

ASSOCIATION OF AFRICAN UNIVERSITIES

3RD RESOURCE MOBILIZATION WORKSHOP (RMW II)

KIGALI, RWANDA
MARCH 13– 16, 2018

INFORMATION BULLETIN

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A. BACKGROUND

The Association of African Universities (AAU) is holding the 3rd Resource Mobilisation Workshop (RMW III) which seeks to provide Vice-Chancellors, Rectors, Registrars, Heads of Department, Finance Directors, Development Officers, Resource Mobilisation Officers, Project Administrators, Accountants and other key staff of Higher Education Institutions with a comprehensive overview of popular and successful strategies for mobilizing resources for their institutions. The practical learning activities will ensure that participants will be able to immediately apply their skills to acquire and manage necessary resources effectively to improve quality delivery of Higher Education in Africa.

The 3rd Resource Mobilisation Workshop (RMW) will be held at the University of Rwanda, Kigali, Rwanda from 13– 16 March, 2018.

B. WORKING LANGUAGE

The workshop will be held in English.

C. CONFERENCE ORGANISING COMMITTEE

Kindly contact any of the following Organising Committee Members for any updates:

| Name | Institution | E-mail address |
|--------------------|-------------------------------------|--|
| Kwesi Acquah Sam | Association of African Universities | kasam@aau.org |
| Alex Karara | University of Rwanda | a.karara@ur.ac.rw |
| Schenineda Ankomah | Association of African Universities | schenineda@rocketmail.com |
| Irene Dufie Addai | Association of African Universities | irenedufie2@gmail.com |

D. REGISTRATION

Confirm participation by sending an email to Mr. Kwesi Acquah Sam via kasam@aau.org and copy a.karara@ur.ac.rw, schenineda@rocketmail.com iredufie2@gmail.com

- Registration fee is **US\$ 500** which covers the workshop documents, lunch and tea/coffee breaks as well as a copy of workshop proceedings.
- Late Registration (after deadline of **10th March, 2018**) = **US\$600**

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.
3. Perform grant research, proposal writing and management. Conduct direct appeals for donations using online fundraising, crowdsourcing methods, and special events.
4. Plan approaches for alumni and members of the diaspora community
5. Conduct prospect research of major donors, articulate the case for planned gifts and capital campaigns, and build an endowment.
6. Discuss the motivations of venture philanthropists and how they can support your institution.
7. 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
8. Discuss strategies for earned income and entrepreneurial ventures.
9. Create a one-page business plan using the Business Model Canvas.
10. 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.

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** Kigali, Rwanda. Group lunches, tea/coffee breaks and conference materials 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 Kigali **will not** be borne by the AAU.

G. ENTRY VISA REQUIREMENTS

Even though most African countries can secure visa on arrival, participants are required to contact the Rwandan Embassies in their countries for more information.

For more information, log on to:

<https://www.worldtravelguide.net/guides/africa/Rwanda/passport-visa/>

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 & Príncipe |
| 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 Kigali, Rwanda and participants may be under health surveillance during their stay in Kigali, Rwanda.

I. ARRIVALS

Kindly note that flights to Rwanda come into the Kigali International Airport. As participants will be met on arrival in Kigali 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 **Nobleza Hotel**, Kigali, Rwanda where the conference will be held. To book for a room under the AAU reservations, kindly send your request to Mr. Kwesi Sam via kasam@aau.org . Participants are will be entitled to Breakfast; Hotel Pick-Up and Drop-Off.

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. TIME

GMT + 2 hours

M.ELECTRICITY

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

N. EXCURSIONS AVAILABLE

During registration in Kigali, a list of excursion sites would be availed to participants 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.

O. FACILITATOR

Prof. (Mrs.) Rosemond Boohene is an Associate Professor of Enterprise Development at the Centre for Entrepreneurship and Small Enterprise Development (CESED), University of Cape Coast with more than eighteen years (18) experience. She is currently the Dean of International Education and also served as Head of Department, Management Studies and Vice Dean, School of Business at the University of Cape Coast. Prof. Rosemond Boohene holds a PhD in Entrepreneurship and Small Enterprise Development from the University of New England, Australia, PDipCom and MCom (Accounting) from the University of Otago, New Zealand, BCom (Hons) and Diploma in Education from the University of Cape Coast, Ghana and a Diploma in Small Enterprise Development, Galilee College, Israel.



She has presented papers at both local and international conferences and conducted a number of studies on women, entrepreneurship and small enterprise development in Ghana. She was a member of the team, which conducted feasibility studies into the establishment, and use of small citrus processing plants in the Central Region of Ghana for the [Japan International Cooperation Agency](#) (JICA) and currently the Lead Consultant for the Graduate Enterprise Development Initiative (GEDI) project for the EXIM Bank (Ghana). She has also supported in writing business and strategic plans for numerous small firms and organizations in Ghana.

Prof. Boohene has worked with a team of consultants to develop a university-wide entrepreneurship course, involved in strategically harnessing entrepreneurial potentials of students into viable businesses. She has consulted for international as well as local institutions on business incubator development, academia- industry linkages and capacity building programmes for Micro Small and Medium Enterprises (SMEs).

She has over the years also consulted and written proposals for various small firms to secure funding from the Council for Vocational Technical Education (COTVET), Skills Development Fund (SDF). Currently, she is managing a project on Entrepreneurship and Sustainable Economic Development. A collaboration between the School of Business, University of Cape Coast, University of Nairobi and the Bonn-Rhein-Sieg, University of Applied Sciences, Germany.

P. 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 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.



Prepared by

Kwesi Acquah Sam

Workshop Moderator

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2018