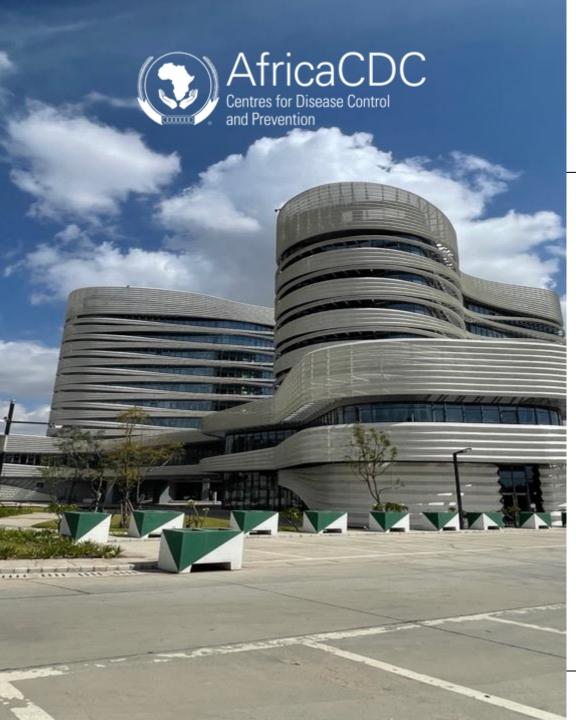


Agenda

Day 4, June 5- Re	esource Mobilization and Closing	
9-10:30am	 Topic 6: Introduce resource mobilization best practices Workshop 6: Scenario based planning using funder landscape tool 	Emily Daniel
10:30-11am	• Break	
11-12pm	Panel discussion and Q&A with countries on building sustainable programs	Philip
12-12:30pm	Closing Remarks	Philip, Sam

Topic 6: Resource mobilization best practices



Developing SRS Resource Mobilization Plans

Atuheire Emily

Mortality Surveillance Program Lead

SRS Conference, Dar es Salaam, June 2-5, 2025



Presentation Outline

- 1. Recap on funder landscape mapping
- 2. Evaluate resource needs
- 3. Develop your case for support
- 4. Secure internal support for your SRS program
- 5. Identify donors and develop an engagement plan for them
- Develop a roadmap for resource mobilization
- 7. Key considerations



SRS Funding Landscape Assessment - RECAP

- Mapped relevant stakeholders and funding sources;
 - Government bodies, Development partners, Donors, Civil Society Organizations
- ✓ Identified strategic priorities for Gov't & Donors and SRS alignment
 - National health strategies, donor priorities, and SDG targets
 - Strategic entry points
- ✓ Funding gaps and opportunities
 - ✓ Resource gaps Vs support required
- ✓ Recommendations and Next steps



AfricaCDC 1. Evaluating the resource needs for SRS

- Important to establish the cost estimates before undertaking resource mobilization activities
- Estimating the cost of SRS must answer relevant questions to inform the design such as:
 - Start-up/capital costs
 - Governance activities
 - Program implementation and management
 - Supervision
 - Recurrent training and workshops
- Develop an advocacy strategy for resource mobilization



2. Developing your case for support

1 Clarity of WHY.

- Why do you want to implement SRS?
- Why should anyone care about your SRS plans?
- Your case for support should be understandable by anyone

Discipline of HOW.

How do you communicate your SRS idea to different donors?
What is your elevator pitch?

Consistency of WHAT.

Have all the information and materials you need before meeting with a donor

Need to develop technically strong and feasible proposals



3. Secure internal support for SRS

Secure you team & champions for SRS

- Need a strong internal project and <u>fundraising team</u> and the <u>champion(s)</u> who can approach donors /Gov't
- Identify the donors you need to engage

You need support from leaders with decision making power -Champions

- The pace of your work can likely be accelerated by Champions / Advocates
- Are there high-profile leaders who can lend their voice to your work?
- This may include navigating domestic political processes or accessing funders
- Who can 'open doors' at the highest levels on your behalf?
- How can they support you?



AfricaCDC 4. Identify donors and develop an engagement plan

- Identify the donors you need to engage
- Have a strong plan for fundraising, including your top 5 donors that you will target for funding
- Develop an engagement plan/roadmap for the next ~3-6 months with specific activities, timelines, and financial benchmarks; example:
 - Name your fundraising team
 - Identify your champions
 - Who are your top 5 donors
 - How will you engage them
 - What help do you need
 - What time frame



AfricaCDC Some key considerations

- How do you plan to embed SRS within existing structures & systems?
 E.g. how will you leverage existing resources such as community health workers? Other in-kind resources?
- What design options/scenarios are feasible in your context? Are they sustainable? Plans for scaling up?
- What actions will you take to ensure integration of SRS costed plans in your national health plans and budget?
- How do you plan on engaging key stakeholders and donors e.g., ministries of finance & planning to advocate for SRS? Which aspects of SRS are relevant to different donors?

Activities 1 and 2

Group Work 1 – Funding Landscape Mapping (40 min)

Aim: To identify and visually map funding sources and their timelines using a Gantt chart.

Funding source Ministry of Health Gates			2025 2026 2027																- 2	2028																		
	Volume (US Dollars)	Probability (high, medium, low)	Q4			Q1			Q2		Q		13	Q4		1	Q1			Q2		Т	Q3		Т	Q4			Q1	Т	Q2		Т	Q3			Q4	
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Group Work 2 – Scenario-Based Planning (30 min)

Aim: To help countries reflect on how different funding levels could impact their SRS plans.

Break

Panel discussion on building sustainable programs

Closing