


Jordan Hicks

In his own words, GenNext Fellow, Jordan Hicks shares his inspiring journey to Kampala, Uganda to participate in a Resource Mobilization workshop hosted by his host organization, Action Against Hunger.

In September 2024, I had the chance to participate in Action Against Hunger’s first-ever Resource Mobilization (RM) workshop, held in Kampala, Uganda, also known as “The Pearl of Africa”.

This event brought together Business Development and Award Management teams, country directors, finance, and technical staff from across our network.

This workshop was a unique opportunity for us to unify our resource mobilization vision and to strengthen our approach to achieving Action Against Hunger’s ambitious goals of 2030.



Jordan and the U.S. Business Development Team pose for a group photo.

Some of my key roles in the workshop were supporting the logistics team, ensuring every participant in the workshop had all their travel requirements complete, as well as supporting knowledge collection from the sessions that took place.

Our days were filled with plenary sessions, breakout groups, case studies, and interactive exercises focused on developing a more cohesive RM strategy. We explored diverse topics, including donor mapping, financial capacity, business development, award management, and strategic partnerships, all aimed at fostering collaboration and alignment with our long-term goals.

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Throughout the week, we took a deep dive into the practical elements of resource mobilization, with each day focusing on a new aspect of our work. We explored tools and tactics for effectively pitching program themes and ideas, with a special emphasis on aligning our objectives with funders’ priorities.

During the week, several key themes emerged, participants recognized the need for standardized tools and consistent data across country offices,



Jordan and his mentor, Maria Barrios (Associate Director of Business Development)

as well as clearer roles and responsibilities within the RM and award management functions. We also discussed ways to enhance knowledge management and foster more cross-team sharing of best practices. The emphasis on these areas emphasized a shared goal: creating a more streamlined, informed, and unified RM approach to maximize our impact and efficiency.

One of the highlights for me was the session on donor diversification and engagement, which provided insights into expanding and managing our donor relationships.

Learning about the expectations and priorities of different institutional donors and how Action Against Hunger can best position itself to meet these, was a highlight of importance. In addition, hearing from other



Jordan receives a certificate for the 2024 Resource Mobilization Workshop

country offices about their experiences and challenges was insightful and helped me understand the critical role of cross-office collaboration.



Jordan and his advisor, Jack Needles (Business Development Officer)

Outside of the workshop, there were plenty of moments to connect with all the team members through fun activities like scavenger hunts, dinners, as well as getting a taste of Ugandan



Participants gather for the opening conference.

culture through their cuisine, appreciating some of Uganda's breathtaking landscapes, and of course their amazing people.

I'm extremely appreciative of this experience and having the chance to apply what I've learned to my future in the humanitarian space.

