

# WP2

## Task 2

# Private sponsors and banks

Status January 2020

P. Debu

# Task 2.2 Private sponsors and banks

- **Objective:** explore the possibilities for private foundations and/or individuals to sponsor GANIL
- **Budget Task 2:** 206 k€
- **Potential actions:** communication, lobbying, branding, sponsors, etc.
- **Method:** subcontracting to companies specialized in fundraising
- **Specifications:** finalized in March 2018
- **Call for tender:** published on April 13<sup>th</sup> 2018
- **Companies chosen:** Philanthropia (sponsors) & Delsol (legal studies), contract signed October 5<sup>th</sup> 2018
- **Kick off meeting:** January 7<sup>th</sup> 2019

Participants: G. Colin, L. Miyoshi, S. Trouillard, / S. Mergui, P. Debu, N. Alahari, H. Goutte, M. Lewitowicz

- **Preliminary report phase 1:** September 25<sup>th</sup> 2019
- **Closing meeting phase 1 & decision phase 2:** February 2<sup>nd</sup> 2020

# Kick off meeting: January 7th 2019 with Philanthropia & Delsol

## Review of objectives

44 k€

### Phase 1 / firm phase

Objective :  
Develop the strategic components  
of Ganil-Spiral2's "patronage offer"

- Internal interviews with resource persons at the CEA, CNRS, Ganil and possibly European partners.
- Definition of key messages and writing of the arguments in French and English.
- Mapping of potential donors.
- Campaign methodology note.
- Legal study to evaluate the possibility or not of GANIL carrying out the collection.
- Presentation of the conclusions to the CEA and IDEAAL correspondents.

30 k€

Phase 2 / conditional tranche  
(activated according to the results of  
phase 1)  
Objective :  
Validate the concept and potential for  
fundraising

- 10 interviews with company managers concerned by Ganil's activity and fund raising experts to validate the methodology and arguments.
- 20 test interviews with potential donors to validate the attractiveness of the projects and the donation potential generated.

# Organization



- Steering committee:
  - J.L. Biarotte, Pascal Debu, N. Alahari
  - G. Colin, L. Miyoshi
- Executive committee
  - S. Lecerf, M. Lewitowicz, M.H. Moscatello, F. de Oliveira
  - S. Trouillard

# First step



- Interviews by Philanthropia of:
  - Group 1  
M.H. Moscatello, F. de Oliveira, J. Pancin, Y. Saintigny, A. Cassime, N, Alahari
  - Group 2  
A.I. Etienvre, JL. Biarotte, A. Maj (GUEC, Pologne), R. Glowacki (région), M. Lewitowicz, P. Debu, F. Staley

# Definition of the Patronage offer

- **Brainstorming workshops**

(2X1/2 journée May 14th & June 7th 2019) with GANIL scientists:

- Definition of the collector's brand positioning (Ganil & Spiral2)
- Central concept to call for sponsors & wording (offer).

## **OUTCOME**

- GANIL&SPIRAL2 identity (Who? What? Specificity?)
- SPIRAL2 project description
- Message to sponsors
- Campaign on 5 years – preliminary objective 6 M€

# Legal study by Delsol (1)

Direct collection by GANIL excluded if management is not disinterested

Other possibilities:

- Evolution of GANIL into a GIP
- Direct collection by CNRS and/or CEA

Conditions: agreement + traceability of expenses for an EIG project eligible for sponsorship

- Creation of a dedicated vehicle: endowment fund

# Legal study by Delsol (2)

- Sponsorship collection carried out directly by GANIL possible only in the hypothesis of voluntary management
- This atypical hypothesis should be confirmed in advance in the context of a tax rescript taking into account the issues at stake
- However, the answer would remain rather uncertain, particularly if the instructing department considered that the allocation of net assets to members in the event of dissolution, pursuant to the Articles of Association, would in any event be contrary to the disinterested nature of the management
- The administration would have a 6-month response period, during which the collection campaign should not be launched.



# « Offer » divided in three programs:



- **Research Development**

atome for space, atome for life, atome for discovery, support to experiments

**NEED OF INPUT FROM GANIL ON PROJECTS**

- **Outreach**

conferences, media, communication events...

- **Develop talent**

education, training, theses&innovation prize, professorship

# Recognition program:



## Depending on the sponsoring level

- **Reporting**

annual meeting, written reports, personalized thanks

- **Advertisement**

virtual&real panels, naming of facilities, logos, press

- **Privileges**

access to publications/laboratories/beam, visits, meetings

- **Networking**

between sponsors, with researchers, internships

- **Special Events**

conferences, invitation to theses

# Next step

Meeting: February 2<sup>nd</sup> 2020

- **Phase 1 closing meeting**
  - General presentation by PHILANTHROPIA
  - Delivery of Report (argumentation, mapping of actors, projective business plan, methodology for developing a campaign)
- **Decision on phase 2**
  - Identification and contact with 10 potential sponsors
  - Validation and optimisation of the campaign plan