

FOR INFORMATION

Fundraising Report

Purpose

To inform members of the status of the fundraising efforts of the Trust.

Background

The Trust is involved in raising funds for operational and project expenditure, as well as soliciting contributions for the endowment fund. Funds are sought from government and private sources worldwide.

Recent Activity

Since EB1 the following contributions have been received:

Australia	AUD 2,000,000
Italy	EUR 500,000
USA	USD 500,000
Gates Foundation	USD5,490,217
DuPont	USD 250,000
GRDC	USD 400,428

The total pledges now stand at c. USD136,000,000; payments at c. USD68,400,000. The current status of pledges and contributions is attached as Annex A.

Europe

Early-stage discussions are in progress with several European governments, and a verbal update will be given at the meeting.

USA

The Trust has taken on a government affairs company to assist with the process of securing a major donation from the US Government. The Trust has had success on several fronts in the initial phases of this process.

The Trust is targeting funding from the FY 2008 Appropriations bill funding the “Department of State, foreign operations, and related programs”. This bill also provides funding for USAID. The Trust has successfully sought the inclusion of language in the report accompanying the bill in both the House and the Senate recommending Federal funding for the Trust. The Senate Committee report language is more expansive than House report language and recommends funding in 2008. In terms of process, it is advantageous to have language in both the House and Senate reports. This “report language” does not have the force of law, but is usually paid deference by the Federal agency involved. USAID is already predisposed favorably toward the Trust, and language along these lines can encourage them to provide funding to the Trust.

The Trust is seeking to use the Farm Bill as a legislative vehicle to “authorize” Federal funding for the Trust. This “authorization” will not directly provide the funding. However, it

can ease the process of gaining future appropriations of funds if these funds are specifically “appropriated”. The Farm Bill approved by the House of Representatives includes language authorizing funds for the Trust. At the time of writing this paper the Senate had not yet considered the Bill.

Of note is the fact that a number of allies publicly expressed support for the Trust to assist the approval of the authorizing language, including national associations of rice, wheat and sorghum growers, as well as DuPont/Pioneer Hi-Bred.

More details can be found in the Trust press release can be found at:
<http://www.croptrust.org/main/press.php>

Strategy - Looking forward: 2008

1. Introduction

The Trust will shortly pass a significant milestone when its endowment pledges reach \$100m. At the same time, due to the UNF/Gates Foundation funding in 2007, the Trust has dramatically expanded its programme activities. The shift in character is notable - in October 2007 the Trust will be giving long-term funding to a number of the world’s highest profile genebanks, and will have launched several components of a programme that will radically change the security and availability of crop diversity. Twelve months earlier it had not given a single long-term grant.

The Trust has previously described the need to demonstrate momentum in its fundraising to win believers in the donor community. As 2007 has been an extremely successful year, the challenge has shifted to maintaining momentum. In parallel the huge amount of press coverage received by the Trust is a result of the unique media interest in the Svalbard Global Seed Vault, and beyond early 2008 will not repeat itself. However, the ability for both financial success and enhanced media profile to impress potential donors is time-limited, and the imperative for 2007/8 is to maximise their value.

Entry points

Earlier in the Trust’s life the imperative of creating entry points for donors was identified. This was in response to the particular challenges of raising funds for an endowment, and the fact that the Trust only offered a specific way of contributing money (to a large anonymous fund) and in turn was able to describe only generally the benefits that this will bring. This has been changed more recently, to a limited degree.

Effectively, in the space of one year, the Trust’s fundraising will have moved from selling an idea to selling a reality, and the organisation can begin pointing at a track record of success. This in turn should enable the Trust to appeal to those donors who have not sought leadership but are nevertheless sympathetic to the aims of the Trust. A number of the European donors fall into this category.

As the Trust’s programme expands, so will its ability to identify and design one-off, attractive projects, such as collecting expeditions and crop- or region-specific activities. This allows the Trust to present a number of entry points to potential donors. However, the Trust must also be clear that its strategic priority is to build the endowment, which is typically less appealing to donors than other types of funding – indeed many foundations, for example, specifically proscribe donations to endowments.

Therefore, these entry points will be used:

1. *firstly* to engage donors who may subsequently scale up to become donors to the endowment fund;

2. *secondly* to secure funding for the Trust from sources that would otherwise go untapped.

2. Governments

The majority of funding for the endowment is expected to come from governments and the Trust will maintain a strong focus on government donors.

Europe

The strategy so far with the member states of the EU has been to approach them individually. This has been based on the need to establish funding for the Trust firmly as a country-level responsibility, with the intention to approach the Commission itself at a later stage, preferably with the support of those countries that have given.

Currently 5 member states have donated to the Trust, most recently the UK, which became the Trust's most generous country donor. Over the coming year the Trust will continue fundraising from European countries, including the new EU members, many of whom have fledgling development programmes. The Trust will also start to make contact with the Commission in 2008.

USA

The Trust will retain the government affairs company with which it has worked over recent months to build on the success achieved so far.

3. Foundations & Trusts

The Trust numbers several foundations among its donors, and foundations will be a significant target for fundraising efforts in 2008, particularly in the USA. Through the grant from the Moore Foundation, the Trust has now taken on a consultant to help in several areas, including fundraising, and she will work on foundation research and proposal writing.

4. Private sector

Periodic approaches have been made to companies, where introductions were forthcoming or other opportunities presented themselves. However, no systematic cultivation of corporate prospects is underway or planned for 2008. This is largely a simple question of prioritizing most likely success, and the additional capacity we will have in the USA will initially be directed to foundation fundraising.

5. Challenges

The above paragraphs describe in broad terms the most likely prospects and the intended balance of activities, though the Trust is in a fast-moving period of growth and will be opportunistic and flexible. However, it has been apparent over the past year that the Secretariat has not always been in a position to respond, or to follow up all the opportunities that have arisen.

Relationship management

Human resource capacity is limited and it is important to prioritize based on the most likely returns to the Trust. The area of the Trust's work that stands to suffer most from a small staffing capacity is that of relationship management – both donor stewardship and also the cultivation of the many individuals who are sympathetic to the Trust and wish to be actively supportive.

Current donors are fundamental to ongoing fundraising efforts; they remain a possible source of further funds, and their impressions of, and attitudes towards, the Trust will shape those of other potential donors. Maintaining the support and enthusiasm of current donors is the core of future fundraising success, and therefore a high priority of the Trust's work.

A large number of the *ad hoc* opportunities that have arisen relate to potential introductions and meetings in the USA: the consultant taken on in Washington DC will also be assisting with organizing meetings, planning occasional events, and coordinating travel to ensure the best use of secretariat staff time when in USA. The planned improvements in data management and internal communications within the Trust will also have an impact in making the Trust's handling of relationships more efficient.

Level of contacts

The level at which the Trust generally deals with donors is below the level needed to press for changes in policy and large-scale budget allocations. Therefore the Trust needs actively to involve its donors, including the heads of agencies and relevant ministers of its donor countries, as well as its Board members to reach the appropriate people for its fundraising purposes.

Action

That members discuss the issues raised in this paper and provide feedback.

Item 9
Annex A

**GLOBAL CROP DIVERSITY TRUST
PLEDGES**

DONOR	TOTAL PLEDGES AS AT AUGUST 22, 2007			TOTAL PAID 22-Aug-07 USD
	AMOUNT PLEGGED	USD EQUIVALENT*	PERIOD OF PLEDGE	
Countries				
Australia	AUD 16,500,000	12,219,726		9,434,341
Brazil	USD 30,000	30,000	2002	30,000
Canada	CAD 10,000,000	8,425,047	2003-2012	3,274,638
Colombia	USD 35,802	35,802	2002	35,802
Egypt	USD 166,657	166,657		25,000
Ethiopia	USD 50,000	50,000		25,000
Germany	EUR 7,500,000	9,933,790	2006-2010	1,962,000
India	USD 50,000	50,000	2006	50,000
Ireland	EUR 3,000,000	4,014,163	2007-2009	1,356,900
Italy	USD 300,000	300,000	2005	300,000
Italy	EUR 500,000	689,096	2007	689,096
New Zealand	USD 50,000	50,000	2005	50,000
Norway	NOK 50,000,000	7,676,617	2004-2006	7,676,617
Norway	USD 7,898,916	7,898,916	2006-2007	306,192
Sweden	SEK 50,000,000	7,264,700	2005	7,264,700
Sweden	USD 261,248	261,248	2007-2009	0
Switzerland	USD 10,555,000	10,555,000	2001-2009	8,530,610
Switzerland	CHF 150,000	118,478	2004-2005	118,478
United Kingdom	GBP 10,000,000	19,589,727	2007-2010	9,722,403
United States	USD 6,500,000	6,500,000	2001-2007	6,000,000
Foundations				
Bill & Melinda Gates Foundation/UN Foundation	USD 29,923,940	29,923,940	2007-2011	5,490,217
Gatsby Charitable Foundation	GBP 605,000	1,057,573	2003-2007	1,057,573
Gordon & Betty Moore Foundation	USD 200,000	200,000	2006-2007	200,000
Rockefeller Foundation	USD 305,000	305,000	2003-2007	305,000
Syngenta Foundation	USD 246,732	246,732	2003-2007	246,732
United Nations Foundation	USD 775,000	775,000	2003-2007	775,000
Corporations				
Dupont/Pioneer Hi-bred	USD 1,000,000	1,000,000	2004-2007	1,000,000
Grains Research & Development Corporation	USD 5,000,000	5,000,000	2004-2009	1,550,778
Syngenta AG	USD 1,000,000	1,000,000	2004	1,000,000
Other				
CGIAR Centres	USD 210,000	210,000	2001-2002	210,000
International Seed Federation	USD 30,000	30,000	2007	30,000
Systemwide Genetic Resources Programme	USD 255,000	255,000	2001-2002	255,000
World Bank - CGIAR	USD 200,000	200,000	2002	200,000
Sundry	USD 1,180	1,180		1,180
Total		\$136,033,393		\$69,173,258

* Where amounts have not yet been received the rate of exchange as at Jan 2, 2007 has been applied