

IKI Small Grant Training Series on Fundraising

Funding the Future: Inside Public Donor Operations

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Supported by:



Federal Ministry
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IKI Small Grants is carried out by GIZ on behalf of the German Federal Ministries BMWK, AA and BMUV within the International Climate Initiative IKI.

on the basis of a decision
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Objective of public sector training

WORKSHOP OBJECTIVE

This training is designed to give a comprehensive understanding of how to effectively navigate and secure public sector funding for climate and biodiversity projects. The sessions will delve into the complexities of public donor operations, guide participants in identifying and assessing appropriate funding opportunities, and offer in-depth strategies for crafting compelling funding proposals.

LEARNING OBJECTIVES

- Navigate the landscape of public donor operations and understand their operational mechanisms.
- Identify and assess funding opportunities that align with their project's goals.
- Develop targeted and compliant proposals that meet donor expectations and requirements.



Definition of public funding

Public funding refers to financial resources provided by government bodies or publicly funded institutions to support initiatives serving the public good. These funds come from national or regional budgets, taxes, or public revenues

Definition



Key areas for public funding in environmental issues:
Biodiversity Conservation,
Climate Change Mitigation and Adaptation, Waste Management and Pollution Control, Environmental Education, Sustainable Development, Research and Innovation

Key Areas of Allocation



Typically distributed as grants, subsidies, or contracts, applicants must meet specific criteria and align projects with governmental priorities or public policies

Funding Distribution





Levels of public funding

Local Level: Funding provided by local authorities (e.g., city councils, municipalities) supports community-based projects and local services within smaller geographical areas.



Regional level: Operating within a specific geographical area, such as states, provinces, or regions. These may include regional governments.



National Level: Central or action, or education reform, aligned with national priorities federal government funding focuses on larger-scale projects with broad impact, such as healthcare, climate.



International Level: Global organizations (e.g., UN, EU, development banks) provide funding for cross-border challenges like climate change, biodiversity conservation, and humanitarian aid.



Key actor of public funding

Actors Who Fund the Project

- Government Agencies: Ministries and departments responsible for managing public funds.
- Public Development Banks: Institutions like the World Bank and African Development Bank
- International Organizations: Entities like the United Nations (UN), the European Union (EU), and regional bodies that provide funding for global challenges
- Grant Management Bodies: Agencies responsible for overseeing the distribution of public funds, ensuring compliance with rules and regulations, and making sure that funding is allocated to the right projects, like GIZ.



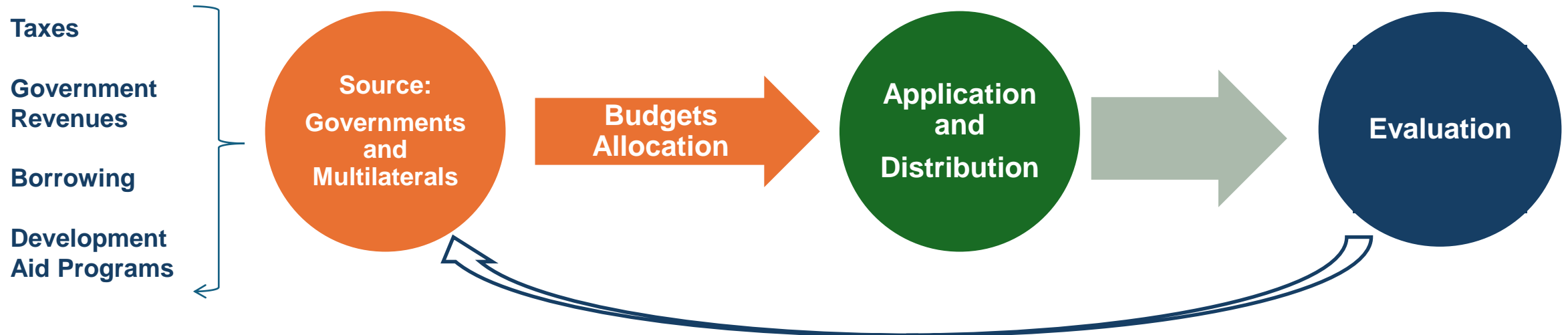
Actors Who Implement the Project

- Non/inter-Governmental Organizations (NGO and IGO): These organizations often act as intermediaries, distributing funds to grassroots organizations and overseeing large-scale projects.
- Community-Based Organizations (CBOs): Organizations and communities receiving public funding to implement projects. A CBO doesn't have a legal framework since it's an informal arrangement by a group of people who want to improve their community
- Private Sector Partners: Collaborate with public funders on projects like infrastructure or technology via public-private partnerships (PPPs).



Public Donor Operations

How public funding entities operate



Funding sources operate within public policy frameworks that align with national and international goals, such as climate action and biodiversity. Key contributors include the World Bank, EU Commission, UN agencies, bilateral agencies like Sida, and multilateral agencies such as the Green Climate Fund.

Donor Cycles: Funding is often structured in specific grant cycles, meaning opportunities open and close within defined timeframes. Understanding these cycles and what they focus on is key to strategic planning.



Decision making process

How Do FUNDERS MAKE DECISIONS?

Understanding how funders decide on grant allocations can give you an edge. The process typically involves:

- **Internal Review:** Proposals are evaluated by technical teams based on relevance, feasibility, impact, and sustainability. Proposals are ranked according to merit and alignment with funder priorities.
- **External Experts:** In larger funding bodies like the European Commission, external experts are called in for objective assessments.
- **Final Approval:** After technical reviews, the decision moves to a senior level, often involving policy-makers and financial officers who consider both the proposal's merit and the strategic objectives of the donor country or institution.

Best practice tip:

Consult the Organization for Economic Co-operation and Development (OECD's) Development Assistance Committee Criteria for Evaluating Development Assistance to better understand evaluation criteria for public funds.



PUBLIC FUNDING PRIORITIES: WHAT ARE THEY LOOKING FOR?

Public funders focus on long-term, **high-impact projects** that can address systemic challenges. Examples of priorities:

- **Climate Mitigation and Adaptation:** Projects that reduce carbon emissions, promote renewable energy, or protect vulnerable ecosystems,
- **Biodiversity conservation** : Initiatives that conserve ecosystems, protect endangered species, and restore natural habitats. protect biodiversity hotspots
- **Sustainable Development Goals (SDGs):** Donors often align projects with SDGs (e.g., SDG 13: Climate Action, SDG 15: Life on Land).
- **Gender and Social Inclusion:** Funders increasingly prioritize projects that promote equity and inclusion, ensuring benefits reach marginalized groups.

Resource:

Explore the UNDP SDG Integration Platform to align your project with donor priorities.



HOW TO ENSURE APPLICANT COMPLIANCE

To remain eligible and competitive, you must:

- **Follow Donor Guidelines:** Every donor has unique application formats, technical requirements, and templates. Check for compliance from the start.
- **Demonstrate Organizational Capacity:** Provide audited financials, clear budgets, and operational histories that show your ability to manage large grants.
- **Monitoring and Evaluation (M&E):** Build a robust M&E plan that highlights how progress will be tracked. Public funders often require quarterly reports, impact assessments, and transparent spending.
- **Legal Compliance:** Check your organization's registration, tax compliance, and adherence to local laws. Funders like the UNDP require proof of legal standing.

Actionable tip:

Review compliance checklists from donor-specific toolkits like USAID's Operational Policy guide.



Identifying Funding Opportunities

Which level is public funding available in your region?

- *Local Level*
- *Regional Level*
- *National Level*
- *International Level*
- *Non of above*

Finding the right public donor



Key recourses to identify opportunities

Donor databases: using platform like [Devex](#), [FundsforNGOs](#), or [GrantStation](#) to get real-time updates on funding calls.

Government Announcements: Monitor government portals and development agencies for calls for proposals (e.g., UK Foreign, Commonwealth & Development Office, French Development Agency, GIZ).

Multilateral Agencies: Keep an eye on funding opportunities from major players like the World Bank, FAO, and UNDP



Techniques for scoping public funding

Pro tip: Build and strengthen your network by engaging with key stakeholders and being present in spaces where funding opportunities are shared. Attend relevant forums, summits, and industry events to raise awareness about your organization and make meaningful connections with potential donors.

Match Goals: Aligning your project's objectives with donor priorities is essential for securing funding. Understanding the funder's mission and funding history allows you to frame your project in a way that emphasizes its relevance to their goals.

Timing: Applying within the designated funding cycle is crucial. Each donor has specific timelines for accepting proposals, and being aware of these deadlines ensures that you submit your application on time.

Partnership: Collaborating with local governments or NGOs enhances your project's credibility and meets eligibility criteria. Funders often favor initiatives that demonstrate community engagement and multi-stakeholder involvement.

Eligibility and Compliance: Confirming that your organization and project meet the eligibility criteria set by the funding body is vital. Carefully reviewing these requirements ensures your proposal is compliant, thereby increasing your chances of success.



Understanding eligibility criteria

ARE YOU ELIGIBLE? UNDERSTANDING THE FINE PRINT

Eligibility is one of the most critical steps in securing public funding.

- **Geographic Focus:** Donors may restrict funding to certain regions or countries. Double-check if your project fits their geographic criteria.
- **Thematic Fit:** Ensure that your project falls under the donor's specific thematic focus (e.g., renewable energy).
- **Capacity to Deliver:** Funders will assess your organization's past performance and ability to deliver results. Prepare case studies of past success.
- **Co-financing:** Some donors, like the Green Climate Fund, may require matching funds or in-kind contributions.

Pro tip:

Check your eligibility early by using funders' pre-qualification tools. For example, the [EU's Funding Portal](#) allows you to self-assess eligibility for certain programs.



Break



Developing Public Funding Proposal

What is the success rate of your grant applications?

- *0 - 10% (OK)*
- *11 - 25% (Good)*
- *26 - 50% (Very Good)*
- *More than 50% (Excellent)*



Type of public grant applications

Full Proposal Application

- In this type, applicants submit a complete grant proposal in one step. This proposal typically includes detailed information about the project, such as objectives, methodology, budget, and expected outcomes

Two-Step Application Process

- This process involves an initial submission of a **short concept paper**. The concept paper outlines the project's main idea, objectives, and potential impact but does not require extensive details. If the concept paper is approved, the applicant is invited to submit a **full proposal**.



Concept note/paper is a critical step before developing a full project proposal. It helps define the project's scope, purpose, and feasibility, serving as a roadmap for the more detailed proposal. Below are the reasons for its necessity and whether it should be internal or external.





Key elements of concept paper

- 1 Project title and executive summary
- 2 Identifying the problem and solution
- 3 Target beneficiaries and impact assessment
- 4 Project methodology and activities
- 5 Sustainability and scalability
- 6 Budget and financial plan

- **Facilitating Internal Discussions and Attracting Support:** It fosters open dialogue among stakeholders by providing a foundational document that can be referenced during discussions. This ensures that everyone is aligned on the project's goals and objectives, while also generating interest among potential internal supporters.
- **Assessing Feasibility:** The concept paper helps identify potential challenges and resource needs early in the process, allowing for informed decision-making regarding the viability of the project before a full proposal is developed.
- **Streamlining Proposal Development:** The clarity and structure provided by the concept paper help streamline the process of creating a full proposal, ensuring that all necessary elements are in place and that the project stays focused on its objectives.



Tips for writing a concept note

Understand Your Audience

Before you begin crafting your concept note, conduct thorough research on the funding organization or donor.

Be Clear and Concise

typically brief, ranging from one to three pages. Craft your narrative with clarity, avoiding jargon or technical language that may hinder comprehension.

Demonstrate Expertise and Capacity

Build trust with funders by providing evidence of your organization's expertise and track record in implementing similar initiatives. Clearly articulate your team's capacity to execute the project successfully and manage potential challenges.

Telling a Story

Infuse your concept note with compelling storytelling techniques, bringing your project's vision and passion to life.

Seek Feedback and Review

Before finalizing your concept note, seek feedback from peers, mentors, or experts in the field.

Crafting fundraising proposal



Introduction/Executive Summary: Summarize the key elements of the project. **Input data on the problem** you are addressing, the project's goals, and the expected outcomes. Keep this section concise but informative, highlighting the most important aspects of the proposal.

Project Background/Rationale: **Using data eexplanation** of the problem or need being addressed, This could include statistics, reports, or research that shows why this issue is important and how it aligns with public sector priorities or funders' interests.

Project Goals and Objectives: Define SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound). Input clear objectives that have measurable outcomes, such as **the number of people served, or specific results** achieved..

Project Strategies and Activities: The detailed plan of action, outlining how the non-profit will address the problem. This includes a timeline of key activities, strategies, and methods for achieving the project's objectives.

Project Results: Expected outcomes and impact of the project. This could be short-term and long-term results, aligned with the stated objectives.

Project Beneficiaries: Provide **data on the target population** or groups who will benefit from the project. Input demographics, such as age, location, income levels, or other relevant details to describe how these groups will be impacted.



Crafting fundraising proposal- SMART



Specific

The goal is concrete and tangible - everyone knows what it looks like.



Measurable

The goal has an objective measure of success that everyone can understand.



Attainable

The goal is challenging, but should be achievable with the resources available.



Relevant

The goal meaningfully contributes to larger objectives like the overall mission.



Timely

This goal has a deadline or, better yet, a timeline of progress milestones.

Crafting fundraising proposal



Inclusion of Safeguarding: Incorporating safeguarding policies into the proposal reflects a strong commitment to ethical conduct and the protection of vulnerable populations. These policies should clearly outline the organization's approach to safeguarding. It's essential for ethical accountability and establishing a safe environment for all participants

Budget: A detailed budget breakdown showing how funds will be allocated to different parts of the project, such as personnel, materials, and overheads.

Timeline: A project timeline with key milestones, activities, and deadlines. This should align with the goals and strategies to ensure the project stays on track.

Monitoring and Evaluation: **Include data on how you will track the project's** progress and measure success. Enter the specific indicators (e.g., surveys, data collection methods) and tools you will use to evaluate if the project meets its objectives.

Sustainability Plan: **Input data on how the project will continue** after the initial funding ends. This may include plans for securing additional funding, community engagement strategies, or building local capacity to sustain the impact long-term.



Essential steps before submission

01 Proofreading

Ensure that your proposal is thoroughly proofread and free from any typos or mistakes. While it may seem obvious, it's crucial to review your document multiple times to catch any errors and present a polished, professional proposal.

02 Review Your Budget

Review Your Budget: Double-check every detail in your budget, as small errors can easily slip in, especially when multiple people are involved in preparing the proposal.

03 The Guideline

Go over the submission guidelines once more before you submit to ensure everything is accurate and aligned. Afterward, pass the document to your proofreader for a final review.

04 The Deadline

Try not to submit right at the deadline if possible, as there are too many risks involved, such as technical issues or unexpected delays. Submitting early helps avoid these pitfalls and ensures a smoother process.

05 Format

Ensure the proposal's formatting is consistent throughout. Are fonts, headings, and spacing uniform? Double-check for any inconsistencies that could affect the overall presentation.

06 Additional Document

Ensure you have all the necessary supporting documents required for your application. Are you clear on how to submit your proposal, and is everything up to date?



Upcoming training series

Introduction webinar 1

Introduction webinar 2

Accessing Public Sector Funding

Funding the Future: Inside Public Donor Operations

Time : 15th Oct, 9:00 am-11:00am CET/4pm-6pm CET

**Navigating the Private Sector: Mastering Private Sector
Engagement: From Mission Models to Pitch Decks**

Time : 29th Oct, 9:00am-11:00am CET/4pm-6pm CET

Digital Campaigning

Time : 12th Nov, 9:00am-11:00am CET/4pm-6pm CET

Meeting with donor: After each in-depth training topic, we have arranged a meeting with donors to explain their funding programs.

Small group consultant : We have scheduled group consultations for organizations with current needs. The selected organizations will be given an assignment to complete before the meeting can be scheduled.



Small group consultation assignment

Please prepare a concept paper for a project you are currently planning and for which you would like to submit a project proposal to a public donor in the next 3 – 6 months. If you have already identified a specific donor to whom you would like to propose the project, please let us know. Also, please feel free to attach any relevant project documents for our review and we will provide specific feedback during the small group consultation meeting.

All documents will be treated strictly confidential.

Thank you for your attention !

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