

SUMMARY SHEET

Agenda Nr. 2.04/5	Subject	Resource Mobilization Action Plan
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For Information <input type="checkbox"/>	For Discussion <input type="checkbox"/>	For Decision <input checked="" type="checkbox"/>
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Introduction

A resource mobilization strategy was prepared in December 2003. This gave the general direction in which effort needed to be made to generate resources. This paper takes the next step in defining the action that need to be taken it has been put together in close consultation with the RMFT.

Summary

The Action Plan explains that while the over all objective is to mobilise resources for the need of the entire partnership work will commence by mobilising resources for the target work plan of the Stop TB Secretariat.

The plan recognises the need to focus on four specific objective:

- Develop a set of support structures and formal processes to help in raising funds.
- Ensure that donors recognize the challenge of TB control and give high priority to supporting Stop TB Partnership.
- Increase flow of resources from existing and new supporters of the Stop TB Partnership from the existing donor segments.
- Develop new fund raising products and approaches.

It delineates the gives specific actions that need to be taken to make progress for generating resources on the scale needed.

The Plan suggested that while an effort should be made to mobilised more resources for the existing donors it would be necessary to take steps to explore and develop new Donor segments such as Private Foundations/Trusts; business corporations, and high net worth individuals. It also envisages the need to develop new resource mobilising products like cause related marketing to engage commercial enterprises in joint efforts with the Stop TB Partnership to raise money, and to take steps to make better use of internet to raise funds.

It recommends that the Task Force should be converted into an ad hoc advisory group that would be available to the Coordinating Board and the Partnership Secretariat to provide advice as and when needed.

Decisions requested from the Stop TB Coordinating Board

Endorsement of the Resource Mobilization Action Plan

Next steps and time frame

WHAT	WHO	WHEN	FOCAL POINT
<ul style="list-style-type: none"> • Endorsement of the Resource Mobilization Action Plan • Conversion of the RMTF • Conversion of the Approved RMAP into an operational plan 	<ul style="list-style-type: none"> • CB • Resource Mobilization Team at the Partnership Secretariat, 	<ul style="list-style-type: none"> • October 2004 • November 2004 	Partnership Resource Administrator of the Stop TB Partnership