

## Final report

### ATTENDEES

Brad	Andrews	<a href="mailto:Bradandrews828@gmail.com">Bradandrews828@gmail.com</a>
Kevin	Buley	<a href="mailto:kevin.buley@aucklandzoo.co.nz">kevin.buley@aucklandzoo.co.nz</a>
Jamie	Copsey	<a href="mailto:jamie@cpsg.org">jamie@cpsg.org</a>
Mark	Craig	<a href="mailto:mark.craig@alainzoo.ae">mark.craig@alainzoo.ae</a>
Claudine	Gibson	<a href="mailto:claudine@cpsg.org">claudine@cpsg.org</a>
Jo	Gipps	<a href="mailto:jo@gipps.org.uk">jo@gipps.org.uk</a>
Myfanwy	Griffith	<a href="mailto:myfanwy.griffith@eaza.net">myfanwy.griffith@eaza.net</a>
Lisa	Kelley	<a href="mailto:lkelly@stlzoo.org">lkelly@stlzoo.org</a>
Caroline	Lees	<a href="mailto:lees.caroline@gmail.com">lees.caroline@gmail.com</a>
Sonja	Luz	<a href="mailto:Sonja.luz@wrs.com.sg">Sonja.luz@wrs.com.sg</a>
Lance	Miller	<a href="mailto:Lance.miller@czs.org">Lance.miller@czs.org</a>
Lee	Simmons	<a href="mailto:lsimmons@omahazoofoundation.org">lsimmons@omahazoofoundation.org</a>
David	Tonkyn	<a href="mailto:dwtonkyn@ualr.edu">dwtonkyn@ualr.edu</a>
Elizabeth	Townsend	<a href="mailto:elizabeth@cpsg.org">elizabeth@cpsg.org</a>
Carl	Traeholt	<a href="mailto:ctraeholt@gmail.com">ctraeholt@gmail.com</a>
Eric	Tsao	<a href="mailto:tsao.taipei200@gmail.com">tsao.taipei200@gmail.com</a>
Fran	Webber	<a href="mailto:fran@cpsg.org">fran@cpsg.org</a>

### INTRODUCTION

Jo Gipps opened the session with a quick overview presentation, covering:

#### 1. Global Conservation Network role



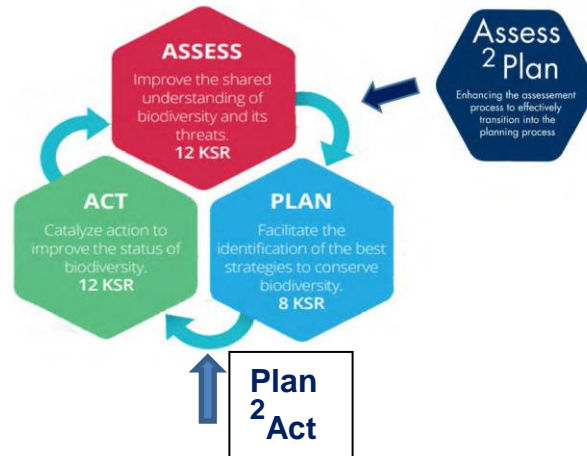
#### 2. Strategic Plan 2017-20; five goals;

- i. Goal 1: Species are prioritised, and needs assessed
- ii. Goal 2: Best practice is adopted, based on a One Plan approach
- iii. Goal 3: Planning capacity-building is developed across SSC and wider IUCN
- iv. Goal 4: Ability of governments to reach biodiversity targets is improved
- v. Goal 5: Planning methods evaluation leads to continuous improvement

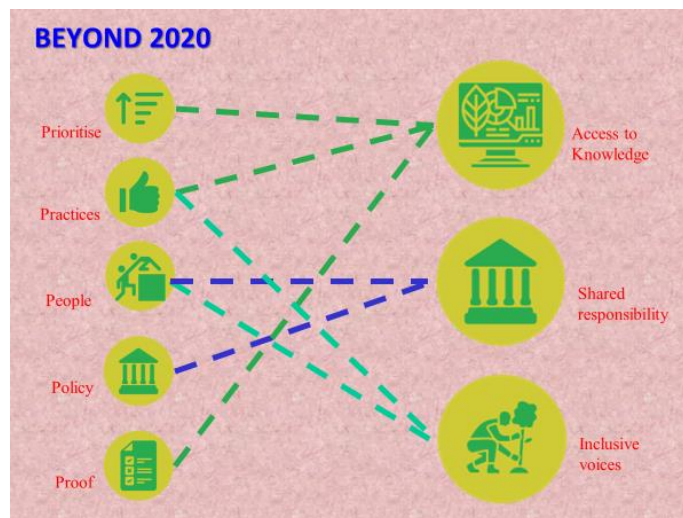
#### 3. Emerging strategy; three pillars;

- i. Access to Knowledge
- ii. Shared Responsibility
- iii. Inclusive voices

4. Assess, Plan, Act; A2P; P2A;



5. Merging 2 and 3 (above);



6. Hierarchy of GCN/CPSG fundraising materials (existing);

- i. Core Message (aka 'Elevator Pitch')
- ii. CPSG website
- iii. Promo Video (to be developed)
- iv. Glossy book – 'Second Nature'
- v. Annual Report 2018
- vi. One-page Case for Support (two versions)
- vii. Extended (12-page) Case for Support
- viii. CPSG Strategic Plan

7. Questions to be considered/answered:

existing donors, new donors, partnerships, Trusts & Foundations, corporates, statutory funds.

8. Methods, outcomes.

\*\*\*\*\*

## DISCUSSION SUMMARY

Q. What meaning do IUCN, SSC, CPSG, GCN have to people not in the know?

A. Generally, not a lot! We need a compelling description of who we are and what we do.  
So, what's the Elevator pitch?

- We need a clear (and budgetted) CPSG Fundraising Strategy

### What exactly do we want to fundraise for?

- A2P, Planning, P2A, Start of Action (see diagram above and note below)
  - A2P
    - Where does RedList get its funding? Through Global Species Program. Is there any opportunity for collaborative fund raising?
    - RedList/CPSG collaborative fundraising? (USAID suggested)
    - Is there a schedule of A2P projects? CPSG generally waits to be asked, but that are moves towards a calendar based, more proactive programme.
  - Planning
    - Five Goals
      - Goal 3 – Training and capacity building – is highly fundraisable.
    - Three Pillars
      - Combination/merging of 5 goals and 3 pillars as basis on new Strategic Plan.
    - Individual workshops/projects (include core costs component)
    - Individual RRCs
    - Core costs – possibly a member of CPSG staff? (as are some Red List officers?)
    - SE Asia CPSG Strategic Plan (see Follow-up Actions, below)
    - Possible need for a CPSG Europe Strategic Plan?
  - P2A
    - We need to be careful not to stray (and fundraise) too far into Act/implementation – we're CPSG.
    - However, we need to ensure that the transition between Plan to Act creates the highest probability of Action being taken.

- We need to (and do already) identify and choose people to be involved in the planning process who will be most likely to be those who will take the Act-bit forward most determinedly and vigorously.
- [This has been the subject of post-workshop discussion]

#### What are the possible sources of funding?

- Existing donor base of zoos and aqms
- New base of zoo and aqm donors
- Other sources –
  - Individuals
  - Legacies
  - Trusts and Foundations
  - NGOs
  - Statutory, government funds
  - World Bank, USAID, NorAID, etc
  - Crowd sourcing
  - Social Media (and connections to others)
  - CPSG website (donate/support button on every page?)
  - Gifts in kind – eg staff time at donor zoos and aqms
- Some discussion about the SSC's fundraising initiative among zoos and aqms.
- Need to avoid overlap/toe-treading, and competing with our own partners.
  - Why not joint applications?
- People tend to like to give to people, rather than to abstract project ideas; should we focus more on individuals?
- And donor need to be persuaded that their donations will lead to improved conservation action; it may be that Planning in isolation will be less productive (in fundraising) than Planning associated with proposed Action (the paradox in this was acknowledged!).

#### Discussion about reliability/consistency of CPSG core donors

- How do we engender and maintain loyalty to CPSG?
  - Need to do some research on what makes people and their institutions loyal.
  - Do we give enough feedback? Thanks? Credit?
    - Impact report as standard
    - Is it all well targetted?
    - Is it sufficiently personalised?
  - And is it sent to the right people (decision makers)?
  - And does CPSG's vital work get to the attention of visitors? And to the zoo's/aqm's own donors.
  - Zoos and Aqms need to be given material that enable them to make displays of CPSG's work, and their role in its support (Conservation credibility for the Zoo/Aqm).
  - Regional Associations EAZA, AZA, ZAA, etc) also need to be engaged, so that they can encourage their members to support CPSG

- Is this an obvious role for CPSG Regional Resource Centres, to be *tasked* with maintaining a relationship with both the Regional *and* National Associations in their region?
- Suggested that there be panel discussions and presentations at all RA annual and other meetings to discuss CPSG activity, successes and future plans – aim to recruit new donors.
- Suggested that an RA might consider a small levy; but there are other bots of IUCN which would want the same favourable treatment.
  - The relationship between CPAG and WAZA (and its zoo director members) is well established; can it be improved to enable us to attract more WAZA members to become CPSG donors?
- How do we find new donors (of any sort)?
- Several attendees described their institution's status and methods.
  - Good examples: Free the Bears, FFI, Parc des Aves

### Revisit Second Nature

- It was suggested that the revised edition should contain sections on organisations which, and individuals who, have contributed to CPSG's success stories; perhaps an event featuring these people could act as a fundraiser/cultivation event.
- It was mentioned that this could form the basis of a promotional video.

\*\*\*\*\*

## **FOLLOW-UP ACTIONS AND NEXT STEPS**

### Carl Traeholt's radical funding idea

- Carl to prepare a discussion paper on his radical funding proposal. [NB This idea was somewhat overtaken by later discussions during the meeting, and is to be actioned by Carl and Onnie and a small group, so that a coherent plan can be developed for a major funding application.]
  - ACTION: Carl, Onnie, others

### Regional Zoo Associations and RRC collaboration

- Present events and panel discussions at each RA's Annual Meetings (AZA, EAZA, ZAA etc), with articles in RA's magazines/newsletters/websites etc
- How can CPSG contribute to each RA's and its members' Strategic Plans?
  - ACTION: Myfanwy, Jamie for EAZA, then other RA and RRC leaders
- Develop a simple CPSG explanation presentation and/or document; Who are we? What do we do?
  - ACTION: Jo

### SE Asia development proposal

- Develop a fully budgetted funding proposal for a 4-year Strategic Plan for CPSG SEA collaboration to deliver Goals 1-5/Pillars 1-3
- Approach big grant-giving Trusts and Foundations in SE Asia
  - ACTION: Sonja, Jamie, Claudine

### Create a comprehensive donor matrix

- Who will donate (all possible sources)?
  - Existing donors (Zoos and Aqms) (WIP); Non-donors (Zoos and Aqms) (WIP); Individuals; Trusts and Foundations; Corporates; International donor agencies (eg NORAD, etc); Governmental donors
- for what?
  - Core costs, projects, training, tool development, etc
    - ACTION: Jo

### CPSG website and Social Media

- Review to meet current plan of work (Strat Plans, etc)
- Donation buttons, Social media links, Crowd funding?
- Make more user-friendly
  - ACTION: Fran, all to comment

### CPSG Europe

- Explore opportunities to work with Governments' international development contractors and advisers
  - ACTION: Jamie to investigate
- Also investigate a possible CPSG Europe Strategic Plan
  - Action: Onnie, Bengt, Jamie, etc

### Impact reporting

- Take info from Caroline's work about CPSG successes
- Taking the donor pulse: here's what your \$\$ have achieved
- More personalised donor comms, plus more thanks
- Also useful for new donors
  - ACTION: Brad, Caroline, Claudine

\*\*\*\*\*