

Fundraising Initiative for Building Projects



The African Leadership Excellence Academy is a governmental institution established by the Ethiopian government to train leaders and provide research and consulting services to Ethiopian and African private and governmental organizations. The Academy aims to promote cultural excellence, creativity, and collaboration between today's and future generations of leaders who tailor solutions to the complex problems facing Ethiopia and Africa. To achieve this, it provides training programs and courses that cover various areas of leadership development, such as strategic thinking, strategic decision-making, communication skills, team building, conflict resolution, change management, etc.

It also conducts in-depth research related to management systems and best practices and provides consulting services to private and public institutions that want to improve their leadership capacity and performance. The Academy is currently working on a project to expand and build an infrastructure based on modern wisdom that will create a favorable environment for training and research, communication, and creativity. The infrastructure construction is compatible with nature and the environment; it uses renewable energy sources; it has its own drinking water

supply and waste disposal system; and it includes a conference center, a classroom, dining and sleeping rooms, and other entertainment and park infrastructure.

As the project requires more than three billion birr, it faced the challenge of a budget shortage and needed the support of stakeholders, donors, government and private institutions, and the diplomatic community. Therefore, this project construction resource collection idea has been prepared in a manner that indicates the conditions necessary to start the project, the institution's untouched capabilities, resource sources, and national and international practices in terms of resource collection.

Forced conditions and the vision of the academy

In the current government structure, the number of top government leaders in Ethiopia is 2500. In addition to this, a number of middle- and junior-level leaders are available from the federal government to the districts. The Leadership Academy has the mission of empowering these leaders in leadership skills and other related agendas, but the current capacity of the school cannot accommodate even the top leadership at one time. The main hall of the institution can hold only 600 people, and the dormitories cannot hold more than 300 people. To fill this gap, the academy is using hotel beds at high rents outside the compound or calling leaders turn-by-turn to complete the training in an extended process. Both of these options have their own downsides in terms of cost, time, and quality of training, as well as trainee safety and comfort.

In Addis Ababa, there are no large convention centers or syndicate rooms that can accommodate thousands of trainees at one time. As a result, the Abageda conference center, located in Adama city in the Oromia region, was taken as an option to overcome the prescribed shortfalls.

Abageda Convention Center in Adama City has a better capacity compared to other conference centers located here in Addis Abeba. The biggest shortcoming of this conference center is that it does not have accommodation for trainees and no infrastructure other than meeting and dining areas. Due to the lack of accommodation for trainees, the cost of beds paid by hotels is very high, which makes it difficult to provide reliable security for the trainees. In addition, the transport

service of taking the trainees from the hotel to the training place and back adds another challenge to conducting trainings in a strict manner while maintaining the training entrance and exit hours. For instance, if we look at the 13-day senior management training given in September of this year, the institution that only prepared us for urban transportation led to an unnecessary waste of money of 40 million Birr.

It is known that the government's leadership is a manifestation of Ethiopia's diversity and is made up of different ethnic groups. During the long days of training organized by the government, group formation and beds are allocated according to ethnic composition. In the situation where trainees spend the night in different private hotels on rent, it is bound to be difficult to do this. The cumulative effect of these challenges also has a negative impact on providing quality training.

As it has been proven in different research studies, the leadership skill gap is prominent both in Ethiopia and Africa. In order to address these challenges and create effective leaders, the African Leadership Excellence Academy is a continental institution that explores Ethiopian and African issues with a comprehensive leadership training framework.

In order to carry out this mission efficiently, it should be equipped with an infrastructure that can accommodate up to 2500 trainees at a time. In addition to this, a convention center will be built at the expense of the government treasury. To build the required conventional center that can accommodate this number of trainees at a time, the need for support from various governmental and non-governmental institutions, organizations, and individuals is basic.

Untapped potential

By solving the existing infrastructure, the leadership academy can provide training services of low cost and high quality that preserves the nationalism with reliable security. However, the vision and purpose of the African Leadership Academy are not limited to solving these problems encountered in the journey so far by providing competent and quality training in a comfortable environment. By solving these basic problems, becoming a competitive and qualified leadership training center is an important issue.

To bring the academy to a level befitting its name and mission, it should have a main conventional center, dining hall, dormitories, 5–10 medium-sized halls, and 50 syndicate rooms that can accommodate at least 2500 people at a time. In addition to this, the training center needs sports facilities, entertainment, and parks to add value. In terms of sports facilities, indoor gymnasiums and outdoor sports facilities like golf and swimming pools are necessary.

In addition to this, the training center should contain various model workshops where trainees can gain practical experience on the main topics of leadership training. For example, in the agricultural sector, if there are demonstrations in which fruit and vegetable cultivation, animal fattening and production of animal products, fish farming, etc. are carried out, it will help leaders to see the knowledge they have gained in theory in practical experience. It may also have a center of technological excellence and a small- and micro-scale industrial production demonstration. By keeping the natural beauty of the academy's grounds and making them harmonious with nature, it can be made a reference center with its green footprints.

Our academy has 5 percent of its 50 hectares of land that has not yet been used to carry out the mentioned and other constructions. Based on this, the master plan and design of the center have been prepared. In the master plan, conventional centers, conference and accommodation rooms, entertainment and sports facilities, ICT centers, and others are included. However, the funds needed for the construction work cannot be covered by the regular budget system or government resources alone. Even if we try it, it will be a project that will take many years. Therefore, it has become necessary to establish a new type of resource pooling.

Purpose of fundraising

The main purpose of the fundraising is to fill the infrastructural gaps in the African Leadership Excellence Academy with the participation of investors, corporations, governmental and non-governmental institutions, and other volunteers.

Activities that will be performed with income are:

- A complete conventional center that can accommodate 5000 people at a time;
- 2500 bedrooms;
- Employees and trainees' entertainment;
- Standard golf field;

- Urban agriculture center and processing.

Expected Outcomes

- It would have a training facility and dormitory that could accommodate 500 people at a time.
- A building that has been built to the highest standards and is fully furnished and ready for training;
- A golf field built according to international standards;
- A large modern library that has redeemed the era and has completed all the technology that has reached the world; and
- Well-developed staff and trainee facilities.

Differently from the infrastructures tried to be listed above, AFLEX will build a center of excellence that will allow the new generation and leadership to conduct research-supported training and research. Within this sector, leadership skills, stories, and experiences of nations and nationalities will be presented with the support of digital technology.

The challenges of resource mobilization and the new national practice

One of the challenges that can be faced during resource mobilization is that our national resources are bored and unwilling due to the contributions requested at different times. Another challenge is the reluctance of economic actors to participate at the required level due to inflation and economic stagnation.

Since the project of expanding and modernizing the leadership academy is of national significance and shows Ethiopia's image to the rest of the world, not only the collection of resources but also the process of resource collection deserves special attention. Therefore, the leadership academy's resource gathering task force will follow a new resource gathering strategy that integrates the new practices seen in our country after the national change and the existing practices in foreign countries in order to overcome the problems that may be encountered in the process.

As we all know, after the national revolution, we have been guided by the idea of medemer, and we have worked on many people-oriented activities and huge projects by mobilizing indigenous

resources. The investors of our country and the entire people of our country, with the belief that fifty lemons are a burden to one person but a decoration to fifty people, came to the practice of supporting others, raised their potential, and are getting stronger. Moreover, the construction and renovation of poor houses, food sharing, food for the poor, and, at a higher level, the projects for the country are mentioned in this regard. It is necessary to take this as a starting point, strengthen the experience of carrying out large national projects through integration and cooperation, and develop new strategies.

It is common for investors and owners of charitable organizations in developed countries, known as philanthropists, to provide financial support to various higher education and research institutions. Although this kind of experience is new to our country, it has been used for a long time in developed countries to solve common problems together, overcome structural obstacles, and create social bridges. For example, Nigerian investors Aliko Dangote and Folonsho Alakaija, German Holocaust survivors Howard and Lottie Marcus, and Foxconn company owner Terry Gu are one of those who have donated large amounts of money to universities and colleges. Johns Hopkins University received \$1.8 billion in donations from philanthropic individuals and organizations in 2018 alone. The same experience has been developed in the United Kingdom, and in the 10 years from 2008 to 2017, higher education institutions have collected 4.79 billion dollars in this way. Oxford and Cambridge universities collected about half of this.

Starting from the convectional center within this project, we will build many meeting and dining rooms, sports facilities, parks, etc. As a result, the constructions will be named after the contributors, and their names and tributes will be written in bold colors.

There are many international experiences of this type. For example, Mark Zuckerberg, the owner and CEO of Meta Company, and his wife, Priscilla Chan, have donated half a billion dollars to Harvard University, a philanthropic organization. The university used the grant to establish an institute to study natural and artificial intelligence and named the institute after Mark Zuckerberg's mother.

Harvard University Donor Memorial

Harvard University has named several of its departments and buildings after donors, including the Graduate School of Arts and Sciences, the School of Public Health, the School of Engineering, and the Bertrally Building. Similarly, Irving Medical Center, which is managed by Columbia University, got its name after Florence Irving, who lost her husband to cancer, donated \$900 million to it. The University of Pennsylvania School of Law is also affiliated with the Carey Foundation, which has donated \$125 million under the same name.

In addition, donors will be able to access the services provided by Aflex to the public for free, and they will be able to come and send messages to the trainees every season, and they will be able to advertise. It is an honor to attend major national, continental, and international events organized by Afflex; On this occasion, you will have the opportunity to meet and network with leaders, researchers, investors, famous personalities, etc. at all levels.

It can be understood from the budget performance report that there is a gap in the budget and performance of federal institutions and development organizations for capacity building. The reason given for this is that the first planned capacity building work was not carried out, and the budget that was returned was not being built. Based on this, the Ministry of Finance and the Ministry of Planning and Development will coordinate with the Ministry of Finance and the Ministry of Planning and Development so that the leadership capacity building budget of each institution can be gathered into one center and used for this project.

Source of Resources

According to the new resource collection system, federal and regional budget offices, federal and regional development institutions, higher education institutions, professional and civic associations, foreign governments and their development organizations, multilateral international institutions, Ethiopians living abroad and Ethiopians of birth, the prosperity party structure, local investors, and foreign investors are considered key sources of resources.

1. Sources of domestic wealth

Since the training center is a government institution, it is not questionable whether it is a federal or regionally budgeted institution as well as government development organizations as a source of resources for government development organizations. Institutions of higher education that

collaborate with Aflex in research, training, and activities are expected to fulfill their own responsibilities during the construction process of the project.

As the primary training participants of the African Leadership Excellence Academy, government leaders in the current situation, the Prosperity Party that holds governmental power, the party's head office and its branches and leagues, and the party's leadership and members will have a major role. Even professional and civic associations whose goal is to create a better Ethiopia by increasing national capacity and strengthening the democratic system in the field they are engaged in will share the vision with the Academy and are expected to be engaged in the same field and stand by it.

At the same time, the governments of foreign countries and their international development organizations, in their capacity-building, development, good governance, and democracy-building activities that they associate with the Ethiopian government, have a wide possibility of reflecting the leadership academy as the primary agenda. Local investors engaged in business and investment activities, Ethiopians and Ethiopians of origin, will pay a favor to their country by participating in charity activities to upgrade and modernize the academy. It will continue to provide them with opportunities that will ensure their lasting benefits.

Although the fundraising options are wide and reliable, it is advisable to carry out a large-scale campaign to raise the necessary resources for the project and conduct this through known organizations.

1. Foreign partners as sources of resources

The African Leadership Excellence Academy (AFLEX) is poised to play a leading role in the transformational vision of leadership development in Africa. The success of AFLEX's infrastructure projects and comprehensive training programs hinges on the active participation of foreign partners. Technical and financial support from countries and development organizations that share leadership excellence and a commitment to positive change across the continent is essential. Foreign countries and organizations that share a commitment to leadership excellence and positive change on the continent provide the financial coverage needed to build AFLEX's

state-of-the-art facilities, serving as a financial pillar by injecting critical resources into the project through direct capital support.

Beyond funding, foreign partner governments and organizations bring essential technical expertise in leadership science, architecture, engineering, and environmental sustainability. Moreover, foreign partners contribute to AFLEX's long-term success by providing capacity-building programs to enhance the skills and capabilities of Academy staff. This strategic investment in human capital not only lays the foundation for sustainable change but also creates an environment in which leadership excellence thrives.

Direct Funding

Encourage foreign governments as well as development partners to make direct financial contributions to infrastructure projects. This can include one-time donations, multi-year commitments, or organizing and participating in fundraising campaigns. In this regard, the countries that have a strong partnership agreement with Ethiopia, like the United Arab Emirates, Saudi Arabia, Qatar, and Bahrain, will be primarily involved in collaboration with the Ministry of Foreign Affairs and Embassies.

Grants and partnership agreements

There are opportunities to conduct extensive leadership training by requesting grant funding from international development organizations and aid agencies working on good governance and leadership and facilitating ways to work together. It will primarily focus on identifying countries that offer funding for research and training.

Technical support

It may request technical expertise from partner countries and organizations to assist in the planning, design, and implementation phases of the infrastructure project, as well as work with experts in architecture, engineering, and environmental protection. By discussing with JICA, KOICA, SIDA, GIZ, USAID, UKAID, UNDP, UNIDO, and UNCTAD, which are providing technical assistance in various fields in our country, enable them to hire local and foreign experts who can help the center by consulting, training, teaching, and conducting research. In addition,

through these and other development partner organizations, it is planned to enable the training of various federal and regional institutions in the country to be carried out by AFLEX, and also to train a large number of professionals at a low cost. Moreover, build the internal capacity of the academy by partnering with external institutions to provide capacity-building programs for AFLEX staff and trainers, as well as ensure sustainable management and operations.

Training scholarships

Collaborating with foreign governments, universities, and organizations to establish scholarship and fellowship programs for leaders from Ethiopia and other African countries can enhance the academy's training programs and make it globally recognized. In particular, the training and scholarship opportunities provided every year from America, Europe, and the Far East can be carried out at the AFLEX training center. Instead of training a few competent people at a high cost, it is possible to create an opportunity to train many students at a reasonable cost by coordinating with embassies' training institutions and universities. Also, form partnerships with foreign research institutes to collaborate on joint research projects. This may include sharing resources, expertise, and knowledge in areas related to leadership and management functions. This helps the institution to regularly collect best practices from different places, share its own experience with others, and follow modern ways of management and training.

Networking and advocacy

AFLEX will have options to promote and support its mission through its foreign partners. This can be done by participating in the various events organized by the partners and by promoting the institution's events, workshops, and trainings through the partners in order to gather more support and expand the network.

Public-Private Partnerships (PPP):

Exploring PPP opportunities with global companies and organizations to support infrastructure projects and training programs, as well as future agreements with organizations to empower private sector leaders, may include joint ventures, joint funding models, or corporate sponsorships.

Foreign actors participating in the project

There are many ways in which the expertise, resources, and collaborative efforts of external development partners can contribute to achieving AFLEX's vision. By creating strategic partnerships with various international development partners, identifying their strengths and ways in which they can participate in this project can bring about sustainable leadership change. The participation of various external actors is essential to the success of the African Leadership Academy for Leadership Excellence (AFLEX) infrastructure project and leadership training programs. Among these, important foreign actors and their roles are as follows:.

1.Partner States:

Funding: The governments of developed countries can provide direct financial support or assistance to the infrastructure project. Furthermore, it is important to facilitate the project by using financial opportunities mainly from the governments of Middle Eastern countries (Saudi Arabia, Kuwait, Qatar, the United Arab Emirates, and Bahrain).

2. International Development Organizations:

Funding: Organizations such as the World Bank, the United Nations Development Program (UNDP), and the African Development Bank are more likely to provide funding for infrastructure development and leadership training.

Capacity Building: These organizations can support AFLEX staff and trainees by organizing capacity-building programs and workshops to enhance their skills.

3. Foreign Universities and Educational Institutions:

Scholarship programs: Universities in developed countries can participate in AFLEX leadership training programs by establishing scholarship programs for students from Ethiopia and other African countries.

Faculty Exchange: Collaborative faculty exchange programs enable experienced faculty to contribute to AFLEX's training initiatives.

4. International Corporations:

Public-Private Partnerships: Multinational corporations can participate in public-private partnerships with AFLEX, develop leadership knowledge and skills exchange programs, and provide financial support, in-kind contributions, and expertise.

Corporate Social Responsibility (CSR): Corporations can contribute to the Academy's goals while enhancing their corporate reputation by aligning their CSR initiatives with AFLEX's mission. As they contribute to the development of academia, these organizations can contribute to creating better and more efficient government leadership and practices that will sustain themselves tomorrow.

5. Non-Governmental Organizations:

Program Implementation: NGOs specializing in education and leadership development can partner with AFLEX to implement specific training programs or initiatives.

Community Engagement: NGOs can facilitate community engagement and outreach programs related to the infrastructure project.

1. The detailed content of the fundraiser and the special benefits of the sponsors

The resources to be collected are in kind and money, and the level of support has different names depending on the size of the donation.

Level of support

Our platinum-level partner

Our Platinum level partners and their contribution amounts:

- Construct and deliver a 5,000-seat convention;
- Providing all the office equipment and likes for the 5000-seat convention;
- Completing and handing over the construction of the golf field;
- Building a modern library and organizing it with facilities;
- support more than 2 billion birr;

Diamond-Level Partner

- Construct a modern trainee and employee recreation center and complete and
- Handle the facilities;

- Completing and handing over the construction of the football field in a standard way;
- support more than one billion birr in money or comparable value.

Gold Standard Partner

- support more than half a billion birr in money or a comparable estimate

Silver-level partner

- support more than 100 million birr in money or a comparable estimation

Bronze-level partner

- support less than 100 million birr in money or a comparable estimate

The special benefit of supporters

All of our partners have the greatest and most special interest in being able to help their country.

At the platinum level

- They will have buildings named after themselves.
- They will be invited to speak at the annual conference.
- Pavements of the road leading to the constructed building will be engraved with the names of the officials of the organization at each level.
- Their work will be reported as part of the history of the academy.
- They will receive a great historic award prepared at the platinum level that is signed by our honorable prime minister.
- They will become a special guest at the dinner party with our honorable prime minister.
- They will have their own corner within the academy that helps them describe the general status of their institution or organization.
- They will have the opportunity to print and distribute brochures explaining their organization to leaders who come from time to time;
- They will be allowed to make a documentary about their public contribution in government media.

At the Diamond level

- They will have buildings named after themselves.
- They will be invited to speak at the annual conference;
- Pavements of the road leading to the constructed building will be engraved with the names of the officials of the organization at each level;
- Their work will be reported as part of the history of the academy;
- They will receive a great historic award prepared at the platinum level that is signed by our honorable prime Minister;
- They will become a special guest at the dinner party with our honorable prime minister;
- They will have their own corner within the academy that helps them describe the general status of their institution or organization;
- They will have the opportunity to print and distribute brochures for 2 years, explaining their organization to leaders who come from time to time;
- They will be allowed to make a documentary about their public contribution in government media;

At Gold Level

- They will receive a great historic award prepared in gold and signed by our honorable prime Minister;
- They will have the opportunity to print and distribute brochures for 2 years, explaining their organization to leaders who come from time to time.

At the silver level

- They will receive a great historic award prepared in silver and signed by our honorable prime Minister;
- They will have the opportunity to print and distribute brochures for 2 years, explaining their organization to leaders who come from time to time.

At Bronze Level

- They will receive a great historic award prepared in bronze and signed by our honorable prime Minister;

- They will have the opportunity to print and distribute brochures for one year, explaining their organization to leaders who come from time to time.

In general, the role of leadership is crucial in order to complete the journey of prosperity that our country has started and to make it an example of African prosperity, as well as to effectively overcome the national and international challenges that we have faced and may face in the future. Our country is preparing itself in many fields, not only to overcome today's problems but also for future challenges. One of these is to build a leadership that is capable and well aware of national and international changes and can provide appropriate leadership.

Leadership skills are not something that comes overnight or is only acquired through university education. It requires long-term practice and continuous skill training and exercises. That is why it has built an institution with African responsibilities, not just in the country, and is trying to fulfill its continental responsibilities.

To achieve this vision of the continent and the country, the master plan and design of the center have been prepared, which enable the center to carry out the mentioned and other constructions. A fundraising project has been set up to cover the costs of putting the prepared plan and design into action. The resource collection project will be managed by sub-committees, and the sub-committees will prepare forums with relevant parties, and a document will be presented by Aflex's president, Mr. Zadig Abraha.

The African Leadership Excellence Academy has been making significant achievements, but its future prospects are much greater than what it has done so far. The Academy has called on all partners and stakeholders to stand by its side, as the self-modernization movement that has just started cannot be achieved with a few resources and energy. Therefore, it is necessary to achieve the three-billion-birr project plan of the academy by further developing and expanding the resource sources and resource collection practices indicated in this article.