



Resource mobilization for cancer control: Thinking outside the box

2021-2022 ICCP ECHO Program

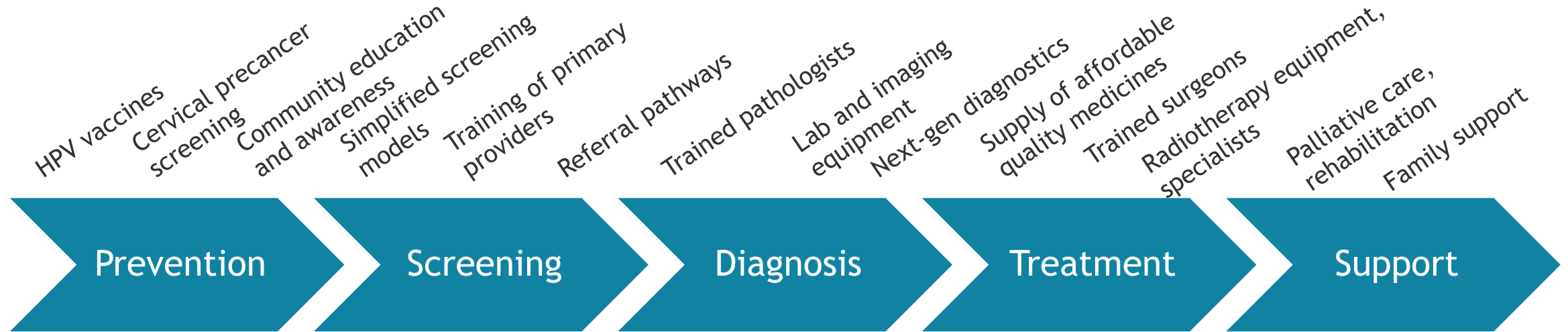
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Clinton Health Access Initiative

There are numerous investments needed across the health system...

Program investments needed



Cross-cutting investments needed



...so how do we mobilize the resources we need to make everything happen?

In an environment with immense need and opportunities and limited resources, we need a multi-faceted approach to resource mobilization



Ideal world resource mobilization process



Real world resource mobilization strategies



Deliver on the work

Successful delivery is the best way to get more resources in the future



Highest probability resource mobilization is with organizations that already know you well - identify ways to grow the work

- ✓ Ensure you are meeting requirements & expectations
- ✓ Understand their areas of interest and targets
- ✓ Extend duration of support
- ✓ Identify mutual areas of interest for growth
- ✓ Ask them to introduce you to potential partners and donors

Key questions to expand funding from government funders

- What targets are they working towards that your program helps to achieve?
- Who are the key decision-makers?
- What evidence / request do they need to reallocate budget to your program?
- What budget cycle are they operating under?

Partnerships are another way to extend the reach of limited resources, and can also open a pathway for new resources

Peer organizations

- Peers in the same space
- Can augment each other's reach
- Share information

Complementary organizations

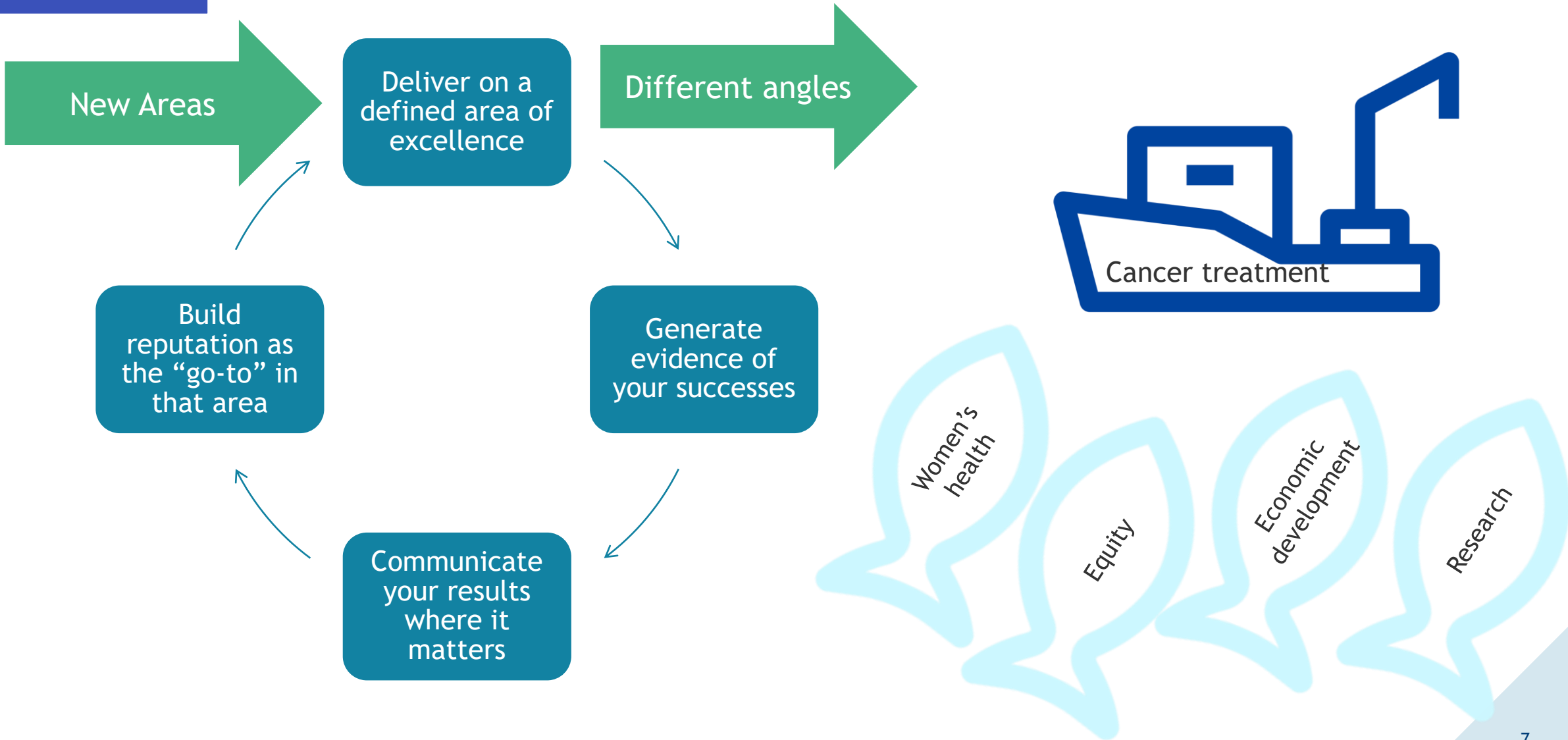
- Work in areas you do not, e.g. screening and treatment
- Create a comprehensive approach that is more appealing

Organizations you admire

- Connection may not be obvious
- Can introduce you to new opportunities
- Can develop innovative approaches

Different hooks for different fish

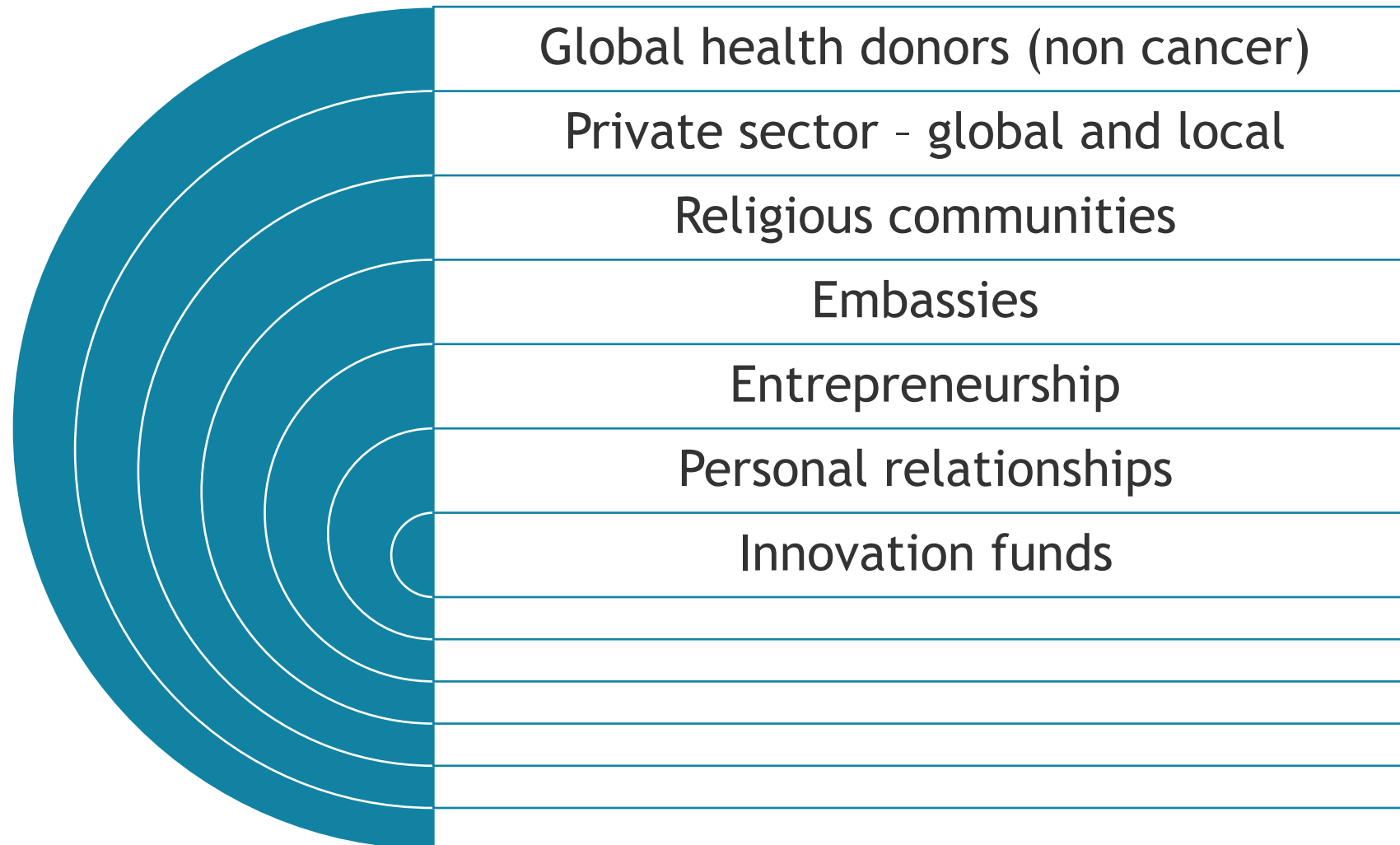
Building from areas of strength, identify new areas of work and different angles on your work to attract different types of donors



Understanding current and potential donors is key to developing a proposal that they would be keen to support

- Read, read, read
- Understand key words and concepts that describe what this funding agency is looking for - if they are not operating under the NCCP what are their strategic documents?
- Understand what and who they can and can't fund
- To the extent possible, have an in-person relationship
 - Personal connection
 - Site visits
 - Help them to visualize and feel ownership of the work

Pursuing multiple resource streams increases the likelihood of success



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Cancer Access Partnership:

<https://alliedagainstcancer.org/access-partnership>



www.clintonhealthaccess.org