

Summary - Global Fundraising Project 2021 (Dec 2020 - May 2021)

Key Activities

- Grant Research & prioritization of leads, calendars.
- Decide & Develop a Fundraising strategy for limited resources.
- Global Identity: Strategy, language, documentation, communications
- Budgets materials
- Capturing Global Data and outcomes (OFN by a few numbers)
- Drafting & submission of initial grant applications and nominations
- Updated pitch deck
- Global South and Emerging Instances - strategy & fundraising materials
- Limited Coaching and materials for local instances (US, Turkey)

[Here is a recording of call with Susan](#) (fundraiser) to wind-up her work on this

Key Resources

[Global Google Drive>03 Fundraising>2021 Global Fundraising>Grants Research, Calendar & Opportunities](#)

- [2021 Grants Calendar & Opportunities Summary](#) - This identifies grants that are active submitted/pending, actively under cultivation and grants that we decided NOT to pursue during this time frame.
- [OFN Funding Analysis](#) - This is an overview of approximately 35 grant opportunities (leads) that may be of interest to OFN, organized by focus areas and ranked by an initial assessment of their potential.
- [OFN Potential Funders](#) - This is a list of potential funds with open RFPs and some that are invite only, ranked in order of priority by OFN leadership focused on fundraising. We used this list to understand what OFN was most interested in, and to focus our near term asks.
- [Funder Research In Progress](#) - Research on approximately 8 opportunities that were suggested to the Global Fundraising Team during the course of the project.
- [Potential UK Funders](#) - Organized based on notes from conversations with UK Instances

[Global Google Drive> 03 Fundraising >2021 Global Fundraising](#)

- **General Docs**
 - [About Open Food Network \(EFSAF\)](#)
 - [More About Open Food Network \(EFSAF\)](#)
 - [Global Budget & Projections](#)
 - [Global Grants Tracker](#) - recommend updating this every 2 months - list of active grants by country in the largest instances (requested by some funders)

- [FAQs for Global Fundraising](#) - short guide to fundraising pitches that local instances might need to answer when submitting applications.
- [The Open Food Network Updated Pitch Deck](#)
- [Draper Richard Kaplan](#) - 3 page pitch, focus on entrepreneurial innovation
- [Food Planet Prize](#) - 3000 character nominations + talking points.
- [Global Innovation Fund](#) - short pitch focused on alleviating poverty and addressing equity.
- [Wallace Global Fund](#) - 2 page pitch, focus on disrupting the corporate system and regenerating the planet.
- **Global South & Emerging Instances**
 - [Global South, Equity & Poverty \(Global Innovation Fund Long Form\)](#) - 3 page general pitch.
 - [Global South & Emerging Instances](#) - Common Themes - summary of conversations with about 6 country/regional projects.
 - [Emerging Instance Demographic Profiles](#) - Estimated stats and data re in country demographics