

## 2018 IGF WG: Fundraising (WG-FUN)

### Background:

The purpose, expected work programme and associated budget of the IGF is well captured in the [United Nations Trust Fund Project Document Internet Governance Forum \(Phase III\)](#). For ease, key paragraphs are captured below.

“The Internet Governance Forum is one of the most significant outcomes of the World Summit on Information Society (WSIS), which was held in two phases in Geneva, 2003, and in Tunis, 2005. The IGF mandate stems from a request in paragraph 67 of the [Tunis Agenda for the Information Society](#), for the Secretary-General of the United Nations to convene a new forum for multistakeholder Internet policy dialogue. A Secretariat was established in 2006 and related Trust Fund was set up under the responsibility of the Department of Economic and Social Affairs (DESA), to provide a support structure for the IGF including the preparation of its yearly meetings. **The Secretariat, which is located at the United Nations Office of Geneva (UNOG) is funded through extra-budgetary contributions from representatives in all stakeholder groups.**

The initial mandate was for five years, from 2006 to 2010. Recognizing the importance of the Forum to fostering the sustainability, robustness, security, stability and development of the Internet, as well as its role in building partnerships among different stakeholders, the United Nations General Assembly decided to renew the mandate of the IGF under the patronage of the Secretary-General for a further five years, from 2011 to 2015 (resolution 65/141 of 20 December 2010). In December 2015, in the framework of the United Nations General Assembly (UNGA) high level meeting on the overall review of the implementation of the outcomes of WSIS, the IGF Mandate was extended for a further ten years.

The purpose of this project document is to continue to support the implementation of the mandate as set out in paragraphs 72 to 80 of the Tunis Agenda for the Information Society. The project document will also help facilitate continued improvements to the IGF, including working modalities and increasing participation from developing countries and enhanced linkages with the Sustainable Development Goals (SDG's), in line with the [resolution adopted by the General Assembly on 16 December 2015 \(A/70/125\)](#). The project document describes the work programme and activities to be undertaken by the Secretariat effective 1 January 2017, for the remainder of the 10-year mandate (2016 to 2025) with the commencement of the next 10 year cycle of the IGF mandate.”

The level of program activity and specificity contained in the IGF Project Document Is expected to be of significant help attracting additional funders.

## How is the IGF funded?

[“The Internet Governance Forum Secretariat is funded](#) through donations from various stakeholder groups. While host countries bear the majority of the costs associated with holding the annual IGF meeting, the IGF Secretariat’s activities are funded through extra-budgetary contributions paid into a multi-donor Trust Fund administered by the United Nations Department of Economic and Social Affairs (UNDESA). All contributions are administered and accounted for in accordance with United Nations Financial Rules and Regulations and other applicable directives, procedures and practices. The IGF project’s expenditures are contained in the biennial Financial Report and audited Financial Statements of the United Nations. Contributions from all stakeholders are welcome, including in-kind donations.”

Additional information (financial statements, presentations, pledge documents, etc.) are available at the link above.

### 2017 Contributions by Stakeholder Group – Total: \$755K USD

Technical Community:	43%
Government:	28%
Private Sector:	21%
Multistakeholder Initiative (IGFSA):	8%

## IGF Project Document Budget

The approved IGF Project Document calls for **tripling** the resources and budget from the current annual expense running rate of approx. \$900K USD to approx. \$2.8M USD. The current annual running rate for financial contributions is \$755K USD meaning at current expense and contribution levels the IGF needs to use its reserves to fund current operations. And, very importantly, this low level of financial support leaves the IGF Secretariat severely under resourced against the expectations of its stakeholders.

### Objectives/Goals:

The [ultimate](#) goal of [the this](#) Fundraising [efforts activity is will be](#) to secure resources to support the budget in the Project Document of approx. \$2.8M/year. [The objectives of this Working Group will be to design a fundraising strategy and the mechanisms to implement it. The strategy should be structure mainly about](#) ~~The preference is for~~ financial commitments (preferably multi-year), but the strategy may also include project partnerships, secondments, internships, in-kind donations, additional volunteer efforts, etc.

### Expected Outputs:

[The Working Group will work towards the following outputs](#) ~~Obtain a set of fundraising activities~~ to fully meet the IGF Project Document Budget.

- 1) [Have a clear understanding of the fundraising landscape in which the IGF can operate \(UN rules and procedures\) and produce a Fundraising Briefing for the MAG](#)

**Commented [SC1]:** A review and understanding of these should be part of the implementation plan for this WG

**Commented [SC2]:** Most aid agencies have exclusion rules about the type of funding they can receive/channel (One donor I have worked before -for example- does not fund anyone receiving funds from pharmaceutical companies or weapons manufacturers, even from their Foundations). Any rules of that kind that apply to the IGF trust fund?

**Commented [LS3]:** Agree re point 1 above. And re point 2, I don't believe so but a UN rep. can clarify for us.

**Commented [LS4]:** Agree re this objective AND we need some WG members to also solicit donations. The secretariat has neither the resources/time or really skills to do all this.

2) Define a concrete fundraising strategy for the IGF aligned with the Briefing document described above. The strategy should:

- Identify potential supporters across a variety of stakeholders (contact details of the person in charge of signing off funding decisions will be needed)
- Clearly state how a request from the IGF might match the priorities/funding lines of every specific potential supporter;
- Set fundraising targets (both financial and in-kind); structure a set of approaches for all stakeholders.
- Produce a set of materials to be used according to the points.

3) Define mechanisms for implementation of the fundraising strategy by the IGF secretariat that includes the definition of roles and responsibilities of the IGF secretariat, the Chair and MAG members around fundraising.

4) Define the scope to declare potential Conflict of Interest.

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## Critical Components of Success:

The cornerstone of any fundraising strategy for the IGF is based on the contributions of the IGF overall. In turn, the success of the IGF is based on continuing improvements, greater visibility of the IGF and its activities, and increased impact. To accomplish this, improvements must be made in programme related practices and in supporting operational processes. There are several Working Groups (WGs) proposed that would help advance these areas if approved by the MAG, specifically the WG - IGF Improvements (WG-IMP), WG - Multiyear Strategic Work Programme (WG-MWP).

Intersessional activities are incredibly important to the success of the IGF. They are central to creating IGF “outputs” (one of the biggest areas cited as needing improvement) and they complement and strengthen the IGF Annual Meeting. In 2017 there were the following intersessional activities:

- 1- a major policy program: [Connecting and Enabling the Next Billion\(s\) \(CENB\)](#)
- 2- [Best Practice Forums \(BPFs\)](#)
- 3- [Dynamic Coalitions \(DCs\)](#)

Further, there is a complementary and extensive network of National, Sub-Regional, Regional and Youth IGF Initiatives (NRIs) which inform the global IGF and its activities, as well as carry and extend the work of the global IGF to the local level. While NRIs are organic and independent in their organization, we have a shared objective as all NRIs must adhere to the core values and principles of the IGF. They are an essential part of the success of the IGF, and have doubled in number from over 2 years ago. The current number of NRIs is just over 100.

We need to continue extending the reach and impact of all the intersessional activities, the National, Sub-Regional, Regional and Youth IGF Initiatives (NRIs), as well as the Annual IGF Meeting.

One of the most critical components of success is the MAG itself. The MAG can play an invaluable role in outreach and in generating contacts or new leads. The [MAG Terms of Reference](#) list the following as a responsibility of MAG members: “Explore new fundraising opportunities for contributions to the IGF trust fund;”

## Implementation Plan:

Each fundraising activity will have a designated leader, a timetable and implementation plan.

## Timeframe:

Some targeted fundraising activities are already underway, but more needs to be done – as a priority. A draft fundraising plan to be shared with the MAG by the end of September.

## Membership:

This group will be open to MAG members and other members of the IGF community. The group needs to include active participants from all stakeholder groups.

The WG will be co-chaired by the MAG Chair and at least one individual from another stakeholder group.

**Commented [SC5]:** Critical to effective fundraising is the quality of the work that will be produced. My comment about incorporating a feedback loop for the outcome documents of these activities is key to guarantee that the final products represent the investment made.

**Commented [LS6]:** Agree re point above AND at the same time I believe we have to recognize that there are also capacity building and development benefits to having an IGF or to enable participation in an IGF.

**Commented [SC7]:** This is a really tricky issue. Many -if not all- NRIs are also raising funding for their work. How do we suggest to address this? Effectively the IGF will be competing with them for funding.

**Commented [LS8]:** Re point above – we (obviously) should not be competing with NRIs – there can be distinctions between the types of donors and activities each solicits - an example, local IBM office vs. IBM corporate or IBM Foundation.

**Commented [SC9]:** See 3) on the list above. “Exploring” really needs to be defined.

**Commented [SC10]:** I think that will come after the strategy is defined.

**Commented [SC11]:** It will be important to map these efforts as well as list previous attempts to approach other donors, especially those that were unsuccessful. The reasons for the rejection might provide light into what the strategy should address/focus.

**Commented [SC12]:** Might be possible to do the length of the activities listed above 1-4 for September.

**Commented [LS13]:** To my knowledge, there has never been a fundraising strategy nor a consistent or sustained effort – it seems to have been largely opportunistic. Given the urgency, we will need to balance the strategy components with some on the ground operational activities as well.

**Commented [SC14]:** I think it will be ok to have an open group to define strategy. However, not everyone should be doing active fundraising on behalf of the IGF without roles, responsibilities and Col clearly defined. All sorts of things can go wrong if the responsibility to approach a donor is given without clear rules of engagement.

**Commented [LS15]:** Agree re point above.

**Relationship to other IGF efforts:**

Will work synergistically with all IGF efforts in order to feature all the IGF activities and maximize interest and prospects.

**Modalities:**

- Will seek feedback from the full MAG on fundraising activities, as well as seek MAG members support in reaching out to potential contributors.
- WG will be fully transparent and mailing lists/face-to-face and virtual meetings will be open to all MAG members.
- Proceedings will be ~~publically~~publicly available on the IGF website.
- Will provide periodic updates to the full MAG.
- Will work to ensure resource requirements are understood and have support from all necessary parties.

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**Commented [SC16]:** I really caution against communication with donors handled by MAG members, introductions/outreach will be great, but according to the strategy/etc.

**Commented [SC17]:** This will be great referring to the strategy definition and plan. However, to implement fundraising activities it is not advisable to publish everything. Many donors require a certain level of confidentiality for the negotiations until funding is confirmed.

**Commented [LS18]:** Yup, agree.