

IKI Small Grant Training Series on Fundraising

Mastering Private Sector Engagement: From Mission Models to Pitch Decks

29.10.2024

Supported by:



Federal Ministry
for Economic Affairs
and Climate Action

Federal Foreign Office



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
by the German Bundestag



Objective of public sector training

WORKSHOP OBJECTIVE

This training is designed to equip participants with the skills and knowledge needed to access financing opportunities. The training sessions will focus on helping participants identify and articulate their mission model and develop compelling pitch decks that effectively communicate their projects to potential private donors.

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LEARNING OBJECTIVES

- Identify the key components of a mission model and participate in practical exercises to draft mission models.
- Learn what a pitch deck is, why it's important, and explore the key elements of a successful pitch deck.



Overview of private funding

Advantages

- Swift response to challenges
- Support for experimental projects
- Freedom to advocate
- Access to donor expertise

Consideration

- Potential donor influence on NGO priorities
- Possible conflicts of interest
- Risk of mission drift

Key Benefits

Crucial financial resources - It provides essential funding for operations, research, and projects.

Greater flexibility and innovation - It allows NGOs to quickly respond to challenges and support experimental approaches that may not be eligible for public funding.

Independence and advocacy- It helps maintain independence from government influence, enabling NGOs to freely pursue their missions

Networks and public engagement – Private donors bring valuable expertise and raise public awareness, amplifying the impact of environmental efforts.

The major sources of private funding



Foundations

Foundations primarily exist to distribute funds, with varying types based on their funding sources and focus. Independent Foundations are funded by individuals or families and provide grants. Company-Sponsored Foundations receive funding from corporations and maintain close ties with them. Community Foundations are supported by multiple donors and sometimes publicly sponsored.

Corporations

Corporations contribute to social, environmental, and community-focused causes as part of their Corporate Social Responsibility (CSR) initiatives. Corporations are dedicated to giving, corporations are profit driven and tend to donate where it benefits their business, such as in regions where they operate.

Individual donors

Individuals are the largest contributors to nonprofit organizations; They tend to have the strongest commitment and sense of responsibility toward the organizations they support.

Special events

Organizations utilize various special events to raise funds.

Earn income

Organizations can generate earned income through various means. This includes selling training materials, charging fees for services on a sliding scale, and offering consulting services. Nonprofits can also engage in entrepreneurial activities to help support their program costs.



Private donor motivation

Reputation and Brand Building: Improve public image, increase customer loyalty, and meet stakeholder expectations through socially responsible initiatives.

Employee Engagement and Talent Attraction: Boost morale, retention, and recruitment by offering corporate giving and volunteering programs.

Social Impact and Sustainability: Contribute to solving societal issues, often aligned with long-term business goals and strategies.

Market Expansion and Innovation: Gain local knowledge, connections, and new perspectives to enter new markets and develop innovative products/services

Financial Incentives: Take advantage of tax benefits, though this is rarely the primary driver for corporate philanthropy



Tips for NGOs on raising private funds

The tips recommended by IKEA foundation

1. Focus on measurement and impact: This can be a significant investment for NGOs, but it is extremely important and can occur at different scales.
2. Show the worth and reach of your network: Highlight how you align with others in a coherent way which strengthens your impact. Show how are you using your collective voice to speak towards the UN or governments.
3. Small is beautiful: Smaller and local partnerships can be extremely relevant and meaningful. Don't only look for large, international private donors – look around you.
4. Set yourself up for success: Aim to present numbers, information, thoughts and your theory of change in a clear and simple way to highlight the work you do.
5. Like-mindedness: Look specifically for like-minded groups or foundations, who are more likely to have similar values and aligns to your organization. This is often a key factor in securing a private donor.
6. Be real and stay true: Businesses are interested in what is realistically achievable in the time and resources available. Be as realistic as possible when communicating what you can do with the available support.





Creating a Mission Model Canvas

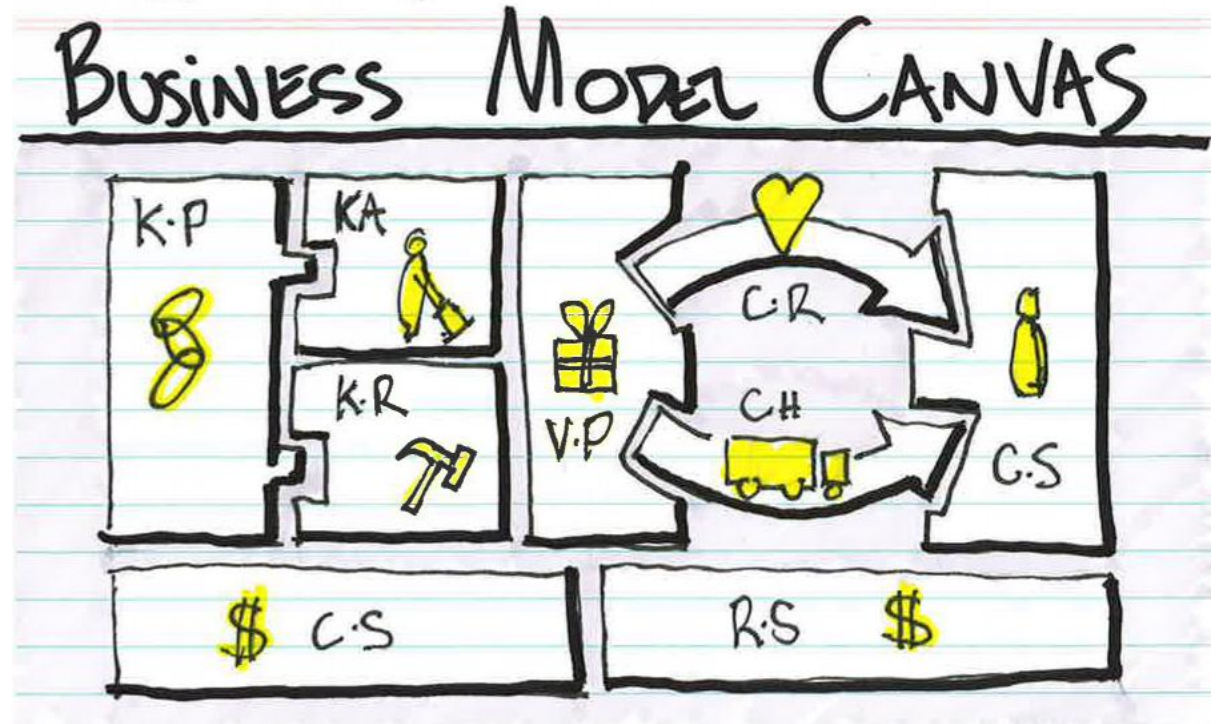
Have you had experience working with Business Model or Mission Model Canvas?

- *Yes, I have worked with a business model.*
- *Yes, I have worked with a mission model.*
- *Yes, I have worked with both.*
- *No, I haven't worked with either.*

Business model or mission model



What can businesses learn from mission-driven organisations and what can mission-driven organisations learn from business model thinking?



- *Customer Segments* is changed to *Beneficiaries*
- *Cost Structure* is changed to *Mission Cost/Budget*
- *Channel* is changed to *Deployment*
- *Customer Relationships* is changed to *Buy-in/Support*

Mission model Canvas



The Mission Model Canvas helps bridge the gap between these two worlds (profit and non-profit)

<p>Key Partners</p> <p>Which of these activities can your company outsource to others?</p>	<p>Key Activities</p> <p>What are the <i>unique</i> activities your company needs to deliver the value proposition?</p>	<p>Value Proposition</p> <p><i>For each beneficiary</i> what is <u>their</u> value proposition?</p> <p>What problem pain/gain does this solve for them?</p>	<p>Buy-in & Support</p> <p><i>For each beneficiary</i> how does the team get "Buy-In"</p>	<p>Beneficiaries/ Stakeholders</p> <ul style="list-style-type: none"> • By title/function who are the individuals who are creating value for? • What is their archetype
<p>Key Resources</p> <p>Which of these activities does your company need to own?</p>		<p>Deployment</p> <ul style="list-style-type: none"> • What will it take to deploy the MVP to widespread use? • " • What constitutes a successful deployment? 		
<p>Mission Budget (or cost)</p> <p>What are the costs to deliver the value proposition?</p>			<p>Mission Achievement/Success (or "fulfillment" or "impact") Factors</p> <p><i>For each beneficiary</i> how does the team know they succeeded?</p>	



Mission model Canvas

Desirability

Value Propositions: The unique range of products, services, and/or social impact that the organisation provides to its beneficiaries and stakeholders.

Beneficiaries: The individuals, groups, or entities that the organisation aims to serve, and the broader set of stakeholders affected by its activities.

Buy-in&Support: The level of acceptance, endorsement, and active support the organisation receives from its key stakeholders, including donors, volunteers, communities,

Deployment: How the organisation delivers and distributes its offerings to reach and engage the target beneficiaries.

29.10.2024

Value propositions

ProSeed is on a **mission to transform the food industry by upcycling brewery grains by-products into valuable ingredients**. Acting as the **missing link between breweries and ingredient manufacturers**,

ProSeed offers a scalable and cost-effective solution to reduce food waste. By leveraging ProSeed's innovative business model and technology, breweries can now transform their by-products into food grade raw materials, which ProSeed supplies to ingredients manufacturers.

For ingredients manufacturers: Food grade and easy to process raw material. Sustainable alternative and transparency in the supply chain.

For breweries: An easy, ready-to-use solution to upcycle waste and gain extra revenue.

Buy-in & Support

Help breweries to install, use and maintain the unit. We are the single point of contact for the brewery. Helping manufacturers to develop new flake-based recipes. Take part in food fairs to promote the product

Deployment

End 2023: Building a pilot plant to open the barley flakes market and optimize the drying process efficiency. Production capacity of the pilot line will be around 250 tons/year of flakes. Mid-end 2024: Develop and install a first prototype drying unit. End 2027: Install 10 units in Switzerland

Beneficiaries

Direct: Breweries Food ingredients manufacturers

Indirect: Farmers: Improving barley applications should increase its value.

Consumer: Nutritional balance of barley flakes. is a good alternative to cereals and legumes that are often imported. In developing countries, processing spent grain into flakes could improve food security.

Food industry Reduced dependence on imported food raw materials.



Mission model Canvas

Feasibility

Key Partners: The key organizations, individuals, or entities that the organisation collaborates with to deliver its mission. This could include other nonprofits, government agencies, businesses, etc.

Key Resources: The essential assets, skills, knowledge, and capabilities the organisation requires to carry out its activities and achieve its goals.

Key Activities: The core operational processes, tasks, and actions the organisation undertakes to fulfill its mission.

Key Partner Equipment manufacturers Engineering companies Sector umbrella organizations, Government (municipalities, cantons, federal government) Energy source/suppliers	Key Activates Sales of barley flakes Develop and optimize drying unit Manage units
	Key Resource Drying units Ingredient manufactureurs portfolio Breweries portfolio



Viability

Mission Budget/Cost : This encompasses all financial and non-financial elements, from direct expenses like staff salaries, materials, and operational costs to indirect expenses such as overhead and administrative fees.

Mission Achievement/Impact Factors : Track how well you are achieving your mission through measurable outcomes, combining quantitative metrics and qualitative assessments to evaluate the real-world impact of your efforts.

Mission Budget/Cost

Drying units:

Installation of a pilot plant - 400'000 CHF

Developing the first prototype and the improve it (research & development costs) - 100'000 CHF

Production/construction of the units - 500'000 CHF/unit

Manage and maintain the units - 50'000 CHF/year/unit

COGS - 300 CHF/ton of barley flakes

Barley flakes:

Devlopping food applications

Sales of the flakes

Mission Achievement/Impact Factors

Industrial food wastes reduction: In Switzerland, 80'000 tons of wet grains could be valued in 16'000 tons of edible flakes. In European union 3.4 million tons could be valued in 680'000 tons. In comparaisn, swiss population ate 80'000 tons of dried pasta in 2021.

CO2 emission reduction: Drying wet spent grains (in an efficient manner) instead of actual disposal methods (biogaz production and cattle feed) would emit less CO2 per ton of final product. LCA needs to be accomplished to get precise metrics. Estimated factor could be 10 to 50 times less emissions by eating flakes directly.



Break



Group discussion

- **Access the Miro Board:** Please click the link in the chat to access the Miro board. If you don't have access, kindly register to gain entry.
- **Group Discussion:** Once you're in your breakout room, take a moment to connect with your group members. Your first tasks will be selecting a Mission Model Canvas to work on together and coming up with a team name.
- **Designate a Writer:** Choose one person to write in the chat while the other members provide input during the discussion.
- **Time :** You have 20 minutes to complete the canvas.
- **Facilitator Support:** Our facilitator will check in your group. If you have any questions, please feel free to ask for assistance.
- **Reflection:** After the 20 minutes are up, you will automatically return to the plenary room. The rapporteur of each group will present your Mission Model Canvas.



Developing your pitch deck

Does your organization have a pitch deck, and how often do you use it?

- Yes, and we use it regularly.*
- Yes, but we only use it occasionally.*
- Yes, but it needs updating.*
- No, we don't have a pitch deck*



What is pitch deck

A pitch deck is a presentation that is used to pitch your idea to investors/funders. It is considered to be one of the most important documents that your organization will develop during the process of raising funds.

The presentation serves as a pivotal tool in fundraising, showcasing your organization's unique value proposition and inspiring potential donors to learn more and invest

**Highlight
your
organisation**

A pitch deck is a concise visual presentation (using PowerPoint, Keynote, or Prezi) designed to convince investors and funders to support your organization or project.

**Using ppt
or keynote**

follow the "20/20 rule": keep the deck under 20 slides and the presentation within 20 minutes, while adapting the structure to your specific pitch purpose/donor.

**Under 20
minutes**

Creating a pitch deck



Title slide & introduction

Open with a powerful one-liner that captures attention and emotions, followed by an impactful statistic or brief story that immediately highlights your cause's urgency and importance.

Mission and vision

This section is where you really connect with your audience's core values. Clearly explain why your organization exists and the brighter future you're working toward.

The problem

Use vivid imagery, real-life stories, and compelling data to clearly illustrate the problem. It's also key to explain why this issue matters on both a personal and community level.

Your solution

Describe your unique approach and why it's effective. Include success stories and testimonials to add credibility.

Business/Impact model

Quantify your impact with metrics and stories that show the direct benefits of your work. Use before-and-after scenarios, impact statistics, and visuals that make your achievements clear and compelling



Creating a pitch deck

Ongoing projects

By laying out a clear timeline, you give them a snapshot of what's been achieved and what's still to come, which really helps in painting a picture of ongoing progress. Like a roadmap: here's where you have been, and here's where you are heading.

Team

Introduce the core members of your team. Highlight the mix of expertise and passion that each member brings.

Future goals and the ask

When setting future goals, it's crucial for nonprofits to clearly explain how extra funding will help achieve these objectives. —specify exactly how much money is needed and how it will be used.

Call to action

Make taking action simple by embedding your calendar into the deck or adding specific details on how they can get involved right away



Mission Model Canvas internal strategic planning tool

- Map out and analyse your organization's complete mission model. It helps your team think through and structure all aspects of your mission systematically.
- Providing a detailed and comprehensive framework for internal understanding.
- The canvas is primarily used for ongoing planning, refinement, and team alignment, with a strong focus on value creation and mission sustainability.



Pitch Deck external communication tool

- Designed to present to investors and donors. It transforms your mission into a compelling story that attracts support.
- It requires a more concise and visually appealing approach to engage your audience.



- The Mission Model Canvas serves as your detailed blueprint.
- The Pitch Deck selectively presents the most impactful elements of that blueprint to convince others to support your cause, particularly in fundraising and partnership opportunities.



Tips for creating a pitch deck

Use visuals: Incorporate high-quality images, graphics, and data visualizations to make your pitch deck more engaging and easier to understand. Be mindful of using consistent branding and colours throughout your presentation.

Keep it concise: Aim for a pitch deck that is no longer than 15-20 slides. Focus on the most important information and avoid overwhelming your audience with excessive details.

Tell a story: Use your pitch deck to tell a compelling story about your organisation's mission, the challenges you're addressing, and the impact you're making. This will help create an emotional connection with your audience and make your pitch more memorable.



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

As a special offer for IKI Small Grants grantees, we will organize a limited number of small-group consultations in addition to the general webinars. You are welcome to develop a pitch deck that your organization is planning to use in approaching a private sector donor.

If you are interested in joining the small group consultations, Please submit the completed assignment to Liwa Wang: liwa.wang@outlook.com and Ledama Masidza: ledama@kindworldprojects.org before **15 November 2024**.

Thank you for your attention !

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