

(Draft) Preliminary Ideas - Fundraising Categories for Friends of Research4Life

Informational for GPM – Note that this is for internal organizations purposes only. An outward facing document will be more investor-focused.

Research4Life Core Mission Fund

This category of investment provides funding for the core mission of R4L, delivery of peer reviewed research material to the parts of the world where it is most needed, and least able to typically afford. The money invested here supports the people, facilities and infrastructure (computer systems, internet, content delivery systems, technical support, staff and operations).

Commitment: Annual Commitment for a 3-year period, minimum commitment based on tiers below.

Benefits for Investors: Known as a Research4Life Core Mission Supporting Member, which will be noted on the R4L website and (wherever else makes sense). Plus, an invitation to and acknowledgement at the GPM. We would provide recognition in tiers of Bronze (\$5k/year), Silver (\$10k/year), Gold (\$25k/year), Platinum (\$50k/year) and Titanium Core Mission Supporting Member (>\$50k per year) plus award trophy recognizing their contribution level.

- Subcategories that explain the next 3 years focus for investment should be filled in here so people understand what they are investing in (based on priorities in these areas determined by R4L) such as: *(these are hypothetical examples and will change based on priorities but would contain the list of actual projects and projected dollar figures)*
 - Capacity Development/Outreach & Training
 - Communications
 - Content Management System
 - Help Desk System
 - Operational expenses
 - Promotional Expenses
 - Technology

Total target fund: \$XXXk per annum (This number aligns with the budget for core mission projects). Any additional amounts collected beyond the current capital requirements will be placed in reserve and invested (within 3 – 5 years) for future Core Mission Support items.

Research4Life Project Investment Fund

This category of investment provides funding for specific projects being undertaken by Research4Life. Funds provided for these initiatives are used specifically for these projects. Specific projects would be identified and costs determined through the work of existing Research4Life groups and initiatives, such as Executive Council, User Advisory Board, Finance Oversight, Subcommittees, and programme review process. The expectation is that project identification will be proactive—coming from existing R4L groups—and reactive based on donor interest and alignment with Research4Life programme needs.

Commitment: Project-based (typically 1 – 3 years) Annual Commitment for the duration of the project, minimum commitment is based on the specific project.

Benefit: Recognition on R4L website and as an official sponsor of the project.

Total fund: varies based on project requirements

- *Projects for investment: (these are hypothetical examples and will change based on the actual priorities)*
 - 4 x Training class for 20 people each (4 days) in Mali - \$10k, duration 6 months
 - MOOC expansion to additional languages (\$???)
 - Country focal point in one or more target countries (\$10,000 per country per year – includes honorarium, some travel inside country, 1 major workshop/year plus some smaller events and cost of oversight of the CFP)
 - Technology enhancement to allow piggy-back federated identity declarations via our SAML arrangements (\$???)
 - Acquisition and setup of new HelpDesk software (\$???)
 - Preparation of Video story (\$5000?)
 - Social Media campaign – Research4Life helped me to [write a paper, get a grant, treat a patient, develop new plant hybrid, etc...] (\$???)
 - Other examples of specific projects?

Individual Contributors Fund

This category of investment would be for Individuals who want to contribute to Research4Life on a personal basis. This may also include donations from website activities and other online fundraising campaigns targeted at individuals.

Funds provided by contributors may be directed to either Core Mission Support or to Individual Projects (with the understanding that if the project is fully funded, it will be directed toward the most needed area).

This should cover items such as Author Royalties, Individual Donations, Website Donations, Crowdfunding Donations and all other types of individual investments.

Reporting for the success of these contributions will be done on an aggregate basis which will be reported back in a public way (perhaps through the website, direct email, published reports, etc.).