

OUR BUSINESS MODEL

We strive to provide excellent services to our stakeholders based on a thorough understanding of their needs and continuously seeking new ways to support them achieving their objectives. We do this through effective engagement with stakeholders, proactive corporate communications, the effective delivery of fundraising results and good corporate governance.

Through this support, we believe a vibrant and enduring culture of philanthropy in which donors increase their impact on higher education through support for the University of Namibia to become more effective in delivering on its mission will be advanced, and greater collaboration among all parties will lead to a better future for Namibia. To do this in a sustainable manner, the Foundation requires resources and collaboration with various partners.

VALUE PROPOSITION	KEY ACTIVITIES	KEY RESOURCES & CAPACITIES	KEY PARTNERSHIPS	CLIENT & PARTNER RELATIONSHIPS
- A wide range of quality projects to donate towards such as increasing access and success of students, ensuring impactful research, growing entrepreneurs, empowering faculty, innovation, sport and culture, etc. - Reliable, flexible, personalised and smooth donor experiences making donating targeted, easy, cost-effective and based on donor needs and values - Network of donors for greater efficiencies and impact in the higher education sector - Independent governance systems based on fiduciary responsibility towards good corporate governance and prudent fund management - Pro-active philanthropy advocacy towards securing the future funding pipelines	- Effective internal and external stakeholder engagement - Effective and pro-active corporate communications - Effective development, facilitation and delivery of funding opportunities within the higher education sector - Prudent and effective funds management - Good corporate governance	- Professional and administrative support services - Facilities and equipment - ICT and fundraising systems and processes - Efficient administrative systems and processes - UNAM Foundation brand - Strong partnerships	- Clients - Students (present, past, prospective) - University of Namibia faculties, campuses - Donors (local, international, individual, corporations, foundations, international development agencies and other organisations) - Foundation Staff - Board of Trustees - UNAM staff and executive management - Industry - Local community - International associations and networks - Service providers	Pro-active and collaborative engagement with the university, donors, students and all other stakeholders implemented by committed and professional staff.
REVENUE STREAMS			OUR COST STRUCTURE	
- Financial and in-kind support received from the university as fixed institutional support - Negotiated payments for the Foundation's services rendered, i.e., management fees on restricted, unrestricted and endowed funds - Unrestricted donated funds permitting institutional support and investments - Investment income earned on unrestricted funds - Income earned on cash reserves			- Project-specific costs - Operations: Finance, Communications, Marketing, Human Resources, Board, Information and communication technologies, Equipment, Fundraising and Stakeholder engagement	