



Educational Event 1: "Sustainable Development Network & Umbrella Grants Mechanism"

28 - 30 August 2019, IMPACT Center Zadar, F. Tuđmana 24b

DAY 1: 28 August 2019, "Social Enterprise Development & Impact Investing"

COURSE OBJECTIVES		
<ul style="list-style-type: none"> • Understand the concepts of social enterprises/social entrepreneurship/social business/impact investing vs venture capital • Identify possible revenue generating income streams (social enterprises) for your foundation <ul style="list-style-type: none"> • Learn from social enterprise case studies • To understand how impact investors are operating in developing countries <ul style="list-style-type: none"> • Learn from impact investing case studies 		
AGENDA		
TIME	TOPIC	PRESENTER
14:30 - 15:00	<ul style="list-style-type: none"> • Registration 	
15:00 - 16:50	<ul style="list-style-type: none"> • Social Enterprise / Social Entrepreneurship Definitions • Challenges and Potential of Social Enterprise Models • Social Enterprise Case Studies • Impact Investing Models and Case Studies • Identify Possible Income Generating Activities 	Lisa Thompson-Smeddle: SDN / ASA
16:50 - 17:00	<ul style="list-style-type: none"> • Closing Remarks 	Lisa Thompson-Smeddle: SDN / ASA

DAY 2: 29 August 2019, "Resource Mobilisation, Fundraising and Proposal Writing"

COURSE OBJECTIVES
<ul style="list-style-type: none"> • To gain a broad understanding of how to mobilise Foundation resources both locally and internationally • To understand the Do's and Don'ts in building relationships with and responding to funders/donors • To identify available sources of funds (government, private sector, local businesses, foundations and other national and international donors) and learn how to access these funds

- To understand how to leverage networks and partnerships in order to mobilise financial and non-financial resources
 - To understand the principles of successful proposal writing
 - To learn how to write a winning funding proposal
 - To network and share lessons with other foundations

AGENDA

TIME	TOPIC	PRESENTER
08:30 - 11:00	<ul style="list-style-type: none"> • Resource mobilisation – what does it mean and how do we do it? 	Lisa Thompson-Smeddle: SDN / ASA
11:00 - 11:15	Tea break	
11:15 - 13:00	<ul style="list-style-type: none"> • Successful Fundraising 	Lisa Thompson-Smeddle: SDN / ASA
13:00 - 14:00	Lunch	
14:00 - 15:15	<ul style="list-style-type: none"> • Successful Proposal Writing 	Lisa Thompson-Smeddle: SDN / ASA
15:15 - 15:30	Tea Break	
15:30 - 16:15	<ul style="list-style-type: none"> • Successful Proposal Writing Continued 	Lisa Thompson-Smeddle: SDN / ASA
16:15 - 16:30	<ul style="list-style-type: none"> • Closing remarks 	Lisa Thompson-Smeddle: SDN / ASA

DAY 3: 30 August 2019, "Branding, Media, Marketing, Social Media"

COURSE OBJECTIVES

- Understand the importance of marketing: what is your strategic edge; how do you develop a marketing strategy;
- Develop your brand using the Brand Key Analysis (Universities around the world use this analysis to develop brands)
 - Social Media – how to grow your foundations' reach

AGENDA

TIME	TOPIC	PRESENTER
08:30 - 11:00	<ul style="list-style-type: none"> • Understand Who You Are • Brand Identity • Brand Key Analysis 	Lisa Thompson-Smeddle: SDN / ASA
11:00 - 11:15	Tea break	
11:15 - 13:00	<ul style="list-style-type: none"> • Brand Key Analysis Continued • Social Media 	Lisa Thompson-Smeddle: SDN / ASA
13:00 - 14:00	Lunch	
14:00	Departure	