Getting Ready to Fundraise
Resourcing Transition Groups or Projects

A Webinar brought to you by:
Transition Network (REconomy Project, Transition Training)
& Gaia University
Transitioning Your Community
From Oil Dependency to Local Resilience

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Getting Ready To Fundraise: Agenda

• Types of Funders
• Types of Fundraising
• GIVES Strategies
• Who gets Grants?
• What Do Funders Look For?
• Board of Directors
• Questions
Types of Funders

• Government

• Private foundation (has an endowment from a family, individual, or corporation)

• Grantmaking public charity (has more than one donor – often many donors)
  – Community Foundations
  – Faith Communities

• Corporate giving programs

• Individual Donors
Types of Fundraising

- Government grants
- Foundation grants
- Corporate giving programs – money, services, in-kind support, goods
- Charities – money, services, in-kind support, goods
- Sponsorships
- Individual Fundraising
- Events
- Product Sales or Services Sold
GIVES Strategies
Mal Warwick & Stephen Hitchcock

• Growth – Individual donor, Seed Money
• Involvement
• Visibility
• Efficiency
• Stability
Who Gets Grants?
First Steps:

To be seen as a viable, effective organization:

• Define your vision and mission
• Meet all legal requirements
• Build your board
• Plan your programs
• Develop Budgets & Timeline: How Much you need & When you’ll do the work
Legal Requirements

• Depends upon your Country, State/Province
• In many countries, you must legally either:
  – Be a nonprofit organizations that meets public charity legal requirements.
  – Have a purpose that is for public benefit: charitable, educational, scientific, religious, literary, or cultural.
  – Income cannot benefit private individuals. Profit-making is NOT the primary goal.
  – influence on legislation or political campaigns is restricted.

• In U.S., foundations are permitted to make grants to individuals and organizations that do not qualify for public charity status if the foundations follow a set of very specific rules – including filing reports certifying that the funds were spent solely for the charitable purposes spelled out in the grant.
• Occasionally funders will make grants to organizations whose tax-exempt status is still pending, but most will ask for proof of your nonprofit status before considering you for funding.
• If you decide to seek nonprofit tax-exempt status, note that procedures vary across countries, states/provinces. Consult with an attorney or a technical assistance agency.
• Another option is affiliating with an existing organization that is eligible to receive grants and willing to act as sponsor or fiscal agent for your project. Since grants would then be made directly to the sponsoring organization, you and the sponsor should have, in advance, a clear agreement about the management of funds received and what fees — if any — may be subtracted from the grant.
What Do Funders Look For?

- Do you match their publicly stated, legal, or acknowledged interests?
- Do you match their unspoken or unacknowledged interests?
- Do they like your project?
- Will you make a difference?
- Are you capable of doing what you say you’ll do?
- Will you make them look good?
- Do you avoid embarrassing them?
- Do they know you, or know someone who recommends you, or see that you are endorsed by people whom they respect?
- Do you follow their rules without them having to remind you?
- Do you appreciate them and give them a feeling of accomplishment and effectiveness?
Do You Match Their Interests?

• Many funders are required to publicly or legally state their funding interests. See what they say about themselves. Research them.

• *Does your purpose and project match the funder's interests?*
A Compelling, Clear Mission
Who? Why? How?

• Who are you serving?
• Why?
• How? What are your general types activities to make the world a better place?

A Mission Statement must be SHORT, exciting, motivating. A few sentences at most. It’s what you’re doing now.

A Vision Statement is what the world would look like if you accomplished your mission.
Program/Project

• You are addressing a real need.
• Your programs make sense, and are interesting and inspiring.
• You have good partners, or at least are endorsed by partners.
• Your project/work fits with others in the community – Not too big, not too small – Just Right!
• Measureable Objectives
• Evaluation Methods in place. You’re a Learning Organization
Capacity

• You have the ability to implement your plan.
• Capable, involved Board of Directors
• Committed volunteers
• Capable Staff with experience and skills
• It’s clear who is making decisions.
• Realistic Budget
• Realistic Timeline
• Good fiscal management – Financial systems in place
Credibility

- A good track record. Demonstrated ability to do what you set out to do.
- Your group is known in your community and has a good reputation.
- You have been funded by other sources. Diverse kinds of funds.
- You have other supporters and partners who have credibility.
**Capable Team**

How Well Is Your Board Doing Its Job?

- Composition
- Number of Board Members
- Diversity – age, gender, ethnicity
- Community/Constituency represented?
- Conflicts of Interest?
- Staff – too many or poor communication?
- Volunteers
- Clear roles & job descriptions
- Use of databases, electronic media, face-to-face connections?
- Cooperation and Conflict Resolution
Fundraising Resources in the U.K.

To search for trusts and foundations to apply to:

– An excellent trusts database is TrustFunding.org.uk, but this costs £260 annual subscription.
– GrantsNet.co.uk is free and worth a look, though it is not comprehensive.
– Your local CVS (Community and Voluntary Sector organisation) is very likely to run a service where they can search a grants database for you.
– Funding Central is an excellent website to register with. They have a good database and send emails with upcoming deadlines to help you spot opportunities.

Before approaching a charitable trust you should find out as much as you can about them:

• from their website, if they have one,
• and also by looking them up on the Charity Commission website.

The Directory for Social Change publish some great guides to different aspects of fundraising:
http://www.dsc.org.uk/Publications/Fundraisingtechniques
Fundraising Resources in the U.S.

• To search for trusts and foundations: Foundation Center – [www.FoundationCenter.org](http://www.FoundationCenter.org)

• To search for federal government grants: Grants.gov – [www.grants.gov](http://www.grants.gov)

• To search for state government grants, type “(your state) government grants” into your browser and look for a non-profit organization (.org), community foundation, or resource center/library. OR, look for your state at the Foundation Center’s website: [http://foundationcenter.org/fin/](http://foundationcenter.org/fin/)
Fundraising Resources in a few other countries:

- For a few countries the Foundation Center (in the U.S.) has some information:
- Australia, Canada, China, Germany, Mexico, Nigeria, Singapore, South Africa, Spain & Thailand.
- Go to: http://foundationcenter.org/fin/ and click on the drop down box on the right side under the words: “Browse by State or Country Map”
Questions? Comments?

*Great to be with you!*

**The REconomy Project**
Online Course: Resourcing Reconomy
FREE for this Pilot phase. Applications due March 7.

**Transition Conversations Series** continues next week...

**THANK YOU, GAIA UNIVERSITY!**