**Item 12 of the Provisional Agenda:**
**Activities relating to the Working Group on**
**Publicity and Funding**

## Identifying Funding for Geographical Names Projects

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**Identifying Funding for Geographical  Names Projects**


In search of funds

Increased activity in the field of geographical names thoughout the world has prompted a need to identify funding for a growing number of regional, national and international names projects. At the November 2005 Joint Meeting of the Working Group on Publicity and Funding  with the Working Group on Evaluation and Implementation, the subject of funding was discussed and it was agreed that some guidance should be offered to assist Experts in search of funding for new projects.  This paper is an initial attempt to put down some simple, and perhaps obvious, thoughts on applying for project funding. The Convenor of the Working Group on Publicity and Funding continues to work with other Experts and with the Secretariat to secure UN funding for UNGEGN publications and training courses but would welcome fund raising ideas and suggestions for alternative sources of funding.


Preparing funding applications

It is important at the outset to have (1) a clear idea of the nature of the project to be funded and (2) a realistic budget for the project.  Do you need funds to support, for example, publications, training courses, website development, educational outreach, travel to conferences or access to professional advice? What is the aim of the project? Who will carry the project forward? How long will it take?   What are the outcomes?   Who will benefit?  How will the success of the project be assessed or monitored? These are all questions potential funders will want to ask.  A clear proposal incorporating all the relevant information will have a better chance of success.


Identifying Potential Funders

In attempting to identify appropriate sources of funding it is useful (1) to summarise key words that help define the nature of the project, ie. education, IT, training and publications and (2) to define the geographical area of the project.  This will help you narrow down the field, since many funding agencies are quite specific about the type of projects  they are prepared to support and the part of the world in which they operate.  Remember, some Charitable Trusts and Foundation will only support registered charities. It is also important to be aware of current legislation relating to sponsorship and grant aid, but take advantage of tax incentives for charitable giving if they exist. It is also important to note the difference between sponsorship and donations.  If a project is sponsored you enter into a business arrangement with the sponsoring company or agency whereby you receive funding in return for a consideration such as the provision of services or clear branding of the sponsoring organization. Sponsorship may also be subject to value added tax in some countries. Donations, on the other hand, are gifts. Always be clear about the obligations and conditions attached to the receipt of sponsorship, grants or donations.

It is important to think imaginatively about fundraising. If you cannot identify an obvious funding agency that might support your type of project exactly, can you adopt an approach that integrates with other related disciplines such as land surveying, GIS, or mapping.  A partnership approach with another organization could be attractive to funders.

Some countries have charitable agencies that help identify sources of funding and many libraries have directories of funding bodies. If you have access to the internet, it is worth searching the web for sources of funding. Look particularly at the websites of other place name bodies to see if they have developed any collaborative links that have helped fund names projects.  For those prepared to take a calculated risk, employing an experienced professional fundraiser is another option. From the outset it is worth using all of the facilities at your disposal to obtain information about potential funders before you start to apply for funds.

Types of funding bodies
The following is a general list of sources of funding to be explored:

? Government Departments linked to the subject area.
? Non-Government Agencies or Government-funded agencies, such as research councils,
     universities.
? Bilateral or multilateral aid programmes with other countries or with agencies such as the World
     Bank.
? International regional organizations with funds to support research or economic development, for
     example, the European Union and associated States, the Commonwealth, ASEAN, CARICOM,
     OAS, etc.
? International Charitable Trusts and Foundations.
? National or local Charitable Trusts and Foundations
? The Corporate Sector - companies that have an obvious interest in your aims and might benefit
     from a sponsorship arrangement.

And after
Once you have received support, do not forget to express your thanks and appreciation to sponsors and donors. Keep them informed of progress and show them the outcomes. They might want to support another project in the future.  Share your thoughts and experiences with other UNGEGN experts.  What you have achieved may help others planning similar projects.