Diversifying the funding of your research

Menzies Development Team
Today I’m going to talk about....

• How does the Menzies development team work with researchers?

• Snapshot of the philanthropic landscape

• Process of engagement with corporates and philanthropists

• A fun activity!
Menzies Development Team – What do we do?

Our Campaigns

• We work with 2 – 3 large research programs over a period of 1 - 3 years
• We look for large amounts of funding $1 million plus (and can be up to $10 million)
• We work with multiple stakeholders to secure funds – corporates, trusts and foundations, government, old fashioned grant bodies
Menzies Development Team – What do we do?

Professional Development for our staff
• Incubator 2.0
• Supports staff to develop a pitch to present to corporate and philanthropic audiences

• The standard pitch is around 6 minutes (presentation) but can be condensed to 3 minutes (the cocktail party) or expanded to 10 minutes (the interview)
• Supports staff to develop a ‘tag line’ that can be used
• Organises a mock pitch session to allow staff to present to business people to get constructive feedback
Philanthropic Landscape

Why do people give?

• Giving is fundamentally a social act.

• People give significantly more if the person asking for their donation is known to them.

• When donors see that the donor before them has made a large donation, they make a larger donation themselves.
Philanthropic Landscape

• Of the top 50 philanthropists, 25% are now under the age of 65, with most of their wealth coming from technology.

• For the first time international billionaires under the age of 40 are making new gifts over $1 billion.

• 30 years ago, most high net worth individuals under the age of 45 had inherited their wealth.

• Today, 70% of those individuals have earned their own wealth.

• Earning this wealth rather than inheriting it and giving at a younger age than in previous generations has changed the expectations that individuals have when they give.
How do you pique their interest?
The Fundraising Pyramid

MAJOR DONORS

RECURRING & ANNUAL DONORS

OCCASIONAL DONORS & EVENT PARTICIPANTS
The (real) fundraising pyramid
So how does this really work?

- Many people are aware that they should donate to the causes that have the highest impact...

- But facts and figures are less attractive than narratives.

- People are much more responsive to requests for funding that feature a single, identifiable beneficiary, than they are to statistical information about the scale of the problem being faced.
Mosquito-borne diseases cause mortality and morbidity worldwide. Many of these diseases, such as Zika, dengue, malaria and Murray Valley encephalitis have emerged in new locations. One of the reasons this happens is due to land use modifications such as the construction of artificial water impounding structures (e.g. dams, irrigation channels) for agricultural intensification in remote regions. These artificial water impounding structures provide permanent mosquito larval habitat which can potentially result in intensification and continuous (all year round) disease transmission. In order to minimise health and economic impacts of mosquito-borne diseases we need to improve existing methods of disease detection. Primarily, we need faster, less complicated and more cost-effective methods as currently available. The currently available methods are costly and need specialized knowledge and consist of: (1) using sentinel animals; (2) complicated analyses of mosquitoes in the laboratory; and (3) traps to capture mosquitoes need suitable attractants (mainly CO$_2$) and most require a source of electricity. We are aiming to develop a mosquito disease detection system which does not rely on power, does not use CO$_2$, and uses mosquito saliva and excreta for virus detection. This novel system for mosquito-borne disease surveillance will be cost-effective and could be applied almost anywhere and anytime.
It’s not so different

<table>
<thead>
<tr>
<th>NHMRC</th>
<th>Business development</th>
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</thead>
<tbody>
<tr>
<td>Countless hours put into grant writing</td>
<td>Countless hours put into crafting the proposal</td>
</tr>
<tr>
<td>Peer review, BM review, RAO review</td>
<td>BD review, questions by prospective donors/partners</td>
</tr>
<tr>
<td>submission</td>
<td>pitch</td>
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<tr>
<td>rebuttal</td>
<td>More questions by a narrower field of prospective donors/partners (unlike an NHMRC rebuttal, this process may go on for 2-4 months)</td>
</tr>
<tr>
<td>Chance of success? In 2015 - 13.7%</td>
<td>In 2015/16, BD generated $4.3 million over 11 projects</td>
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Further watching...

• [https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)

• [https://www.ted.com/talks/amanda_palmer_the_art_of_asking](https://www.ted.com/talks/amanda_palmer_the_art_of_asking)