relative growth is impressive
- The potential is enormous

The same key elements for Research funding success are universal:

- ✓ How well you tell your **story**.
- ✓ How precisely you execute your **plan**.
- ✓ How effectively you deploy your **leadership**.
- ✓ How successfully you engage your **supporters / prospects / funders / partners**.

Understanding the Research funder engagement process is critical



Fundraising theory is easy, but the execution is **hard!**

- ✓ Is your research unique and innovative?
- ✓ Is your 'Ask' clear and specific?
- ✓ Why would a funder say yes? (Or no?)
- ✓ Is the right person making the ask / pitch?
- ✓ What do you say when a prospect says 'No'?

Funding for Research is highly competitive

You must:

1. Embed fundraising in your work planning
2. Involve your leadership
3. Tell your story clearly
4. Demonstrate that your project aligns with the funders stated objectives
5. Get the message to someone who can influence the funding decision
6. Build trust (Sometimes starting with a small grant)

Obstacles

- Limited access to decision-makers
- Working on a new type of research, or based at a less well-known institution
- Lack of fundraising expertise
- Gap in confidence
- Not enough time or resources

Identifying funders

This is a time-consuming process that relies on a rigorous structure to remain focused. Your target audience is likely varied, to include:

- African corporate entities
- Major global companies through their African offices, or Foundations
- State or local government
- Global Foundations, through their local offices

Begin by asking yourself:

- Who funds peer institutions?
- Have they funded similar Research to ours?
- At what level do they invest?
- Can you get access to a decision-maker?
- Who is the best person to make contact?
- Is there an area of mutual interest / benefit?
- Is this a good use of my time?
- What do they expect from the partnership?
- Who owns the output of the research?
- Do you have expert legal advice (If needed?)

You will be most successful if you ‘moves manage’ your steps:

[illegible]

Case Study 1:

In a former role, I worked with the **Africa Centres for Disease Control and Prevention**. The project sought to engage global health partners on a \$1 billion+ collaboration focused on mortality surveillance.

- Create a narrative describing the impact of the project
- Identify funder prospect list
- Discuss the project with prospects (e.g. Wellcome, USAID, DFAT, DFID, with a special emphasis on their African country offices)
- Develop early relationships with those who are interested (And de-prioritise those who are not)
- Ask for support (at the level needed, and start with a large gift)
- Demonstrate impact
- Seek to cultivate long-term trusted relationships, including with those who were not interested at the outset)

Case Study 1 (Opportunities and challenges):



- A new entity
- Extremely busy leadership
- Very small team
- No fundraising expertise
- Pan-Africa responsibility
- *Lead partner, Bill & Melinda Gates Foundation*
- *Groundswell of political support*
- *Urgent need*

Case Study 2:

Immersive Software Engineering at the University of Limerick, Ireland



A different geography, but a perfect example of fundraising best-practice.

€0 to €10 million in 18 months, and during a pandemic!

- ✓ A great **idea**!
- ✓ Committed **leaders**.
- ✓ A simple **plan**.
- ✓ A coalition of **supporters** (with mutually aligned interests)

Case Study 2 (Simplifying the narrative):

It took two months to reduce a very long Academic paper into this:

- UL is developing an innovative new approach to teaching software engineering
- Built on intensive industry residencies, this new approach produces work-ready graduates
- We are creating a pool of the highest quality graduates
- A pool that does not currently exist

Case study 2 (Continued):

What investment meant in practice for us and partners

- ✓ Highly visible recognition opportunities, especially in the national media
- ✓ Specific giving levels tied to aspects of the new programme, €100,000 and above
- ✓ **130+ pitches**
- ✓ 117 declines (or at least 117 who did not say yes)!
- ✓ 13 pledges, comprising 2 seven-figure gifts
- ✓ €10 million pledged in 18 months (**50% of the income focused on Software Research**)

High-profile recognition

TV



Online

University of Limerick redefining computer science education

Updated / Wednesday, 24 Feb 2021 16:49



John Collison, co founder of payments company Stripe

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Newspapers

Irish Independent

Amazon to fund software fellowships at University of Limerick



Pictured at the announcement at UL are ISE course co-director Professor Stephen Kinsella (UL), Harvey Duthie (UL Foundation CEO), ISE course co-director Professor Tiziana Margaria (UL), General Manager AWS Observability Brian Dennehy, UL President Professor Kerstin Mey and AWS Ireland Country Manager Mike Beary

Leadership commitments to Immersive Software Engineering



Close: Services offered by Belmont Fundraising include

- Auditing performance
- Building research capacity
- Creating operational plans
- Designing cultivation schedules
- Growing corporate giving
- Improving donor stewardship
- Leading capital campaigns
- Mobilising resources
- Providing staffing solutions
- Refining fundraising strategies
- Securing major gifts

Questions and Discussion

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