



# About us

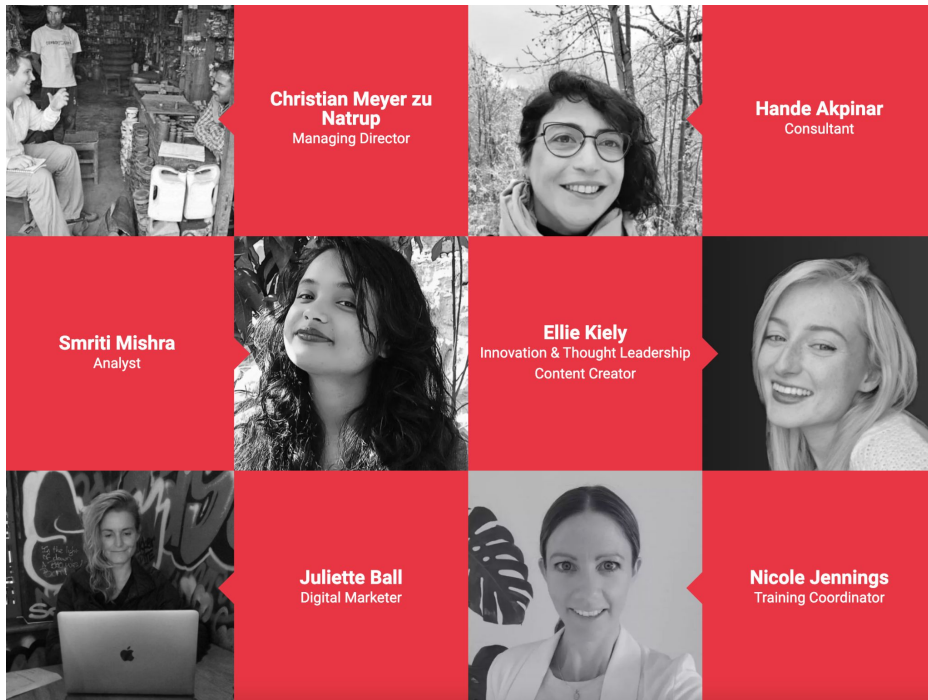
- ✓ We build **better non-profit organisations**. We secure funds, develop smarter strategies and build higher performing agencies.
- ✓ A social enterprise with many services subsidised. Training is already free for partners.  
**In-person training is back!**



## Christian Meyer zu Natrup

Managing Director

[chris@mzninternational.com](mailto:chris@mzninternational.com)



# a (sort of) **brief & pragmatic** overview for 2024

1. 2024 Outlook
2. Global funding trends
3. Reaching tipping points for INGOs, Agencies and Donors





# Reaching tipping point

1. Donor nations likely turn inward faster this year, slashing aid budgets faster
2. Many recipient countries become more challenging partners
3. Wars in Gaza and Ukraine likely to continue (and possibly intensify & spread)
4. Now 300 million people need humanitarian assistance
5. 25% of the world's population live in fragile environments, many of them also the lowest-income countries (Source: World Bank)
6. Artificial Intelligence very likely to advance 3000- 10.000 x by December



Image by AI

# Humanitarian need at all time high

Development agencies are struggling with rise in humanitarian work.

USAID's humanitarian budget doubled from USD5bn to USD10bn in the last three years.

At the expense of long-term development work?

# Less time for transitions now

**USAID** - need to cement localisation

**UKFDO** - has chance to lead on cash transfer, pay for results under new government? (no budget increase though).

**German aid** - no elections this year after sharp rise in 2022-23. Chance to cement this before elections next year.

**Development Banks** - driving development agendas and climate transition more than bi-lateral donors

**Philanthropists and Impact Investors** funds exceed that of bilateral donors. What to do with it?

**NGOs** - make localisation real day-to-day and find new donors, whilst driving old ones forward

**“There’s less time to do what we thought about doing for a while now.**

**And we either succeed soon, or simply fail. “**

**INGO Leader of MzN  
Partner Jan, 2024**

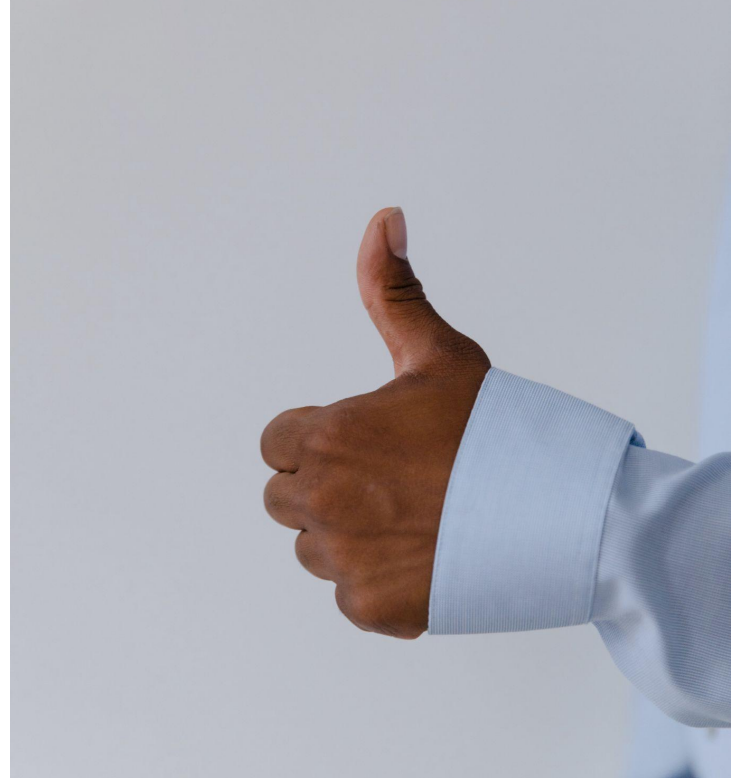


**Do Good. Better!**

**International**

# MzN's funding principles for NGOs

- The myth of donor diversification:  
Many donors are good, the right ones are better!
- Aim for at least 15%-30% unrestricted funding to be financially stable.
- Actively manage large donors and add two new institutional donors per year.
- Minimise proposal development costs
- Develop multi-channel funding capacity and aim to attract to post-boomers philanthropic donors and impact investors.
- Create investment opportunities for impact investors where possible.





Funding trends - selected institutional donors



# Major topics in 2024

## Funding

- In 2024 we will hear more on the following themes
  - Localization (led by USAID)
  - Impact Investments
  - MDB Dev Banks budget increasing
  - Peace- Development - Humanitarian nexus
  - Non-profit with business grants instruments - multi-channel funding capacity for NGOs is key
  
- Being reactive to calls/ToRs/donor publications is no longer enough. Donors aim for more co-creation.

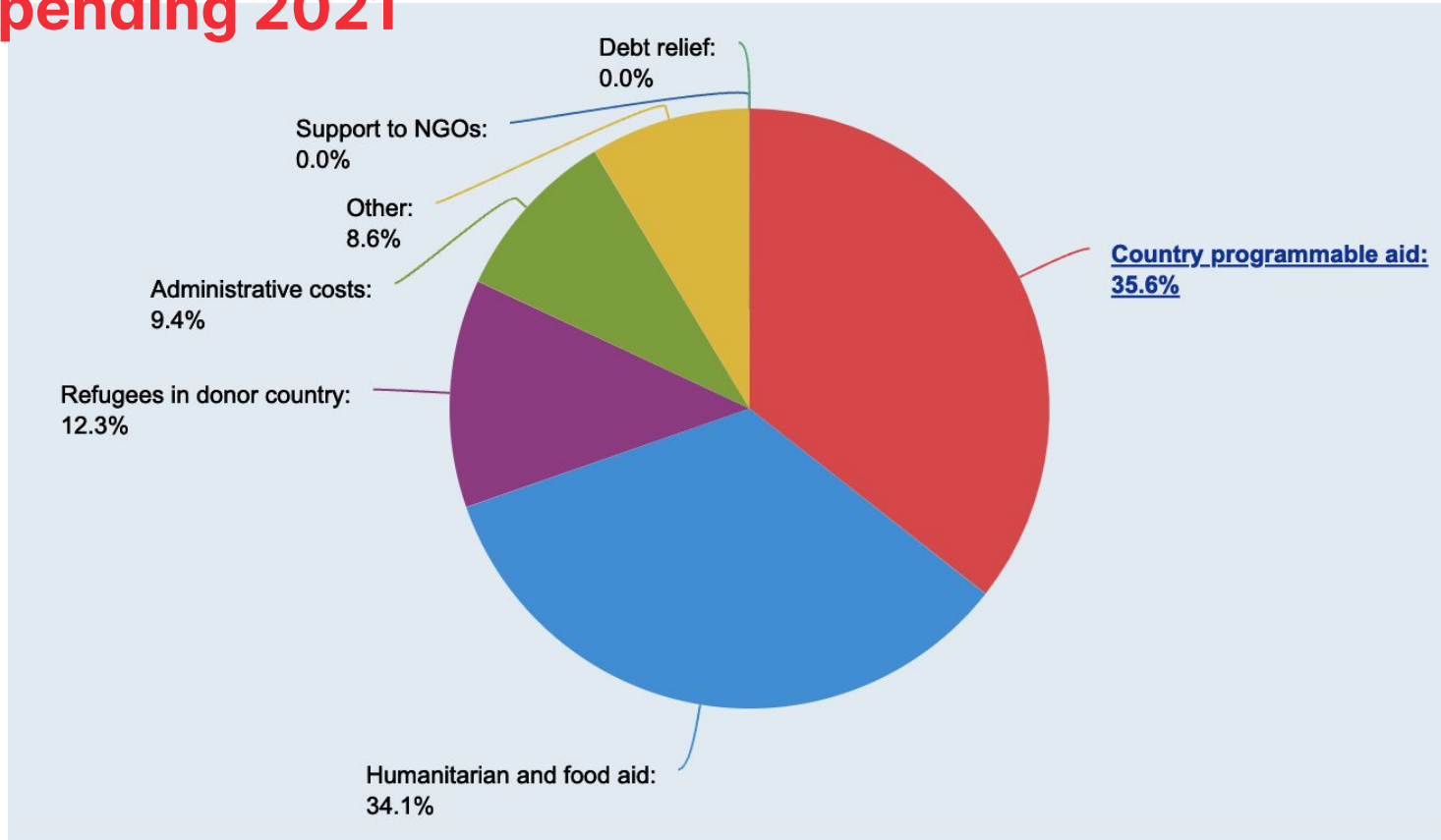


- Increase work with businesses and local NGOs
- Increasing humanitarian budget
- But, strategy to work with smaller NGOs is gaining speed.
- Staff shortage persisting
- Expect a lot more to be pushed to mid-sized and local implementation agencies.
- Capacity for iNGOs to manage rapid, multi-national framework contracts still of interests

## Thematic focus on:

1. Private sector partnership
2. Localisation takes centre stage
3. Improving Global Health and Global Health Security.
4. Promotes gender equality, equity and empowerment.
5. Assistance to the Ukraine.

# USAID spending 2021



Source: OECD

## Get the right funding, not just any!

1. Programmatic & geographic long term fit has to be right.
2. Things move fast: Build or acquire the capacity to daily monitor, engage thematically and bid fast.
3. Core programmes of USAID will likely remain constant, but beware of
  - a. new head of Acquisition and Assistance
  - b. Elections in 2024
4. Localisation & Private sector partnership are key success factors

## Practical tips:

1. Register with <https://www.workwithusaid.org/> and engage weekly, especially as a local or small organisation
2. Monitor large calls & quarterly business forecast and approach key contractors and awardees for subcontracting
3. At the right time, prepare a NICRA application process to ensure financial sustainability

**BE PREPARED AND CO-CREATE**



1. Newest Development Finance Institution (founded 2018)
2. Now ca USD1bn, 100 staff (up from USD230m and 35 staff in 2022)
3. Expansion into Indo-Pacific region, especially investments in Indonesia, Vietnam, the Philippines, and the Pacific Islands
4. Focus:
  - a. Climate
  - b. Women's economic empowerment
  - c. Market development

## Priority sectors/partners

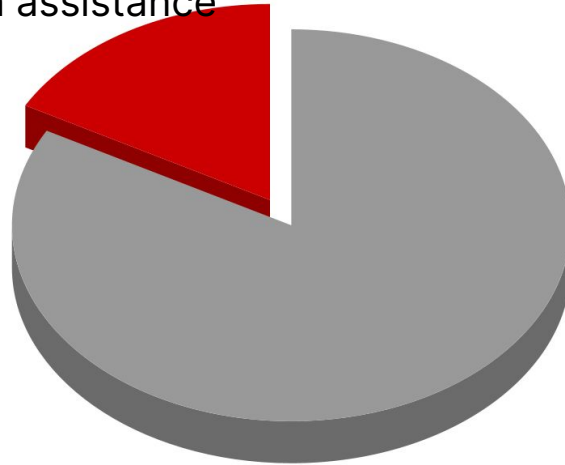
- a. Financial Services (local banks)
- b. Agribusiness & forestry
- c. Attracting private capital on individual opportunities up to another USD1bn- USD1.5bn

# EU on Humanitarian Assistance (ECHO)



Humanitarian Aid  
and Civil Protection

EUR 350 million, to be  
spent as food and  
nutrition assistance



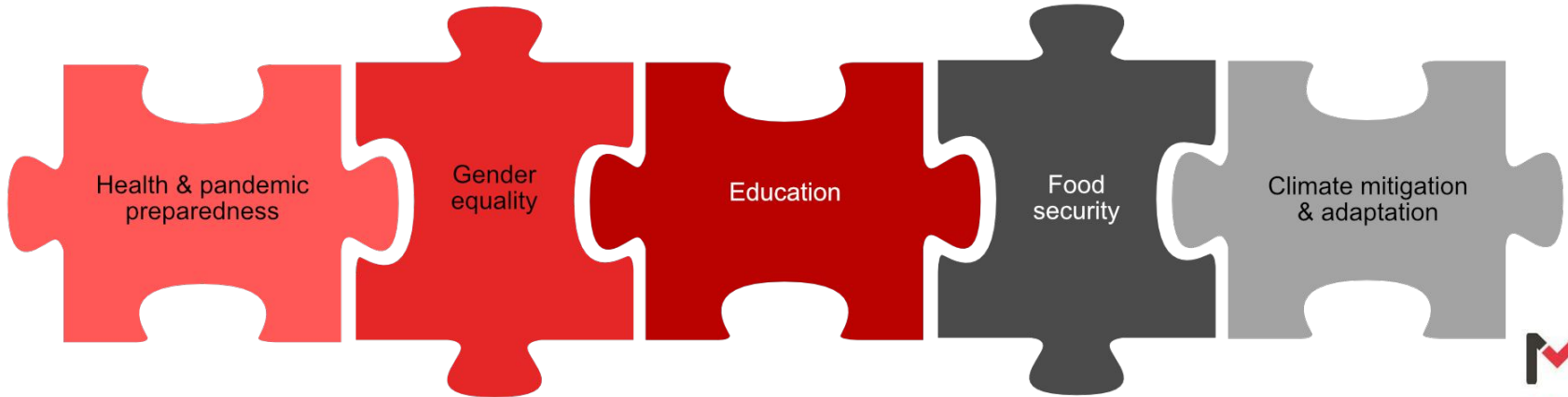
Union-funded  
humanitarian aid  
actions for 2024 is set  
at EUR 1.8billion.

*NGOs wishing to become partners with DG ECHO and increase their access to programmes funded under DG ECHO are required to complete a comprehensive application procedure. When rewarded with the Certificate of Partnership, it will be valid until December 31, 2027. When a certificate is awarded, then the NGO is eligible to apply for funding and implement humanitarian actions in line with the established rules and procedures.*

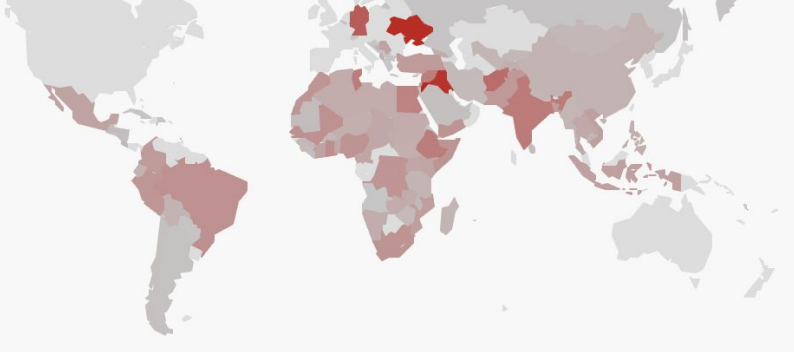
## Key focus areas

- “Feminist Foreign Policy” is taking shape: 90% plus of projects receiving funding should have a primary or secondary gender equality focus
- Since 2022, German ODA is the second largest global donor (after USA).
- Outlook: Set to increase one-to-one with increase military spending
- Could (slightly) reduce in 2024-2025, depending on elections. But budget changes are more difficult for new administrations.

**giz**



# GIZ - Cont'd



NUMBER OF PROJECTS

VOLUME OF COMMISSIONS IN EURO

**1.519**

**21.280.731.458**

GIZ is currently supporting 1.519 projects worldwide with average 15% of co-financing requirement.  
<https://www.giz.de/projektdaten/region/-1/countries/>



# Training Courses



## Write Winning Proposals

In this course you will learn how to write, manage and negotiate a winning proposal. You will improve your proposal writing skills through exercises on real proposals, case-studies from the world's leading donors and learn together in small groups. Before and after the course, you can benefit from our online learning offers.



## Grants & Beyond; Diversifying Income & Building Reserves

Successful NGOs need the right funding mix to create impact and build a better world. But with donor funds severely restricted, and constantly changing priorities and demands, the key question is how can we build a financially sustainable NGO?

<https://mzninternational.com/training-courses/>



## Getting Project Budgeting & Reporting Right

The budget is the most frequent reason why proposals fail to win funds. And many projects are limiting their impact due to budget management issues. Let's fix that!

# Stay in touch!

We are here to make doing good better. We help non-profit organisations secure more funding, drive innovation and develop smarter strategies.

By 2030, most of our services to NGOs will be free of charge or subsidised. Training already is.

**Christian Meyer zu Natrup**

Chris@mzninternational.com

New blog, podcast and upcoming events  
[www.mzninternational.com](http://www.mzninternational.com)



## Upcoming webinars:

### 2024 WEBINAR SERIES

#### 10 TIPS TO IMPROVE YOUR PROPOSAL BUDGET

The budget is the centrepiece of a successful proposal. Over half of the proposal failures for USAID, EU and other major institutional donors are due to insufficient or incoherent budgets. In this webinar, we will take an in-depth look at common mistakes, how to avoid them and what donors expect to see in a budget.

#### DATE

25 JANUARY 2024

#### TIME

3 - 4 PM CET  
9 - 10 AM EST

[REGISTER NOW](#)

[mzninternational.com/mzn-events/#webinars](http://mzninternational.com/mzn-events/#webinars)



### 2024 WEBINAR SERIES

#### AI & PROPOSAL WRITING, FUNDING SUPPORT, AND MORE

Join us for an insightful webinar where we delve into the transformative power of Artificial Intelligence (AI) in revolutionizing the landscape of proposal writing, securing funding, and beyond. In today's competitive environment, harnessing the capabilities of AI can be the game-changer in crafting compelling proposals, accessing funding support, and optimizing your approach to grant applications.

#### DATE

8 FEBRUARY 2024

#### TIME

3 - 4 PM CET  
9 - 10 AM EST

[REGISTER NOW](#)

[mzninternational.com/mzn-events/#webinars](http://mzninternational.com/mzn-events/#webinars)







**Thank you for listening.**

**Any Questions?**

