



Session 13 & 14: WWF workshop

Chair: Augustine Morkel

Conservation Fundraising Workshop

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Introduction

WWF is one of the leading environmental conservation organisations globally.

WWF South Africa has positioned itself to contribute to the South Africa Sustainable Development agenda through its mission of securing priority ecological assets, working to ensure ecological systems and process underpin social and economic well-being and address the risks and opportunities posed by climate change. WWF SA has a long history of being a reactive conservation funding organisation that rose funding and funded other conservation organisations work.

In 2012, WWF repositioned itself to be a proactive environmental conservation organisation, which through a broad but focussed strategy, co creates environmental outcomes solutions that are catalytic and have impact at scale. However, there are remnants of the reactive nature of the WWF business model. This takes the form of the Associated Trusts (WWF Nedbank Green Trust, Table Mountain Fund, Leslie Hill Succulent Karoo Trust, National Parks Trust, and the Southern African Wildlife College Trust) where WWF acts at the Management Agency for these Trusts. The oldest Trust started in 1986 (NPT) and to date the Associated Trust are estimated to have invested >R400 million, over 29 years, for conservation in South Africa.

In recent years, WWF has noted that the quality of the applications for funding has deteriorated, for various reasons. This deterioration has resulted in either a poor quality of applications being considered (and therefore rejected on the basis of process not being followed or superiority of the few well written projects) which results in the Trusts having a poor pool to choose from. Further, possibly very good projects that can catalyse real change are often not considered as they are poorly written.

This workshop is the first of an annual campaign to build the capacity of applicants to Trusts to write better proposals providing the Trust with great project gems to pick from to ensure that funding is directed to well thought through and planned projects to be invested in. In so doing, the project portfolios of the Trusts then become robust as a portfolio of projects that are having impact at scale...rather than just impact.

Workshop Programme

1. Introduction to the world of fundraising (15 min):
 - a) Funding sources
 - b) Funding strategy
 - c) Impact at scale
 - d) Proposition development
 - e) Applying
2. Workshop Exercise (35 min): We will review a few projects looking at the quality of the projects and why they were successful through Q&A.
3. Reflection (10 min): The workshop will be closed out with a round of reflection and closing comments.

The workshop is open to all participants at the GSSA 2015 Conference.