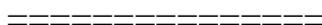


ASSOCIATION OF AFRICAN UNIVERSITIES

1st RESOURCE MOBILIZATION WORKSHOP (RMW I)

*Cape Town, South Africa
11 – 15 September, 2017*

INFORMATION BULLETIN



A. BACKGROUND

The Association of African Universities (AAU) is holding Resource Mobilisation Workshop (RMW) series which will provide Vice Chancellors, Rectors, Registrars, Finance Directors, Development Officers and other key staff of Higher Education with a comprehensive overview of popular and successful strategies for mobilizing resources for their institutions. The practical learning activities and workshop resources will ensure that participants will be able to immediately apply their skills to acquire and manage necessary resources effectively.

The AAU is organising the **1st Resource Mobilisation Workshop (RMW)** at the **Park Inn by Radisson, Cape Town, South Africa** from **11– 15 September, 2017**.

B. WORKING LANGUAGE

The workshop will be held in English.

C. CONFERENCE ORGANISING COMMITTEE

The AAU has set up a two-member Organising Committee whose membership comprises the following:

Name	Institution	E-mail address
Mr. Kwesi Acquah Sam	Association of African Universities	kasam@aau.org
Mr. Frank Asefuah	Association of African Universities	fasefuah@aau.org

D. REGISTRATION

Confirm participation by sending an email to Mr. Kwesi Acquah Sam via

AAU 1st Resource Mobilisation Workshop, Cape Town, South Africa

kasam@aau.org and copy to Mr. Frank Asefuah via fasefuah@aau.org

- Registration fee is **US\$700** which covers the workshop documents, lunch and tea/coffee breaks as well as a copy of workshop proceedings.
- Late Registration (after deadline of **10th September, 2017**) = **US\$800**

E. WORKSHOP OBJECTIVES & LEARNING OUTCOMES

The Resource Mobilization workshop seeks to:

1. Describe common strategies for fundraising with examples of successes and failures.
2. Conduct an audit of their own institution's existing fundraising efforts, identifying the present mix and areas of needed development. [Product: audit]
3. Perform grant research, proposal writing and management. [Product: one-page grant proposal]
4. Conduct direct appeals for donations using online fundraising, crowdsourcing methods, and special events. [Product: appeal letter]
5. Plan approaches for alumni and members of the diaspora community
6. Conduct prospect research of major donors, articulate the case for planned gifts and capital campaigns, and build an endowment. [Product: Case statement]
7. Discuss the motivations of venture philanthropists and how they can support your institution.
8. Describe how local businesses and multinational corporations can provide in-kind contributions and sponsorship and develop partnerships with corporations through practices such as cause-related marketing. [Product: identify corporate partner and strategy]
9. Discuss strategies for earned income and entrepreneurial ventures.
10. Create a one-page business plan using the Business Model Canvas. [Product: BMC]
11. Develop a fundraising/resource mobilization plan for their institutions for the coming one-to-three years, including an appropriate mix of at least four funding sources. [Product: Fundraising Plan w/ resource mix]

Workshop documents will be shared in soft copy prior to the event, with paid participants only. It is therefore important that all participants endeavour to carry along their laptops for their own use as there will be no hard copies available.

F. COST OF TRAVEL, ACCOMMODATION AND MEALS

Participants are responsible for their accommodation and travel to and from Cape Town, South Africa. Group lunches, tea/coffee breaks and will be covered by the AAU.

Participants are to note that extra meals, and any other hotel expenses (laundry, phone calls, secretarial services, etc.) incurred during their stay in Cape Town will not be borne by the AAU.

G. ENTRY VISA REQUIREMENTS

Generally entry visas can be acquired on arrival but registered participants would need documentation from the AAU to enable them board their flights to South Africa. For further enquiries on visas, please refer to the Planning Committee members.

Participants MUST HOLD:

- letter of invitation from the host institution;
- return tickets to their country of residence; and
- sufficient funds for maintenance during their stay;

H. HEALTH REQUIREMENTS

A YELLOW FEVER Vaccination Certificate is required from participants coming from infected areas. The countries and areas included in the endemic zones are considered as infected areas. The list of countries is as hereunder:

Angola	Equatorial Guinea	Rwanda
Benin	Ethiopia	Sao Tomé & Principe
Burkina Faso	Gabon	Senegal
Burundi	Gambia	Sierra Leone
Cameroon	Ghana	Sudan
Central African Republic	Guinea-Bissau	Tanzania
Chad	Kenya	Togo
Congo	Liberia	Uganda
Cote d'Ivoire	Mali	Zambia
Democratic Republic of Congo	Niger	
	Nigeria	

It should be pointed out that the Vaccination Certificate for Yellow Fever is valid ten (10) days after the date of vaccination or in case of re-vaccination as from the date of re-vaccination. Furthermore, participants may be subject to

further medical screening, such as Ebola and other communicable diseases on arrival in Cape Town, South Africa, and participants may be under health surveillance during their stay in Cape Town, South Africa.

I. ARRIVALS

Kindly note that flights to South Africa come into the O. R. Tambo International Airport, Johannesburg and to Cape Town International Airport. As participants will be met on arrival at the Airport and conveyed to the Hotel, kindly send your flight details to the Organising Committee well in advance for the necessary transport arrangements to be made on time.

J. ACCOMMODATION

The AAU has made room reservations for participants at the **Park Inn**, Cape Town, South Africa where the conference will be held. Kindly contact Mr. Bronwyn Wakefield at Bronwyn.wakefield@rezidorparkinn.com to book for a room under the AAU reservations. Participants will be entitled to Breakfast; Hotel Pick-Up and Drop-Off & Free Business Centre.

<https://www.parkinn.com/hotel-capetown-newlands/contact>

K. IDENTIFICATION BADGES AND PERSONAL SECURITY

Participants will be given identification badges, which for identification and security reasons, the hotel may request that you wear these at all times during the meeting.

L. COMMUNICATION

Participants are advised to bring their regular prescribed medication for health care during the workshop.

M. WEATHER

The average temperature in September is 14°C (57°F) which is up slightly from an average 13°C (55°F) in June, July and August. Likewise, the average high temperature is also a bit higher in September. Participants can anticipate the average high temperature at the warmest point in the day to be 19°C (66°F). However, participants will still want to be prepared with jackets and layers, as after sunset the temperature will drop. The average low temperature, occurring overnight, is a balmy 9°C (48°F). Participants will also want to be aware of

cooler water temperatures. The average sea temperature is a mere 16°C (61°F).

N. TIME

GMT + 2 hours

O. ELECTRICITY

The voltage used in South Africa is 220 V. Type A electrical plugs (two flat parallel pins), Type C electrical plug (two-pin unearthened plug), and a combination of Type A and C electrical plugs are used in Cape Town. You are advised to bring a universal adapter/converter as necessary.

P. EXCURSIONS AVAILABLE

During registration in Cape Town, a list of excursion sites would be availed to participants who would have to indicate which one(s) they would wish to visit so that the necessary arrangements can be finalised. These excursions come at a cost to be borne by participants.

Q. RESOURCE PERSON

Prof. Ventura has spent a long career with over 40 years of teaching and over 30 years in academic administration with universities such as the State University



of New York, the Rochester Institute of Technology, and the SIT Graduate Institute. He was at Marylhurst University for seven years both as a department chair with the rank of Associate Professor and as Dean of the School of Business from 2014 to 2016.

Paul has taught several courses in fundraising for graduate students and conducted training in fundraising for educational and nonprofit organizations in countries such as Bangladesh, Brazil, Ecuador and Romania. He also served as a consultant for several organizations such as the Vermont Community Foundation and the Trace Foundation. As the former Executive Director of a nonprofit organization he worked extensively with public and private donors, including businesses, government agencies and individuals.

He is presently engaged in consulting with higher education and the

International Society of Sustainability Professionals.

R. WORKSHOP FACILITATOR

Mr. Kwesi Acquah Sam is a Human Growth and Development expert and a Master of Counselling. He holds a Bachelor of Science in Psychology and



Master of Philosophy in Guidance and Counselling and Education from the University of Cape Coast, Ghana. He practices and teaches Psychology, Counselling and Education at the College of Distance Education at the University of Cape Coast. Currently, Sam is the officer in charge of the Working Group on Higher Education (WGHE) of the Association for the Development of Education in Africa (ADEA) which is hosted by the Africa at the Association

of African Universities (AAU) Head Quarters in Ghana. He is the lead person in hosting the AAU-WGHE Webinars (Online Seminars) which bring together experts in Higher Education, the entire University Communities on the continent, Members of Faculty and Students, Development Partners of AAU, Regional Economic Communities, African Union, various Governments in Africa, Ministries of Education, Educational Policy Makers, Social and Corporate organizations, Industry Players and the entire continent to deliberate on key issues pertaining to improving Higher Education on the African Continent.