



Resourcing a Vision: Global Development Network expands its fundraising

This international organisation was reliant on a small pool of donors, and struggling to bring in unrestricted income. Now, it's embarking on new approaches designed to bring in additional unrestricted income. Find out how fundraising consultants from =mc's international network helped **GDN** re-think its fundraising strategy.

Global Development Network

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. It was founded as a unit in the World Bank a decade ago, and is now an independent International Organisation with headquarters in New Delhi.

Background

GDN had 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. However, it was suffering from an overdependence on bilateral government funding, and a relatively small pool of donors. Furthermore, it didn't have the unrestricted funds it needed to expand into new areas of work.

Challenge

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, they knew they needed to increase their financial stability in terms of current funding, diversify their income streams, and raise additional unrestricted funds. **GDN** asked fundraising consultants from **Management Centre Asia (=mc|Asia)** and the UK based **Management Centre (=mc)** to help them with this process.

Solution

Working with =mc|Asia and =mc|UK, **GDN** 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 **GDN** staff, the Board and management to reevaluate their plans by providing a thorough assessment of **GDN**'s current fundraising plan, and some recommendations for an alternative strategy.

This led to **GDN** then adopting some new approaches, 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 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. =mc consultants have worked with a variety of not-for-profits on their fundraising. We're proud to have helped **Oxfam**, **UNICEF**, **Christian Aid**, **Greenpeace International**, **Imperial War Museum**, **MIND**, **Mama Cash**, the **NSPCC**, the **Tate Gallery** and the **British Red Cross**.

To find out how we could help you, call us on **+44 (0) 20 7978 1516** or visit www.managementcentre.co.uk/fundraising

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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