

New impact study: FunFun really works

Workshop evaluations indicate that everyone enjoys FunFun; but do participants actually *USE* the skill they develop in training to raise funds for their agencies?

A recent study finds that **YES, THEY USE IT AND THEY WIN MORE GRANTS!**

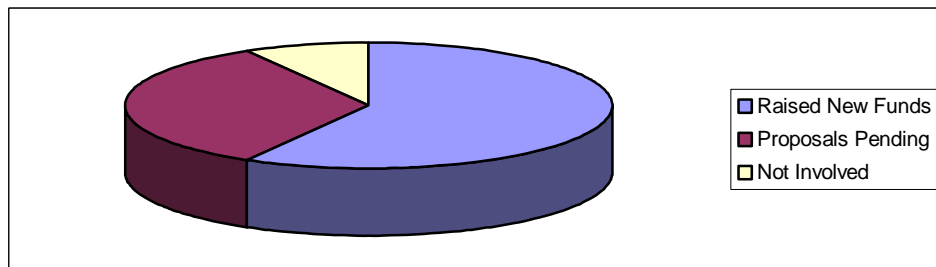
One year after training, Pamoja returned to 8 FunFun sites at universities in 4 countries, thanks to funding from Carnegie Corporation of New York. 60 of 160 workshop participants, or 38%, were contacted in person for this study.

Key findings:

- FunFun graduates' proposals are awarded substantial amounts of new funding
- These participants share their fundraising knowledge with co-workers and others

By the numbers:

- 92% of participants are directly involvement in grantseeking after the workshop
- About 58% said their efforts have already produced grant awards within one year
- Another one-third submitted proposals now under review by funding agencies



Cost/benefit ratio:

- Based on study data and conservative assumptions, the grant income raised by FunFun grads was at least 3.5 to 10 times the cost of training
- This means that for a typical participant, for every \$1 invested in FunFun training, between \$3.50 and \$10 are earned in grants during the first year alone
- In some cases participants worked on fundraising committees to help win much larger grants worth 100 to 1000 times the cost of their training
- With continuing improvement in these grantseekers' skills, the ratio of new funding to initial training investment will rise rapidly in years to come

Samples of grants awarded to FunFun graduates at these universities:

- Laboratory for the School of Medicine and Health Sciences, \$198,000
- Computerization of the university Finance Department, \$30,000
- Study of Efficacy of Chloroquine in Treatment of Malaria, 52,000 euros
- Gender mainstreaming in the university; \$100,000.
- Information technology development in the Faculty of Pharmacy, \$17,172
- 1000-seat lecture theater, \$296,000
- Establishment of a Biotechnology Programme, \$182,000

Examples of how FunFun graduates share their new learning:

- “Establishing and running the University Development/Advancement office”
- “Reviewed and commented on proposals written by some staff within and outside” University [Note: similar comments were made by almost all 60 respondents]
- “Formed a team to write fundraising proposals for the College”
- “I mentor several junior colleagues on a multi-disciplinary research team”
- “Served as an funding advisor for CBOs, NGOs and other civil society organizations”
- “Created a data bank for the Alumni Office of potential donors”

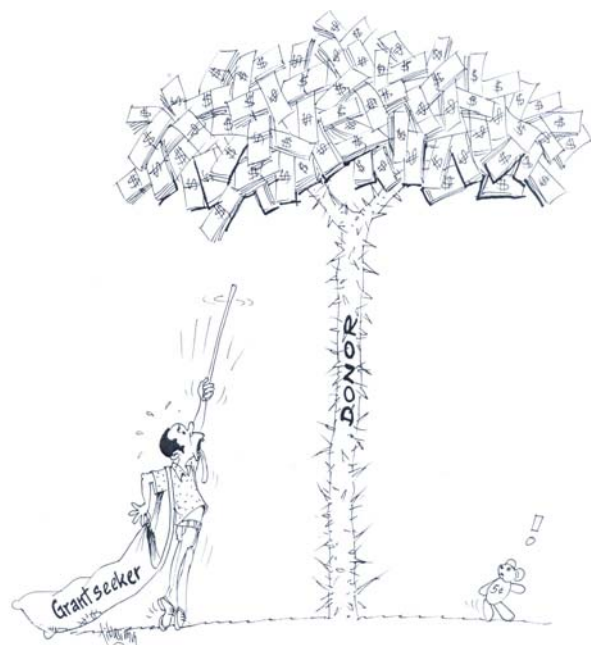
“I shared skills with newly employed female academic staff and constituent colleges during the Research Methodology Workshop organized by the Gender in Commonwealth Higher Education”

Impacts of the training courses beyond fundraising, a few quotes:

- “Planning has become part and parcel of me since FunFun ... and that has increased productivity and improved efficiency”
- “I listen better to my staff”
- “The knowledge gained from the FunFun assisted me in coordinating a workshop on textbook writing”
- “I am now more self-critical when writing anything – a proposal, essay, etc.”
- “Have been using teamwork in my leadership position in Bursary”
- “Translated stress management information into Hausa, which has been aired on local radio and met with much success”

Challenges to fundraising success as noted by study respondents:

- Time-consuming nature of grantseeking; finding time for fundraising
- Identification of appropriate grantmakers: making the match of priorities
- Feeling isolated in fundraising efforts when working alone on proposals
- Communication with donors, especially when internet access is poor
- Internal institutional obstacles: poor communications, competition among staff, inadequate administrative support



Recommendations for greater impact from future FunFun workshops:

- The right people must be trained, meaning those directly involved in preparation of proposals, who are most likely to remain active at the institution for some years
- Project design and proposal preparation are rarely individual efforts. Send several participants to FunFun from a department or agency to encourage teamwork later on
- A fundraising strategic plan provides a framework for rational allocation of resources including time use. Every agency or large department needs to plan its fundraising
- Fundraising progresses best when top management provides coordination and other support, including efforts to overcome hierarchical limitations and time constraints
- A comprehensive donor database within an agency will serve all of its grantseekers' and will promote freer exchange of information and better fundraising coordination

