

WP2 – International Coordination and New Partners

Task 2 - Private sponsors and banks

Status - September 2020

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Task 2 - Private sponsors and banks

- **Objective:** explore the possibilities for private foundations and/or individuals to sponsor GANIL, and for GANIL to apply for loans from banks
- **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 13th 2018
- **Companies chosen:** Philanthropia (sponsors) & DELSOL (legal studies), contract signed **October 5th 2018**
- **Kick off meeting:** January 7th 2019
- **Legal study received from DELSOL:** July 17th 2019 + complementary information on July 8th & September 19th 2019
- **Preliminary report phase 1:** September 25th 2019
- **Possibility of loan from banks:** draft CEA note December 19th 2019 work ongoing in CNRS-GANIL
- **Closing meeting phase 1 & decision phase 2:** February 7th 2020
- **Phase 2 divided in 2 steps:** contract agreed on May 5th 2020 by email
 - 2-A:** consultation of 5 fundraising experts: **done** – report from Philanthropia expected soon
 - 2-B (optional):** consultation of 5 potential sponsors: **suspended**, *pandemic not the right time to look for donations...*

philanthrOpia
by Hopening

DELSOL AVOCATS
LA QUALITÉ DE LA RELATION

Kick off meeting: January 7th 2019 with Philanthropia & DELSOL

Review of objectives:

**44 k€
(completed)**

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€
2-A: 8 k€
(completed)
2-B: 6 k€
(optional)**

Phase 2 / conditional tranche

(activated according to the results of phase 1)

Objective: Validate the concept and potential for fundraising

- 10 5 interviews with fund raising experts to validate the methodology and arguments.
- 10 5 test interviews with potential donors to validate the attractiveness of the projects and the donation potential generated.

Legal study by DELSOL (1)



Direct collection by GANIL excluded if management is not disinterested

Option chosen

Other possibilities:

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

Conditions: agreement + traceability of expenses for an ELG 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

DONE 27th July 2020: GANIL has submitted the required form to the administration (had been subcontracted to TZA AVOCATS)

- The administration have a 6-month response period to answer

PHILANTHROPIA phase 1



Benchmark (CERN, SOLEIL, GSI, EMBL, CRG, CLIMATEC)

Report from internal interviews

GANIL leaflet (editable pptx)

- GANIL&SPIRAL2 identity (Who? What? Specificity?)
- SPIRAL2 project description
- Message to sponsors

Campaign plan on 5 years – modest preliminary objective 6 M€

Strategic note

List of prospects

Recognition program for donators

« Offer » divided in three programs:

1. Research Development

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

Could be added : + Idea for GANIL to raise money for building/construction of first commercial electromagnetic isotope separator for various applications (see WP4.T3)

2. Outreach

conferences, media, communication events

3. 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 steps

- **Final report by PHILANTHROPIA (meeting date not fixed yet)**
- **Decision on PHILANTHROPIA phase 2-B**
 - Identification and contact with 5 potential sponsors
 - Validation and optimisation of the campaign plan
- **Finalize note on possibility for GANIL to loan from banks (BEI)**
- **Write report for EC**

Thank you for your attention