



Resourcing a Vision: Global Development Network expands its fundraising

The Management Centre's team of international fundraising consultants helped this international association develop a fundraising strategy that would make it more independent and sustainable in the long-term, by diversifying income streams and raising additional unrestricted funds.

Background

The **Global Development Network (GDN)** is a worldwide association of research and policy institutes promoting the generation, sharing, and application to policy of multidisciplinary knowledge for the purpose of development. Founded as a unit in the World Bank a decade ago and now an independent International Organisations with headquarters in New Delhi, it has strong strategies in place to achieve its vision: to equip people living in the daily crisis of poverty with the skills to provide their own home-grown solutions.

Challenge

GDN was suffering from an overdependence on bilateral government funding and a relatively small pool of donors, which posed a risk for its long term sustainability. Furthermore, it didn't have the unrestricted funds needed to expand into new areas of work.

=mc's brief

GDN wanted to develop recommendations to the Board, Regional Partners and management that would ensure its long term sustainability and enable the organisation to expand. Specifically, action was needed to increase **GDN's** financial stability in terms of current funding, diversify income streams, and raise additional unrestricted funds.

What we did

=mc|Asia and =mc|UK worked with **GDN** and undertook:

- An assessment of their original fundraising strategy and the feasibility of establishing an endowment fund
- A market mapping and entry strategy development for Asia, the Middle East and Australia
- Income source identification and related strategy development
- The crafting of the elements for a strong case for support to strengthen the overall fundraising strategy

Result

=mc helped the Board and management to reevaluate their plans by providing a thorough assessment of GDN's current fundraising plan, and their recommendations for an alternative strategy. GDN then adopted some key =mc recommendations, including:

- The launch of a capital campaign leveraging on GDN's global presence
- A prioritised list of prospects in key markets
- Comprehensive action steps with timelines for the Board, Management and Regional Partners Network

Ramona Angelescu Naqvi, the senior political scientist and global programme manager at GDN, was delighted with the result;

“We were really impressed by =mc’s truly international expertise in fundraising, and their professional and dedicated approach to this project”

Further help

Visit www.gdnet.org for more information about GDN's work.

=mc | Asia is one of very few providers of advice, training and consultancy services to the non-profit and NGO sector with expertise in and 'know-how' of Asia. We are committed to transforming the performance of National, Regional and International NGOs through our knowledge and experience of strategy, fundraising and non-profit 'next' practices. =mc has an international team of unrivalled fundraising consultants able to assist with the biggest and smallest campaigns. Between us we share experience in small and large charity work, international development, arts and culture, disability and the environment.

Contact Usha Menon on **+65 975 22774** or email u.menon@managementcentre.com to find out how we can help you.

We hope you found this download useful and enjoyable.

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About =mc

The Management Centre (=mc) is an international training and consultancy organisation working exclusively for not-for-profit organisations worldwide. We provide help in management consultancy, fundraising consultancy and training.

To find out more about us, please visit our website at www.managementcentre.com