

Overall strategic objective: *By 2022, the SPP will have ensured the financial resources needed to sustain its operation and fulfil its mission.*

Goal 1: By 2022, the SPP will have deepened partnerships with existing donors

Objectives	Indicators	Activities
1a: By 2022, the SPP will have maintained and improved its good reputation in the donor environment	Annual Reviews # of informative emails # of meetings/visits # of project promotional materials	<ul style="list-style-type: none"> • Development of regular, typical communications material on SPP core work or project work (e.g. annual reports) • Development of “non-typical” communication material that will keep donors connected to SPP work (e.g. videos, email with highlights)
1b: By 2022, the SPP will have at least one new project approved by an existing donor, allowing the organisation to implement activities foreseen in the five-year strategic framework that do not have secured funding	3 proposals submitted	Development of project proposals submitted to existing donors, aiming to implement the activities foreseen in the strategic framework that do not have secured funding

Goal 2: By 2022, the SPP will have expanded its fundraising base

2a: By 2022, the SPP will have cultivated a co-operation with at least one additional Greek foundation that has not supported SPP in the past	4 proposals submitted	Development of co-funding proposals for running projects of the SPP (e.g. PoliPrespa, LIFE Prespa Waterbirds)
2b: By 2022, the SPP will have cultivated a co-operation with at least one additional international foundation that has not supported SPP in the past	2 proposals submitted	Development and submission of project proposals to selected international foundations that have either expressed an interest in the SPP’s work, or their fields of interest and geographical scope aligns with Prespa and the SPP’s work
2c: By 2022, the SPP will be participating in at least two GAA projects funded by a funding instrument	4 proposals submitted	Participation in multi-partner proposals submitted to GAA funding mechanisms that are relevant to the SPP but not NGO-oriented in terms of lead partners

Goal 3: By 2022 the SPP will have reduced the financial contribution of PONT/MAVA

3a: By 2022, the SPP will have decreased its uptake of available PONT funding resources by 3%	# of proposals	Development and submission of fundraising proposals based on areas/activities foreseen to be implemented in the five-year strategic framework 2018-2022 with PONT/MAVA funding
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