



## **Bringing Donors on Board: Supporting Country Strategies**

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## What to do when you go home?



- Set up a follow-up meeting with your country team within two weeks
- Add additional members to your team to get all stakeholders engaged
- Make a presentation to your colleagues about the workshop to raise awareness and to present your country strategy

## What can you do?



- Identify donors working in your country
- Look for donors that support hospice, health care, education, policy, community development, children, elderly
- Community based or faith based organizations
- Send letters of intent or respond to requests for applications—and follow-up

## Making the Case to Donors



- Background: Why is this project needed?
  - Give the numbers of patients dying from cancer, AIDS in your country
  - Describe where patients are dying (at home, in hospital)

## Making the Case to Donors



- Describe the unrelieved pain and other symptoms from life limiting illness such as cancer, AIDS, neurodegenerative disease in your country
- Describe the barriers to opioid availability (legal, social, professional, public)

## Making the Case to Donors



- Who are you and why are you qualified to lead the project? Include your cv
- Who is your organization? When was it created and what does it do? Provide the contact information. Provide list of donors who have supported you.

## Making the Case to Donors



- What is your organization's mission, goals, and objectives?
- What is the project you want to do?
- How are you going to do it? What steps are you going to take? Include a timeline.

## Making the Case for Donors



- Budget: how much money do you need and what are you going to spend it on. Be specific.
- Who will work on the project? Give names and brief biosketch for each person to be supported by the grant you are requesting.

## Making the Case for Donors



- How long will the project take? Month, year(s)
- How will you know if your project is successful? Change in drug availability, knowledge of policy makers, health care providers, the public

## Making the Case for Donors



- Send a copy of your country strategic plan with the list of your country team members and their contact information
- Send a copy of the workshop program and a list of all the participants

## Making the Case for Donors



- Get copies of letters of support from APCA and/or your national hospice palliative care organization or other organizations involved in this workshop (USAID, WHO, PPSG, OSI)
- One week after sending, call or email to follow-up
- **Don't give up!**

## Once you have support:



- Communicate frequently with your donors
- Invite them to fundraisers or events
- Send them copies of media coverage or progress reports
- Acknowledge them in media interviews, publications
- **THANK THEM AGAIN, AND AGAIN!**

## Where's the Money?



- African Palliative Care Association
- American International Health Alliance
- BESO (British Executive Services Overseas)
- Bread for the World
- CARE International
- Catholic Relief Services
- Catholic Organization for Relief and Development (CORDAID)
- Diana, Princess of Wales Fund

## Where is the Money?



- Elton John Foundation
- Foundation for Hospices in Sub-Saharan Africa
- Global Fund for AIDS, TB & Mal
- Help the Hospices National Hospice and Palliative Care Organization
- International Association of Hospice and Palliative Care
- National Cancer Institute--US

## Where's the Money?



- Open Society Institute
- PEPFAR, President's Emergency Plan for AIDS Relief
- UK Forum for Hospice and Palliative Care Worldwide
- UNICEF
- USAID
- Embassies
- World Bank
- Worldwide Alliance for Hospice and Palliative Care

## Where's the money?



- Participate in World Hospice and Palliative Care Day
- Sponsor fundraising events for your organization and/or a specific project
- Make presentations at church or in social clubs about your organization and projects to raise public awareness
- Accept in-kind donations

## Thank you



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