

GS GRADUATE SCHOOL

Re: Plan to Proceed with MCSF Award Expenditure, Subject to No Objections

Description: See attached description of tasks and deliverables. Labor costs are allocated to Ms. Yousau Bells and Larry Goddard (CV's available upon request). Labor costs will cover the tasks and completion of deliverables (see attached).

Item (B1): Website Content & Design and Brochure Design (for Fundraising)

Attribution: Line 3A: Develop Website, etc.

Explanation: Development of initial narrative content for the website and for the brochure, the latter of which will be targeted for potential fundraising use. Development of initial logo design options and prototype website layout options will be completed well in advance of the next planned meeting of Designated Representatives in the Spring of 2011.

Budget: \$4,858 (of which Labor is \$3,808 and materials/contracted services is \$1,050)

Description: Jason Aubuchon's work to coordinate the initial design and construction of the MCSF prototype website for review by the Designated Representatives and ultimate approval by the Chief Executives will be provided at no cost. Labor costs are allocated to Larry Goddard and Kevin O'Keefe (CV's available upon request). Labor costs will cover narrative content and document descriptions for the website and for the draft MCSF brochure. Materials and contracted services will be for website domain registration, initial design and layout work for the website and the draft brochure.

As the Program Manager for the Graduate School, recipient of the MCSF inception award, I will proceed with the above outlined commitments, subject to no objections from the MCSF Designated Representatives prior to Friday, February 4, 2010.

A handwritten signature in black ink, appearing to read "John O'Keefe". The signature is fluid and cursive, with the first name "John" and last name "O'Keefe" clearly distinguishable.

Attachment: Description of Tasks and Deliverables for Fundraising

Description of Tasks and Deliverables for MCSF Fundraising Activities

1. Follow up on Known Donor Opportunities

The consultants will work through the Designated Representatives and the officials of each jurisdiction to identify known/existing opportunities and will identify best options for immediate action. The consultants will, in coordination with MCSF, develop proposals and coordinate document submissions and follow-up with potential donors. The consultants will draft correspondence for the MCSF Secretary General or for MCSF Chief Executives, as appropriate.

Deliverables will include:

- A inventory of potential donors that have either expressed interest in supporting the MCSF, or have been identified by one or more of the jurisdictions; this inventory will list eligibility conditions, grant requirements, range of potential funding support, key individuals and contact details for each identified potential donor.
- Documentation of all proposals developed, whether in draft or as finalized submissions, as well as documentation of official correspondence.

2. Identify New Donor Opportunities

The consultants will complete a comprehensive desktop study researching foundations and organizations with an interest in development in the Pacific, or sustainable development. The consultants will identify the eligibility conditions and grant requirements for each of the identified potential donors. The consultants will prioritize the five potential donors with greatest likelihood of success and, in coordination with MCSF, develop proposals and coordinate document submissions and follow-up with potential donors. The consultants will draft correspondence for the MCSF Secretary General or for MCSF Chief Executives, as appropriate.

Deliverables will include:

- An inventory of potential donors based on their interest in development in the Pacific and/or sustainable development this inventory will list eligibility conditions, grant requirements, range of potential funding support, key individuals and contact details for each identified potential donor.
- Documentation of all proposals developed, whether in draft or as finalized submissions, as well as documentation of official correspondence.

3. Status Report

The Consultants will identify next steps as part of the ongoing fundraising strategy for the MCSF.

Deliverables will include:

- MCSF Fundraising Status Report, including results of contacts initiated and recommended next steps.