



Rhodes Business School
Leadership for Sustainability

Our vision is to be the business school of choice for those aspirant leaders and managers who are committed to applying sustainable business practices.

Responsible Leadership
Engaged Business
Integrated Society



www.ru.ac.za/businessschool



INYATHELO
The South African Institute
for Advancement

Certificate in Advancement and Resource Mobilisation

16 – 21 July 2018, Cape Town

NQF: Level 7 Credits = 7

Purpose of the Course:

The programme provides the key knowledge and understanding needed for universities and non-profit organisations to effectively manage their fundraising process and opportunities. Working within an Advancement framework, the course aims to create a fundamental shift in thinking around organisational and institutional mission, objectives and delivery – and how to attract the donor resources in support of this. The course is designed to strengthen the capacity of participants to increase their organisation/institution's potential for long-term financial sustainability.

There is a strong focus on the relationship management aspect of fundraising, instead of the transaction. The certificate programme also explores issues around strategy and leadership as well as the relationship building blocks of identification, cultivation, solicitation and stewardship. Media advances, practical case studies and experiences from professionals in the field will be discussed and evaluated as they relate to the South African context.

The course is based on the following six modules:

1. What is Advancement?
2. Strategy and Planning
3. Leadership and Governance
4. Financial Management
5. The Case for Support
6. Donor Relationships

Specific intended outcomes:

At the end of the course, learners will be able to:

- Explain the role of professional Advancement practice in the life of a university or an organisation.
- Understand the importance of strategic thinking and planning in assisting a university or an organisation to respond effectively to contextual changes and different scenarios, as well as leverage off its most powerful resource – its people.
- Create and enable leadership profiles that support organisational/institutional Advancement.
- Demonstrate an understanding of key governance structures and the requirements needed for well-functioning and responsible board management for your organisation or institution. These will include relevant governance codes, sustainability principles as well as incorporation, finance and tax implications.



RHODES UNIVERSITY
Where leaders learn

Rhodes University has been delegated authority by the HEQC to accredit its own short courses. A rigorous policy is in place to manage short courses and employers are able to claim skills levy reimbursements from Rhodes University accredited short courses.

Accreditation

The Council for Higher Education (CHE) has granted full accreditation to the Rhodes Business School's MBA programme.

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- Plan for sustained organisational/institutional financial health, including the development of a Reserve account, and key processes and procedures for sound financial management.
- Demonstrate an understanding of the donor environment, recognising different donor audiences and the spectrum of donor interests, and identifying opportunities for synergy between grant-makers and grant-seekers.
- Develop a Case for Support, conduct Prospect Research, and manage managing donor relations as well as utilize analytical and research tools to support a comprehensive fundraising programme.
- Demonstrate an understanding of the importance of organisational visibility and a communications strategy to publicise your work through newspapers, magazines, radio, television, websites, the internet and social media.

Certificate Assessment:

Participants are required to pass an assignment (submission only after the completion of the certificate course), to obtain a Certificate of Competence for the course. The focus of the assignment is on the research, planning and general design of a comprehensive Case for Support.

Admission Requirements:

Applicants should normally:

- Hold a bachelor's degree or equivalent qualification
- Have a minimum of 1 years full-time relevant practical business, organisational or consulting experience (within the fundraising environment would be beneficial)
- Be proficient in English and have acceptable writing capabilities
- Allowances will also be made with regards to RPL (recognition of prior learning), where participants will need to hold at least a matric qualification and a minimum of 3 years' relevant experience

Cost:

The fee for the course will be R11,900* and full payment is required before commencement of the course. This fee includes registration costs, all course materials, plus teas and light lunches during the course and does not include accommodation, travelling or related costs.

**there will be 10% discount provided to organisations who have three or more participants attending*

Please note that, in our endeavour to improve our sustainability practices, we will provide all course materials on a flash stick. So participants are required to bring their tablets/laptops to sessions, if they want to access the e-materials.

Dates, times and venue:

The course will be held over 6 full days from 16-21 July 2018, from 08h30 – 18h00, with an earlier finish of 4pm on the last day (Saturday). The course will be delivered in Cape Town, at Inyathelo's offices (see <http://www.inyathelo.org.za/contact.html> for address and directions).

Closing Date for applications: 5 July 2018

Please note that spaces are limited and will be allocated on a first-come, first-pay basis to those who meet the admission requirements.

If you have any queries please contact:

Ms Aviwe Petsha
Phone: 046-603-8617
Email: A.Petsha@ru.ac.za

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APPLICATION & REGISTRATION FORM

(PLEASE COMPLETE CLEARLY, SCAN AND EMAIL BACK TO Ms Aviwe Petsha)

COURSE: Advancement & Resource Mobilisation certificate

DATES: 16-21 July 2018

Surname:	First Name:	Title:

ID or passport number (required for the certificate):

Organization and designation:

Person and Postal address for the invoice:	Postal address for the certificate (if different):

Contact details	
Office Tel:	Fax:
Cell number:	Other:
Email:	

Educational Qualifications:

Certificate in
**Advancement &
Resource Mobilisation**

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Work & Advancement-related Experience:

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Current and future Responsibilities related to advancement:

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I, _____ hereby confirm that the information that I have completed in this application form is correct. I also confirm that I have read the course brochure and accept the conditions set out therein.

Signature

Date