



Join us on a transformative six-week journey, to elevate your research strategy & position you to raise programme-level funding.

The research sector in Africa is changing rapidly. With the funding landscape in flux, it is increasingly important to raise funds from diverse sources, across research and donor funding, towards long-term sustainability.

**The African Research Funding Accelerator** is designed to empower African researchers with the essential skills and knowledge needed to thrive in this competitive environment.

The programme is suitable for researchers at any career stage.

## What we offer

- ✓ A clear pathway to setting research goals and fundraising targets for the next five years.
- ✓ Strategies for diversifying funding sources and supercharging your research career.
- ✓ Opportunities to enhance your fundraising skillset, setting you up to write winning proposals and raise problem-solving amounts of funding.
- ✓ Support to clearly align your story of impact with societal needs and priorities.
- ✓ Branding and communications support for your research group, to strengthen your online profile.

# Who is this programme for?

## EMERGING RESEARCHERS:

You are ready to apply for a large grant or fellowship that provides the freedom to focus on building your own research area and team.

## MID-CAREER RESEARCHERS:

You are ready to solidify your research vision and strengthen a team of fellows and students that will drive impact in your research area. You may need support to position yourself and become more visible within the research ecosystem.

## RESEARCH LEADERS:

You are leading a research group or initiative and require a cohesive brand that speaks directly to funders, partners and beneficiaries. You need to raise significant, long-term funding, and increase the fundraising capacity of your broader team.

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I managed to raise close to ZAR20 million in research funding within a year of taking the course, but the biggest win for me was how the course enabled me to realise how impactful and relevant our research is to the African context.

-Dr Rachael Dangarembizi  
Researcher  
Neuroscience Institute  
University of Cape Town



## Programme outcomes:

### Clear purpose

Develop a clear, meaningful vision and mission, and a positive fundraising mindset.

### Fundraising blueprint

Develop a nuanced fundraising plan, identify funders and donors aligned with your mission.

### Strategic foundation

Lay the foundation for a large funding application by building a robust research strategy, including a theory of change, an activities framework, and a 5-year budget.

### Investment narrative

Craft a compelling narrative that grabs the attention of priority funders. This will form the foundation of your digital profile and donor communications positioning you to be visible with funders.

## Programme format:

Once enrolled in **the African Research Funding Accelerator**, you will have access to video lessons and materials via our online platform. Designed for flexible and self-paced learning, you can access the programme either as an individual researcher, or as a team collaborating on a central strategy.

Each week, you will complete an assignment supported by intensive online coaching sessions delivered by research development experts. In the final week, you will produce a strategy and investment brief, which are invaluable fundraising tools that will set you up for fundraising success.




## Six Weeks to Transformation

The process will cover the following key areas:

- 1 Week 1**  
Developing a fundraising mindset
- 2 Week 2**  
Creating your Theory of Change
- 3 Week 3**  
Designing your programme
- 4 Week 4**  
Resourcing your work
- 5 Week 5**  
Mapping the funding landscape
- 6 Week 6**  
Communicating with funders

Investing in your fundraising capacity is a game changer at any career stage. Join us on this 6-week transformative journey to supercharge your research.

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