Multi-country SRS Planning and Experience-Sharing Conference

Going Far Together

📅 **2 - 5 June, 2025**

📍 **Ramada Resort by Wyndham**

Agenda

Day 4, June 5- Resource 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

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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

6. Develop a roadmap for resource mobilization

7. Key considerations

✓ 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

- 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

AfricaCDC
Centres for Disease Control
and Prevention

1 Clarity of WHY.	**2** Discipline of HOW.	**3** Consistency of WHAT.

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

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

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?

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

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	Volume (US Dollars)	Probability (high, medium, low)	2025 Q4 10 11 12	2026 Q1 1 2 3	Q2 4 5 6	Q3 7 8 9	Q4 10 11 12	2027 Q1 1 2 3	Q2 4 5 6	Q3 7 8 9	Q4 10 11 12	2028 Q1 1 2 3	Q2 4 5 6	Q3 7 8 9	Q4 10 11 12
Ministry of Health	300K	High			▮										
Gates	100K		▮	▮											
Total max. volume per year*			0	125K				125K				75K			

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