

Ensuring relevance and adaptability in fundraising and grant-making

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- * Thank you – Triologue Breakout session
- * Opportunity to reflect on three decades
- * What inspired me?
- * Four phases of my career
- * Phase One – Apartheid - era. ; CBO foreign funding
- * Phase Two – donor (1995- 2003)
- * Phase Three- FBOINGO community fundraising FRO
- * Phase Four- INGO, Local and National

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Breakout Session

- * Financial Sustainability
- * Fundraising and Resource Mobilisation
- * Leadership
- * Financial Management

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NPO Directors and Fundraisers Challenges

- * Operate with constraints, who does the fundraising????*
- * respond to real needs in society but they not all fundraisers*
- * This is a professional endeavour,*
- * All Directors are not leaders*
- * Tell NPOs about yourselves on your websites,*
- * Can you identify with their work, you source of information*
- * Be aware of your age, gender, race, class, life experience*
- * Be aware of your power in this relationship*

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Simplify calls for proposals

- * Clearly state what you are funding and what NOT,*
- * how much funds do you have available,*
- * Where to whom,*
- * how you assess - scorecard, transparency*
- * who you have funded before,*
- * multi-year funding,*
- * what you expect to be in place e.g. Reg; AFS; staff/board*
- * Why your company funds (on Website)*

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Understand your donor their pressures and your pitch

- * *funders receive many applications,*
- * *1 minute pitch, 4 Ps , improve n your writing, write simple sentences.*
- * *Keep a few slides ready(update),*
- * *do your research on the donor,*
- * *when you meet , ask the difficult questions about the CSI direction,*
- * *the why questions build relations - the what is for follow up*
- * *all the rest are logistical or operation*
- * *Remember that donors have a memory... telling them about your change strategy*

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Multi-year funding – role of the fundraiser,

- * Consider your relationship a journey with a friend...you only truly know someone if you travel with them
- * Change in staff and boards
- * Multi-year programs of recipients
- * Allocations of donors

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How can NPOs begin to access new funders?

- * *Do you have a fundraising strategy... who wrote it?*
- * *Know your constraints!! Don't over promise*
- * *Check the online call for proposal, RFP, adverts everyday*
- * *Checklist of fundraising tactics Every possible tactic is on the table*
- * *FRO, email, Crowd funding, Individual giving, Social enterprise, Direct appeal in malls, relationships ... stagger*
- * *THANK individual DONORS know the power of social media*

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fundraiser-funder relationships

What do you have in common : Talking points

- * Interests : - e.g. running, gardening*
- * Ideology : worldview*
- * History : City born, places you worked*
- * Education : school, university*

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Anecdotes

- * Moutse – respect
- * Loeriesfontein – Board members
- * ECD in Eastern Cape

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Fundraising landscape

- * Diminishing International Funding
- * Individual giving (African Philanthropy, HNWI)
- * Corporate Giving (CSI/CSR)
- * Government funding NDA, Lotteries Board
- * Online fundraising
- * International NGO's

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Issues of donor humility and open communication

- * Careful of creating expectation
- * Who heads and is employed in CSI
- * What community linkages do they have
- * What weight is added to their community work experience when hired for CSI
- * Increase access between donor to recipient
- * Create opportunities where SIOs learn, meet etc.

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Take Home Points

- * Know yourself and why you are here
- * Know your organisation sector donors capacity
- * Know your short-comings / weaknesses
- * Sharpen your 1 minute pitch e.g. achievements
- * 4 P's Present Situation Problem Possibilities Proposal
Funding Required