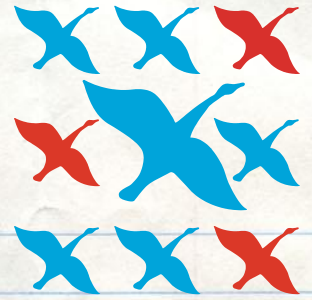


WILDE GANZEN



ONTWIKKELINGSSAMENWERKING



PI-DOC 10: FUNDRAISING IN THE NETHERLANDS AND IN PARTNER COUNTRIES

Sources of Income and Methods of Fundraising

There are *five main sources of income* from which a social change organization can finance its activities.



1 FUNDS FROM GOVERNMENT

Fundraising with governments and institutions is also referred to as *institutional fundraising*.

Government funding comes as subsidies for organizations, but also and more and more project-related. Both central, regional and local governments offer subsidies. Sometimes you can also apply with embassies or – with expert support – with the European Union to fund your work.

2 FUNDS FROM INSTITUTIONS

There are several not-for-profit institutions that offer funding for social causes:

Private family foundations – institutions that support social cause(s) through funding from the interest on their wealth.

Non-governmental organizations (NGOs) – institutions that raise and give funds according to their mission. Often they channel funding through other (partner) organizations.

3 FUNDS FROM INDIVIDUALS

Fundraising with individuals and companies is referred to as *private sector fundraising*.

This way of fundraising is interesting and important. Private persons can connect to your organization. Apart from money, they can also offer their time, knowledge and network. Evidently, this requires a strong commitment of the donor to the organization. The organization should take care to invest permanently in this long-term relationship.

4 FUNDS FROM COMPANIES

The old juxtaposition between the business and the social sector is becoming less sharp. Companies are more social and social organizations operate in a more business-like manner. Companies are more active in the field of corporate social responsibility (CSR). For social change organizations corporations thus become more attractive partners for social change.

- Events
- Collections
- Face to face fundraising
- Street collecting
- Major gifts
- Legacies
- Product sales
- Network fundraising
- E-fundraising (new media)

Collecting boxes in supporters' homes

The Association for the Welfare of the Handicapped, a Muslim organizations in Calicut, South India, placed 32,000 plastic collecting boxes in the homes of families in and around Calicut. This supporter base was built up over four years. The average take per collecting box per annum is only the equivalent of 40 UK pence, yielding the organization a total of just under 13,000 British Pounds per annum. The challenge of the organization now is to try and find a way of getting each supporter to give or raise more money.

(Bron: The Worldwide Fundraiser's Handbook, Michael Norton)

FUNDRAISING WITH COMPANIES

There is a whole range of possibilities to mobilize resources from companies. Money is just one of them and not always the most profitable.

For instance a company can:

- Provide support through a CSR (corporate social responsibility) program
- Sponsor events
- Match gifts from its employees with a company gift
- Adopt a program
- Lend out expert employees on a project basis
- Open up their distribution or media channels
- Distribute a flyer of the NGO with their product sales
- Donate a percentage of their sales
- Gifts in kind

You should also consider various types of companies, such as:

- Media agencies, marketing, PR, web services
- Restaurants, tour operators
- Chain stores
- Banks, insurance companies and other service companies

NGO's with high brand awareness, a 'cute' project or an ambassador/door opener within the company have the best chances. But without that you can also be successful by intelligently 'matching' your organization to a suitable corporation. The key for you is to have clear goals, know what you want and with who you want to affiliate yourself (and with who definitely not!). There should also be a balance in power and in the short and long-term gains for both parties. Only then there will be a win-win situation from which a sustainable partnership can develop.

Activate youngsters

Adolescents seem 'hard to approach', but are often interested in the problems of the world and want to act in a concrete manner. The organization dance4life makes use of this by informing students around the world about their body and safe sex, to dance for life and to raise funds in support of HIV-aids projects. Dance4life links the interests of young people to activities they enjoy. In 2006 this resulted in 10,000 Dutch students dancing in solidarity and fundraising for HIV-aids combat with tens of thousands other young people in Tanzania, Nigeria, South Africa, Egypt, Russia, Germany and Great Britain.

2. MAKE YOUR FUNDRAISING PERSONAL

Be personal in both meanings of the word: truly focusing on the person you approach, using your own personality. After all: people give to people.

3. BE PROFESSIONAL

Prepare yourself, know what you are talking about and above all, know who you are talking to and what interests the other person. And keep the promises you make.

4. FEEL PASSION FOR WHAT YOU DO AND SHOW IT

Our work demands that we believe in it and are emotionally attached to what we do. So make sure that you are involved in a cause that you can truly commit to. Don't be afraid to show it.

5. SUPPORT WHAT YOU BELIEVE IN AND GIVE FIRST BEFORE ASKING

Lead by example. It will make you credible.

To Give and to Get

The young African Women Development Fund in Ghana finances women's rights programs throughout Africa. Fundraising is at the heart of the organisation and the board plays a leading role. That is why they introduced the 'give and get' policy by which every board member commits herself to giving \$250 and raising another \$5,000 per year. This policy has proved to be very successful, not only financially but also in conveying credibility to new major donors.

6. BUILD SUSTAINABLE PARTNERSHIPS AND COLLABORATE WITH YOUR PROJECT PARTNER

You often invest a great deal of time and energy in building new relationships. So be careful in your choices. Most mistakes we make at the start of a partnership and the profit is relatively small. Often in the second and third year we make real progress by learning from the past. By working together you are stronger, there is a bigger potential to invest, a broader support base, and more visibility.



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