

# Flexible fundraising: the Funbio Partnership Funds Program

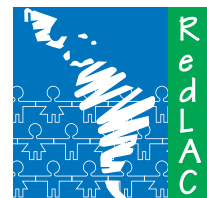
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## Case Studies

# Flexible fundraising: the Funbio Partnership Funds Program

The Partnership Funds Program is considered an important fundraising instrument in Funbio's history, having raised approximately USD 6,3 million from partner institutions. It is such an important instrument because it was a way to identify institutions keen to invest in conservation projects and also to leverage additional resources using Funbio's limited resources.

This program allowed Funbio to achieve its counterpart funding target of a minimum of 5 million in its first five years of existence, a condition in the contract with the GEF that created Funbio with a USD 20 million grant. It was one of the conditions for Funbio to receive the second disbursement from the GEF, of about 10 million, to finance other conservation projects but also to ensure its institutional maintenance.

The Partnership Funds mechanism was aimed at partnering with organizations that had conservation projects aligned with Funbio strategic objectives (the CBD objectives), and that could invest at least USD 250 thousand, covering a minimum of 50% of the project.

- **Source of funding and counterparts**

The funding came from diverse partner institutions. The partnerships could be established with one single entity or a consortium, and these partners could be foundations, private or non-profit institutions and private or public financial mechanisms, national or international.

The Partnership Funds were signed by Funbio with more than 10 institutions, such as the private companies Minas Gerais Energy Company (CEMIG), Klabin Forestry Products-Paraná (KPPF) and the National Steelwork Company Foundation, the Federal University of Minas Gerais (UFMG), the NGOs Institute of Ecological Research (IPÊ), Advisory Services for Projects in Alternative Agriculture (AS-PTA), Paraná Central-West Region Rural Economic Development Foundation (RURECO), Caatinga Association, and Earth Institute (InstitutoTerra), the national company for tourism (EMBRATUR), Ford Foundation, among others.

- **Amount raised**

The total amount raised for all projects totaled USD 6.3 million from the partner institutions.

- **Purpose**

The Partnership Funds program objective was to stimulate the establishment of financial funds between Funbio and partner institutions to support projects for biodiversity conservation and sustainable use of natural resources.

The main thematic areas supported by this program were conservation, agroecology and non-timber forest resource management. The funded projects included researches and actions such as the development of management plans, implementation of municipal agroecological programs, setting up regional and municipal seeds networks, development of storage systems for agricultural products, seed processing, incentives to expand ecological methods and production of herbal medicines, among other activities.

- **Contract duration**

The contracts signed had a maximum duration of four years. The last project contract was finalized in 2008.

- **Other conditions**

Each partnership proposal was evaluated and negotiated according to the following criteria:

- Affinity between the values and objectives of Funbio and partner institution, within the limits of the partnership fund
- The perspective of a long term relationship among the parties
- The projects to be supported should cover the thematic area of sustainable use of genetic and biological resources and represent a significant impact to biodiversity conservation.

- **Time of negotiation**

The program launched a call for proposals to select the Partnership Funds in 1998 and received proposals until the end of 2002. Each proposal had to be presented according to a project proposal format, but this documentation was only the starting point of a process of negotiation. More than 70 proposals were analyzed and negotiated, from which 13 turned to be Partnership Funds.

- **Factors of success**

Some factors considered essential for the success of the Partnership Funds are:

- Flexibility in terms of possible partnering institutions
- Wide thematic range allowing diverse types of projects
- The Funds were administered by Funbio, in a way the partner institutions' resources were invested before Funbio's resources, allowing Funbio to keep its resources invested for a longer period generating earnings, which were invested in the projects.

- **Type of resource**

The resources raised through the Partnership Funds were sinking resources, dedicated to specific projects with a determined timeline. All projects implemented together with Funbio are finalized.

- **Governance and monitoring**

The partnership proposals were considered by Funbio's Board. If the proposal was considered appropriate, a working group would be formed with representatives from Funbio and the partner institution and the terms and conditions for a partnership fund would be discussed and detailed. With the approval of the governing authority of each partnering institution, a legal contract would be signed. The monitoring of the projects was coordinated by Funbio.