

Suggested steps towards funding an Advanced Light Source Facility on the African Continent

1. Background
2. The goal
3. Fundraising “Nuts & Bolts”
4. Steps towards the goal
5. Conclusions



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1. BACKGROUND

- Co-founders SciTech Science Center, Illinois
- Major political campaign
- Saving Clair Tappaan Lodge
- Established new parks (Warrenville, Illinois)
- "Excellence in Physics Education" (APS)
- Olivia (1980s) Center for Independent Living (in Southern California)



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All required raising funds (5 and 6 figures)



- What works?
- What doesn't work?
- Lessons learned are transferable
- Perhaps sharing our experiences will be helpful



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2. THE GOAL



BUILD A LIGHT SOURCE ON THE AFRICAN CONTINENT



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3. FUNDRAISING NUTS and BOLTS

- No one will give you money unless you ask.
- If no, ask again at a later time.
- Thank the donor quickly.
- Keep them apprised.

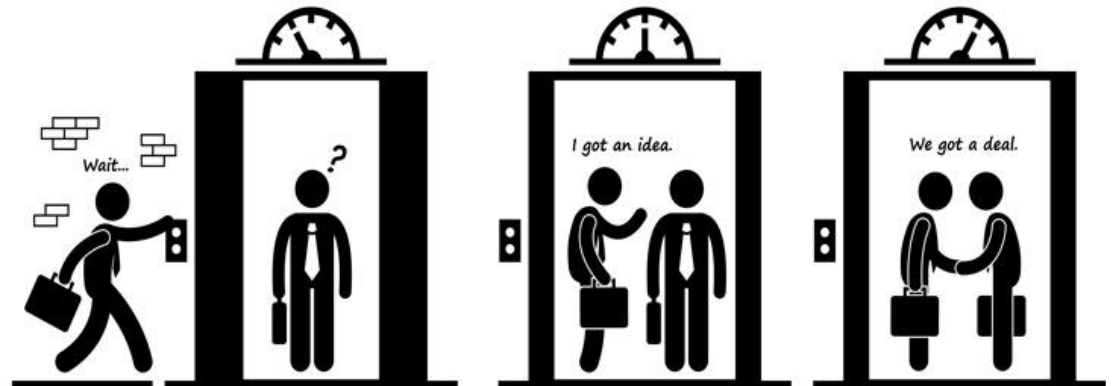


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- Go back in a year and ask again, maybe for more. This is called Development

- Finding a “Nut”

Develop a
“pitch.”



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An entity is required

Name, Logo

Registered in some country

This could be the
African Light Source Foundation

Mission statement

Bank Account

Board of Directors

(desirable) Honorary Board



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Who to ask for money?

- Individuals who might “buy into a dream.”
- Granting agencies, Governments and NGOs
- organizations interested in your cause

Important: *don't waste time trying to fit a square peg into a round hole!*



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Timeline



Idea, find potential donor

Write proposal, submit

Reply - yes/no/resubmit next time with changes

Receive money

6 to 18 months

LESSON: Shotgun approach.
Have several proposals in the pipeline.



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The Program (Grant) Officer

Talk with the Program Officer before applying.

- Suggest appropriate amount to request
- What part they would be interested in funding
- What to include in your proposal
- Examples of what succeeded in the past

Most grant officers like such conversations



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Proposal Writing

Project Scope

Total cost

Parts that can be funded?

Who is the audience?

Who benefits?



IMPORTANT: Outside Reader



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What large donors like

- Information (market survey). For the ALS, user community size is important.
- Matching Funds — list contributions of funds.
- List of “in-Kind” contributions — indicates others believe in the project.
- After you have gone into operation, document how many people are using the project.



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What doesn't work

- Not asking for money
- Asking the wrong people or organizations
- Asking in a muddled way
- More than one person from your organization going to the same donor asking for funds
- Lack background information to support claims



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What doesn't work

- Emotional appeal is not enough
- Not following guidelines
- Do a spell check.
- Missing the deadline, even by an hour.
- Asking for too much or too little.
- You can't take shortcuts.



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Types of Money

- Seed Money
- Leverage
- Capital (Civil construction and equipment)
- Operations



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How to apply this to taking the ALS to the next step?

Need money to follow the Road Map
(Grenoble 2015)

Later: specific campaigns: – R&D, buying
equipment, marketing campaign
Purchasing land, constructing
or outfitting an existing building



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4. POSSIBLE STEPS TOWARDS THE GOAL

- CDR—non-site specific
- Site Selection
- TDR
- Road map
- Business Plan
- Strategic Plan



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- Look at history/evolution of established light sources (AfLS2 Workshop 1, Monday)
- Define basic parameters early
- Replicate an existing synchrotron?
- Beam lines and science focus of each
- Phases



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5. CONCLUSIONS

A great deal of work is ahead to realize the ambitious goal of establishing an advanced light source on the African continent.

Besides money, many different kinds of expertise will be required.

Form partnerships and work together to accomplish this goal.



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ASK
ORGANIZE
BACKGROUND INFORMATION
ENTHUSIASM—GATHER OTHERS
DON'T GIVE UP!

Have many requests going simultaneously

THANK YOU
FOR YOUR
ATTENTION



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