



Memorandum of Understanding on the Conservation and Management of Marine Turtles and their Habitats of the Indian Ocean and South-East Asia

Funding Opportunities and Fundraising Resources for Marine Turtle Conservation

Background

At their eighth meeting, Signatory States to IOSEA Marine Turtles MOU adopted the [IOSEA Work Programme 2020-2024 \(WP\)](#). The WP consists of 120 measures to be implemented by the Signatory States, the Secretariat, the Advisory Committee (AC) and other stakeholders. Measure 101 instructs the Secretariat and the AC to assist countries in finding counterpart funding, including by facilitating links to potential donors. In addition to that, measure 102 instructs the Secretariat and the AC to compile and disseminate information on available funding opportunities. Signatory States designated both measures as a high priority for implementation.

The Secretariat, supported by the AC, compiled a list of funding agencies and a selection of further online resources for those aiming to raise funds for marine turtle conservation in the IOSEA region. Most up-to-date information on upcoming funding opportunities is found directly on the websites of the funding organizations, which are listed in the present document. Part II contains a list of donor organizations, that offer grants for marine turtle conservation, Part III contains resources for crowdfunding and Part IV links to further online directories of donors and non-profit organizations. In the Annex to this document you will find some tips for beginners in the fundraising world, loosely based on a webinar by Brad Nahill (president of seeturtles.org).

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I. Grant Opportunities Available in the IOSEA Region

Name of organization	Type of funder	Description	Eligibility	Calls for proposals	Grant size	Application window	Link
BEST (Biodiversity and Ecosystem Services in Territories of European overseas)	Government	BEST is a voluntary scheme of the EC, which aims to support the conservation of biodiversity and sustainable use of ecosystem services in the EU Outermost Regions (ORs) and Overseas Countries and Territories (OCTs). The funding scheme offers small (up to 100,000 Euro) and medium (up to 400,000 Euro) grants and covers a wide range of topics, such as establishment of protected areas, control of invasive species, climate change and others.	European Overseas Regions, Countries and Territories located in five geographical regions: Pacific, Indian Ocean, Caribbean, Polar/Sub-polar and South Atlantic as well as other countries in those regions, if the project is led by an EU country	Variable	€50,000-400,000	Not specified	https://ec.europa.eu/environment/nature/biodiversity/best/funding/index_en.html
FFEM Small-Scale Initiatives Program (PPI)	Government	Finances small-scale projects (up to €50,000) for biodiversity conservation and the fight against illegal hunting and climate change. PPI finances practical projects in the field that benefit local communities.	African Civil Society Organizations	Not specified	On average €35000 per grant	Not specified	https://www.ffem.fr/en/small-scale-initiatives-program-ppi



Name of organization	Type of funder	Description	Eligibility	Calls for proposals	Grant size	Application window	Link
Japan Fund for Global Environment (JFGE)	Government	Small grants to NGOs engaged in environmental activities. While it is possible to obtain grants for non-Japanese NGOs, a pre-requisite for application is that the NGO or an allied individual has a Japanese bank account and can communicate in spoken and written Japanese with the donor agency about the proposed project.	Developing countries	Annual	Depending on the project category, JPY 500,000 to 2,000,000	November-December	https://www.erca.go.jp/ifa/english/wwd/recipients/20_b.html
Marine Turtle Conservation Fund (MTCF)	Government	The MTCF is a programme of the US Fish & Wildlife Service. It helps organizations and countries protect and grow their sea turtle populations through a variety of projects, including educational initiatives for communities, patrols of critical nesting beaches, and scientific research that benefits conservation. In 2018, for example, MTCF provided funding for 49 projects in 32 different countries.	Global	Annual	US\$ 10,000 to 50,000 per year, up to 5 years	deadlines for cycle 1 are usually in November	https://www.fws.gov/international/wildlife-without-borders/marine-turtle-conservation-fund.html
Royal Geographical Society	Government	Grants are available for desk-based research, fieldwork and expeditions, developing teaching resources, and for international conference attendance. There is a variety of grants with different conditions.	Global, but has to be led by a UK-based team	Variable	depending on specific grant type	depending on specific grant type	https://www.rgs.org/in-the-field/in-the-field-grants/



Name of organization	Type of funder	Description	Eligibility	Calls for proposals	Grant size	Application window	Link
The Darwin Initiative	Government	A UK government grants scheme which helps to protect biodiversity and the natural environment through locally based projects worldwide. It is conceptualized for experienced individuals and organizations with a proven record of managing funded projects.	Global	Annual	£50,000 and no more than £500,000	June-September	https://www.gov.uk/government/groups/the-darwin-initiative
The French Facility for Global Environment (FFEM)	Government	Grant seekers apply through any one of the six French institutional members of FFEM to discuss project ideas. The process begins with a pre-identification note (concept note) and continues through subsequent stages of project proposal and review. FFEM's Secretariat reviews the project's eligibility, and successful draft projects are further studied by a Scientific and Technical Committee.	Global, developing and transition economies	Not specified	Starting from €50,000	Not specified	http://www.ffem.fr/
The Nagao Wetland Fund	Government	The NWF is intended to help local governments, researchers, non-governmental organizations and local communities of developing countries in the Asia and Oceania regions to implement the Convention on Wetlands, and in particular the goals and targets of the Convention's Strategic Plan 2016-2024.	Ramsar Parties in Asia and Oceania	Annual	up to US\$ 18,000 per year	Invitations to Ramsar Parties are sent in January to be submitted by April	https://www.ramsar.org/about/the-nagao-wetland-fund



Name of organization	Type of funder	Description	Eligibility	Calls for proposals	Grant size	Application window	Link
Blue Action Fund	Government (German, French and Swedish)	Grants are open to national and international NGOs working on marine and/or coastal conservation projects in marine protected areas and their buffer zones. Information, focus area, and application procedures are published in conjunction with the specific announcement.	Developing countries, variable focus countries	Annual	€1 million to 3 million in up to 5 years	Variable	Link: https://www.blueactionfund.org/
Critical Ecosystem Partnership Fund (CEPF)	Inter-governmental	CEPF grants support civil society organizations of all sizes—including farmers' cooperatives, community groups, universities and international nongovernmental organizations. The fund is a joint programme of l'Agence Française de Développement, Conservation International, the European Union, the Global Environment Facility, the Government of Japan and the World Bank. To be considered for CEPF funding, a project must be located within a CEPF biodiversity hotspot (several of them are located in the IOSEA region) and the project must correspond to least one of the strategic directions for the particular hotspot.	Depending on the call for proposals	Variable	Small grants average at US\$ 15,000 and large grants at US\$ 150,000.	Variable	Link: https://www.cepf.net/grants



Name of organization	Type of funder	Description	Eligibility	Calls for proposals	Grant size	Application window	Link
GEF Small Grants Program (SGP)	Inter-governmental	SGP grants are made directly to community-based organizations (CBOs) and NGOs in recognition of the key role they play as a resource and constituency for environment and development concerns. Biodiversity conservation is one of the areas of work (see the following link for more information). SGP complements the large and medium-sized GEF project funding by providing a window for the direct participation of NGOs, local communities, and other grassroots organizations. Application guidelines and forms can be obtained from SGP National Coordinators	125 countries globally , most IOSEA Signatories are eligible	Not specified	The maximum grant amount per project is US\$ 50,000, but averages around US\$ 25,000.	Not specified	https://sgp.undp.org/
IUCN SOS	Inter-governmental	"Save our Species" fund supports science-based conservation action that saves animals and plants from extinction. There are various calls for proposals with different deadlines, they are announced as funding becomes available for a specific programme.	global	Not specified	Up to €100,000	Not specified	https://portals.iucn.org/sos/



Name of organization	Type of funder	Description	Eligibility	Calls for proposals	Grant size	Application window	Link
Chicago Zoological Society	Private	Chicago Board of Trade (CBOT) Endangered Species Fund provides small grants to researchers of up to US\$ 5,000. Projects should focus on conservation of IUCN Red List species. This includes projects that will quantitatively assess population and environmental status with indications of best conservation strategy and projects that will help achieve sustainable relations between local people and the species of concern.	Global, only for researchers, particularly IUCN Species Survival Commission Chairs, AZA/WAZA Chairs and Officers	Annual	US\$5,000		https://www.czs.org/Chicago-Zoological-Society/Conservation-Leadership/CBOT-Endangered-Species-Fund
Earthwatch	Private	Earthwatch supports research projects that produce rigorous science, address global change, and actively involve citizen-scientist participants. The principal investigator of the proposed project or a collaborator is required to have a PhD and an affiliation with a university, government agency, or a science-focused NGO.	Global (with some exceptions due to safety concerns)	Annual	Projects should be at least 3 years in length and can receive \$US 20,000 to 80,000 per year	apply one year in advance of the planned project start (earliest possible in 2022)	https://earthwatch.org/research/apply-for-research-funding



Name of organization	Type of funder	Description	Eligibility	Calls for proposals	Grant size	Application window	Link
Idea Wild	Private	Idea Wild is a US based NGO, which can provide small equipment grants to conservation professionals (of all age groups and career stages) around the world. These equipment grants advance biological research, conservation education, community outreach, conservation management, field training, and professional development in areas where it is needed most. Biodiversity hotspots (defined by CEPF) are given priority. Equipment has to be picked up by an associated person in the USA.	Developing countries	Year-round	US\$1,500 in value	no deadlines, incoming applications reviewed monthly	https://ideawild.org/apply.html
Mohamed Bin Zayed Species Fund	Private	The Mohamed bin Zayed Species Conservation Fund provides small grants to in-the-field species conservation projects for the world's most threatened species. Conservation projects for the benefit of any threatened species are eligible and can be run by organizations anywhere in the world. In 2019 the Fund supported 170 projects selected from 1,647 grant applications.	Global	Twice a year	US\$ 15,000-25,000	June and October	https://www.speciesconservation.org/



Name of organization	Type of funder	Description	Eligibility	Calls for proposals	Grant size	Application window	Link
National Geographic	Private	The National Geographic Society is investing in bold people and transformative ideas to support conservation action and research. It does not consider applications that support strictly laboratory or collections work. The grant programme is very competitive, applicants must use the online application system .	global (local collaborators needed if you work outside of your home country)	No	Variable, depending on the funding opportunity, explorer grant maximum US\$ 5,000	Year round	https://grants.nationalgeographic.org/
PADI Foundation	Private	The Professional Association of Diving Instructors (PADI) provides grants to support underwater science, environmental projects, and education. The Foundation posts an annual calendar period during which it accepts applications.	no restriction	Annual	up to US\$ 20,000	November-January (may vary)	http://www.padifoundation.org/guides-deadlines.html
Paul M. Angell Family Foundation — Marine and Ocean Conservation 2021	Private	The Foundation is interested in marine protected areas; sustainable fisheries; conserving sharks and rays; conservation of coral reefs; and limiting plastics pollution.	global	Twice per year	US\$ 5,000 to US\$ 1,000,000	Spring and autumn	http://pmangellfamfoundation.org/for-applicants/how-to-apply/



Name of organization	Type of funder	Description	Eligibility	Calls for proposals	Grant size	Application window	Link
People's Trust for Endangered Species (PTES)	Private	British charity, which awards grants to projects in the UK and worldwide focusing on endangered species for up to two years.	Applicants already working and established in either the UK, UK overseas territories or any country NOT classified by the World Bank as high-income	As per announcement on the website	£3,000-£20,000	Winter	https://ptes.org/grants/apply-grant/worldwide-grant-criteria/
Save Our Seas Foundation	Private	Focused on shark and ray conservation, they may also fund turtle conservation projects. Calls for proposals for the Keystone Grant and Small Grant appear at different times. Most of the projects currently fall into one or more of three major programme areas: – Research – Conservation – Education		biannual for Keystone Grant and annual for Small Grant	US\$ 25,000 per year	March-July	https://saveourseas.com/grants/funding-applications/



Name of organization	Type of funder	Description	Eligibility	Calls for proposals	Grant size	Application window	Link
seaturtles.org	Private	Offers small grants to selected projects for marine turtles, some also in the IOSEA geographical area. Different initiatives offer small grants. For example, for nesting beach projects. Turtle Island Restoration Network and SEE Turtles seeks to support worldwide research and conservation projects relating to a global priority for sea turtle conservation: nesting beaches.	Global	As per announcement on the website	US\$ 5,000	Not specified	https://seaturtles.org/sea-turtle-grants/ https://www.tooraretowear.org/
SWOT Grants	Private	SWOT small grants help field-based sea turtle research and conservation projects realize their goals in each of SWOT's three areas of focus: networking and capacity building, science, and education and outreach.	Global	Annual	US\$ 1,000	Autumn	https://www.seaturtlestatus.org/apply-for-a-grant
The Disney Conservation Fund	Private	The Disney Conservation Fund awards grants to non-profit organizations leading comprehensive community conservation efforts and initiatives that protect species and habitats and inspire children and families to take action for wildlife and the planet.	Global with some restrictions depending on the species	Annual	US\$ 50,000 for 2 years	September-October	https://thewaltdisneycompany.com/disney-conservation/



Name of organization	Type of funder	Description	Eligibility	Calls for proposals	Grant size	Application window	Link
Total Foundation	Private	The foundation of the company Total supports research, education and training, and awareness raising, as well as ecosystem restoration projects. Mangrove restoration is a possibility within their Forest and Climate stream. Grant recipients are a wide range of international organizations, government agencies, conservation NGOs, and research institutes and universities in France and internationally.	Global	There is no formal application procedure, no deadlines	Not specified	Contact the foundation by email	https://www.foundation.total/fr/contactez-nous
WCS Fellowship Programme	Private	Preference is given to applicants enrolled in Masters and PhD level programs; however applications will be accepted from all conservationists in the early stages of their career	Global, given to individuals who are developing country citizen	Annual	Maximum US\$ 15,000	April-June	https://programs.wcs.org/rfp/?_ga=2.72707475.1480548153.1606137618-1380153085.1592940151



II. Resources for Crowdfunding and Online Marketing

Donation Platforms

Donation platforms help you raise funds online, by providing more visibility, a structured approach, tips and information as well as various online tools for managing your donations.

Kindest

- Eligible region: global, US-based platform
- Requirements: only non-profits
- Cost: free, tips are encouraged
- Link: <https://www.kindest.com/>

Give Forms

- Eligible region: global, US-based, but not all countries supported (enquire individually)
- Requirements: Stripe Account
- Cost: Stripe fees will be charged per transaction, which will depend on the origin of the credit card used (e.g. Europe and US-based transactions are cheaper, transactions in other currencies are more expensive).
Give Forms account is free, but platform fees are charged at the time of donation (1.9 - 2.9 per cent of the donated sum) plus credit card fees (discounts for non-profits can be requested from Paypal and Stripe, but if you are not US-based, enquire individually about conditions relevant for your location)
- Link: <https://www.giveforms.com/>

Additional information: possible to receive donations from all over the world in 30 different currencies (converted according to current rates). Donation form embedded in your website, does not redirect the donor to a different website when paying.

Donor Box

- Eligible region: in the IOSEA Region only India
- Requirements: Paypal or Stripe account
- Cost: charges 1.5 per cent from each donation received, for recurring donations 1.5 per cent monthly (plus credit card fees through Stripe or Paypal)
- Link: <https://donorbox.org/>

Additional information: do not need to have an own website, open to any organization or individual with a charitable cause

Global Giving

- Eligible region: 170 countries globally
- Requirements: selection process for applicants. First, online application is completed, if successful, the applicant needs to participate in a free training program (for one week), after which the final selection will be made.
- Cost: free for non-profits to join, 5-12 per cent deducted from donations, depending on the country where your organization is based and on the amount of money raised; in addition 3 per cent for third party credit card processing.
- Link: <https://www.globalgiving.org/>



Additional information: works via crowd funding, the platform offers campaigns with matching funds and prizes to motivate donors

Simplygiving

Origin: Malaysia and Singapore

- Eligible region: Singapore, Hong Kong, Malaysia, Thailand, Indonesia, Cambodia and Philippines
- Requirements: non-profits undergo a selection process and a due diligence procedure, if successful they are offered a free training
- Cost: free for non-profits to register and start a fundraising page, no contract or running costs, 5 per cent is deducted from each donation (unless donor pays the 5 per cent him/herself)
- Link: <https://www.simplygiving.com/Home/ForNonProfits>

Additional information: works via crowd funding, uses regional partnerships and Facebook to strengthen fundraising efforts

Social Marketing Resources

Social Marketing University (SMU)

SMU offers a free online crash course on fundamentals of social marketing to help non-profit professionals streamline their efforts. The flexibly designed online course incorporates insights from behavioural science and the business world to help non-profits streamline their efforts and design an effective social marketing strategy for their own use.

- Cost: free
- Link: <https://socialmarketingu.com/changeforgood/>

Facebook Help Centre

Facebook Help Centre offers information and instructions for non-profits on how to raise money for their cause using Facebook.

- Cost: free
- Link: <https://www.facebook.com/help/1640008462980459>

Google Ad Grants

This programme provides free advertising in the value of up to US\$10,000 per month for non-profits. It's a great resource to advertise your activities and campaigns. Non-profits have to meet selection criteria. One of them is being registered in one of 50 selected countries, this includes 10 IOSEA Signatories and some Range States. For more information please see the link below.

- Geographical area: 50 countries (see link below)
- Cost: free for non-profits
- Link: <https://www.google.com/grants/>



Technology

Nonprofit Tech for Good

Founded in 2005 as a Myspace Page by Heather Mansfield, Non-profit Tech for Good focuses on providing useful, easy-to-understand news and resources related to non-profit technology, online communication, and mobile and social fundraising.

Today, with 50,000+ monthly visitors and more than one million followers on social networks, Non-profit Tech for Good is a leading technology resource for non-profit professionals.

- Cost: free content and paid possibilities
- Link: <https://www.nptechforgood.com/>

Credit Card Processors

You can simply integrate donate buttons from Paypal or Stripe in your own website. Paypal provides tips on fundraising strategies, specifically for non-profits. Both Paypal and Stripe can provide discounts for credit card processing fees for non-profits, but this does not apply to all countries. Depending on the location of your organization, fees may vary. Please check on the websites of the providers.

- Paypal: <https://www.paypal.com/us/webapps/mpp/non-profits/fundraising/donate-button?CampaignName=VanityURL-DonateButton>
- Stripe: <https://support.stripe.com/questions/fee-discount-for-nonprofit-organizations>

Examples of successful fundraising using social media

- Billion Baby Turtles: <https://www.seeturtles.org/billion-baby-turtles>
- School Fundraising Contest: <https://www.seeturtles.org/school-contest>
- Mr Trash Wheel (great social media example): <https://twitter.com/MrTrashWheel>

Other resources

The Chronicle of Philanthropy

This is an online magazine about non-profit finance. It provides news about fundraising including a section on the virus situation and finances.

- Geographical area: global, but mostly US-focused
- Cost: approximately 110 US Dollars per year for digital access from outside the US
- Link: <https://www.philanthropy.com/>



III. Online Directories

Terra Viva Grants Directory

The Terra Viva Grants Directory is an information service about international grant funding for agriculture, energy, environment, including wildlife conservation and natural resources in the developing world.

- Geographical area: global
- Cost: free and paid options for subscription to receive funding alerts
- Link: <https://terravivagrants.org/grant-makers/group-2-biodiversity-conservation-wildlife/>

Ramsar's funding organization database

- Geographical area: global
- Cost: free
- Link: <https://contacts.ramsar.org/funding-organizations>

Guidestar non-profit organization database

GuideStar is a database of non-profit organizations, that are based in the US. The website collects and assesses information on non-profits, pre-selecting eligible organizations through their due diligence procedures. Non-profit organizations can create their profile on this website and get a transparency seal. The collected information guides US donors in their funding decisions.

- Geographical area: US, includes non-profits, which fund projects in developing countries
- Cost: free profile for non-profits
- Link: <https://www.guidestar.org/>

Foundation Directory Online

This page offers the possibility to search US-based grant opportunities (free and paid versions available).

- Geographical area: US, includes funders for developing countries
- Cost: to be paid
- Link: https://fconline.foundationcenter.org/?_ga=2.180453733.374395502.1585178977-1255985479.1585027628

IV. References

Webinar “Fundraising for Sea Turtle Conservation” by Brad Nahill (seeturtles.org)

Terra Viva Grant Directory <https://terravivagrants.org/grant-makers/group-2-biodiversity-conservation-wildlife/>



Annex 1. General advice on fundraising strategy

- 1) Make a funding plan.
 - Which current events may affect donor behaviour? Keep costs low, especially in case of a pandemic or economic crisis.
- 2) Only contact donors that have a system in place to receive applications.
 - If a one company/one donor relationship exists, do not try to obtain money from the same donor as well. Companies do not appreciate receiving a multitude of enquiries from fundraisers after they have donated for a specific cause.
 - Instead, contact those donors/companies that have a system in place to receive applications and to select projects.
- 3) Get your message across
 - Be simple and focus on telling your story (e.g. what was the situation before your work, and what has changed).
 - Ensure you get the message across why your organization is special and different from your competitors.
 - Many private donors are older people, so they may have old stereotypes about a country where you work.
 - If poverty, armed conflict in the past 20 years were a problem in a country where you work, make sure you show how your project provides income to local people.
- 4) Imagery: get good professional pictures
- 5) Grow a shell
 - Do not let rejections get you down, because most proposals, even very good ones are rejected (up to 90 per cent rejected).
 - It can take two years to get the required funding for a fully developed project idea.
- 6) Use social media
 - Effective tools: Facebook birthday fundraiser, Instagram
 - Twitter (not effective)
- 7) Build your audience
 - Collect emails of everybody of relevance, project partners, colleagues, interns, etc.
 - Encourage people via email to join you on social media.
- 8) Transparency
 - Inform the audience on how much money goes directly to conservation and how much is spent on administration.
 - Keep in touch with your donors, e.g. general newsletter once a month (do not overwhelm people with information, daily updates are excessive).



9) Spend your time wisely

- Apply for grants where your chances of success are highest (e.g. where your country, your type of activities or species are listed as a high priority)
- Fund-raising is time-consuming, avoid wasting your time by applying for grants with little chance for being selected. For example, long proposal procedure (over 20 hours) and a 10 per cent chance of being selected or less should be avoided.
- In person events are usually the most time consuming and have the lowest return for your investment.

10) For crowdfunding: build emotional relationships

- People donate based on emotion and not on reason
- If you are new to fundraising, start with your home community, where you live and work - it is easier to build emotional relationships in your home community
- Organize drawing contest for kids etc., involve people so that they feel an emotional connection to your cause.

11) Learn from eco ads

- Look at social media adverts for eco products, even if not directly relevant. You will start getting more of those types of adverts.

12) Beware of fraud

- Be aware of scams, some eco adverts are scams.
- Your organization's name can be used illegally to collect money, so google it regularly to check and prevent that.
- Ensure your website has security features for safe donations, otherwise you can lose money

13) Stay true to your principles

- Your donors may affect the way your organization is perceived by the public and by other donors
- For example, there are risks associated with accepting money from companies that directly affect your species (in case of turtles, consider whether private companies, such as those from the fishing industry, chemical companies, oil companies, plastic producers etc. are appropriate)
- Choose your donors carefully