



## **“How to build partnerships with foundations”**

**Workshop delivered by Joy Morozov**

To: Members of AGGV

Date: 30th November 2023

# Aim of the Workshop



**The aim of the workshop is to take the participants through best practices and a strategic framework that will help them build partnerships with foundations and trusts.**

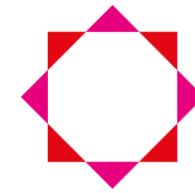
## **Topics covered during the 1-day workshop:**

- How to be grant-ready
- How to have the right mindset to build partnerships
- How are foundations and trusts different from institutional donors
- How to identify foundations and trusts
- How to cultivate relationships with foundations and trusts including effective relationship-building strategies, emphasizing the importance of cultural differences
- How to steward foundations and trusts



# Proposed Agenda

<b>9:30 am - 9:45 am</b>	<b>Welcome and Icebreaker</b>
<b>9:45 am - 10:15 am</b>	<b>What are high-value partners? Who are foundations and what sets them apart from other types of funding partners?</b>
<b>10:15 am - 10:45 am</b>	<b>Set yourself up for success</b>
<b>10:45 am - 11 am</b>	<b>Coffee Break</b>
<b>11 am - 11:45 am</b>	<b>Group work 1 + Presentations</b>
<b>11:45 am - 12 pm</b>	<b>Bonus: cultural sensitivity and shared responsibilities</b>
<b>12 pm - 1 pm</b>	<b>Lunch</b>
<b>1 pm - 1:45 pm</b>	<b>Introduction to a framework: to help you identify and build partnerships with foundations and trusts</b>
<b>1:45 pm - 2:35 pm</b>	<b>Group Work 2</b>
<b>2:35 pm - 3 pm</b>	<b>Coffee break</b>
<b>3 pm - 3:45 pm</b>	<b>Group Work 2 presentations and Feedback</b>
<b>3:45 pm - 4 pm</b>	<b>What inspired you today?</b>
<b>4 pm- 4:10 pm</b>	<b>Feedback</b>
<b>4:10 pm - 4:30 pm</b>	<b>Learnings and Accountability</b>

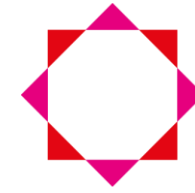


**Philanthro  
Power**

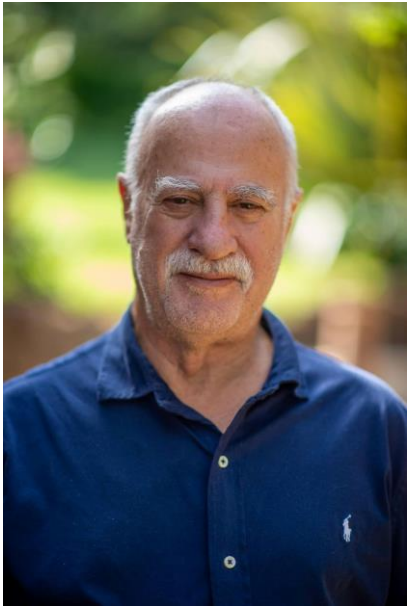
## A bit About Me:

- **Motto: “Philanthropy, when combined with strong partnerships, works magic**
- I am a multilingual (English, French, Arabic, Italian, German) international expert with over 20 years of experience generating value and growth at for-profits and non-profits.
- My previous employers included The Economist Group, Light for the World and Financial Times Business.
- I successfully forged partnerships with institutions, foundations, and trusts to mobilize funds for comprehensive programs that lift marginalized communities and strengthen health systems
- I have a solid understanding of international NGOs, foundations and trusts, start-ups, and corporates from my career which has taken me from London, Zurich, and Geneva to Vienna where I currently reside.

# What peers say about me



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*"I met Joy Morozov in 2011 when she worked at The Economist Group and since then I have followed her career with interest and pride. I am impressed by Joy's structured thinking and organizational skills in working with different charitable and non-charitable organizations to raise funding and inspire others, including myself.*

*She is professional, dedicated and, most of all, hard-working with always the cause she represents at the top of her mind. I recommend working with Joy if you are looking to learn from a professional who knows how to build partnerships with C-suite executives."*

**Michael Joseph, Chairman of Kenya Airways, Past Chairman of the M-PESA Foundation Academy, Past Chairman of the Safaricom PLC board**



*"I met Joy at our 2023 cultural fundraising conference and was immediately impressed by her great expertise and her unconventional, lively and interactive way of imparting knowledge. Joy knows how to captivate the participants of her training courses from the very first minute. I am very much looking forward to further joint events with Joy, with the safe knowledge that at the end of the day I will leave enthusiasm and inspiration with the participants."*

**Claudia Ströbitzer, Project management for cultural fundraising and sponsoring Fundraising Association Austria**



**What is your burning  
question?**

**Happy to Connect on:**  
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