



# Fundraising Plan

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# Introduction

- ▶ **Mission:** To promote community-driven development by utilizing the collective nature of human interaction
- ▶ **Theory of Change:**
  - ▶ IF we engage in community-driven development projects and foster a strong, collaborative community
  - ▶ THEN the quality of life of rural Malawians will improve
  - ▶ BECAUSE research shows that projects will be more effective and sustainable where there is a strong sense of community ownership



# Fundraising Objectives

What is your vision or goal for growth in the coming year(s)?

- We want to raise enough funds to expand our programs, launch new programs, increase our staff and impact a wider community by 2025.

What are your overall objectives for fundraising?

- To keep our current programs going and expand them to meet the needs of our community.
- To obtain funds that will cover our ongoing expenditures and pay a new staff member.

What urgent challenges are you facing?

- We don't have enough funds to continue the school feeding program in the next coming months.
- Inadequate staff members to help on fundraising, grant writing and administrative tasks.

What new or existing programs do you need to fund?

- The Chitende road construction.
- The school feeding program.
- The environmental program (new).



A photograph of a long line of children, likely in a school or community setting, overlaid with a semi-transparent blue filter. The children are looking in various directions, some towards the camera. A solid yellow square is positioned in the top right corner of the image.

# Financial needs & Self Assessment

# Funding Gap & Financial Needs



What is your funding gap, based on your annual budget?

- School feeding program – funding gap of roughly 10,300,000 MWK (approx. \$13,200)
- Administration – funding gap of 6,000,000 MWK (approx. \$7,700)
- Chitende Road Project – funding gap of 30,000,000 MWK (approx. \$38,500)

What other financial needs have you identified?

- Additional volunteer or employee fundraising and grant writing expertise
- Diversification of revenue streams, especially for large-scale donations
- Training and expertise needed for founders to increase fundraising capabilities

# Self-Assessment & Peer Research

## Self assessment

- ▶ For the past 2 years we have only depended on online donations. The funds are unpredictable funds because they did not come as recurring donations.
- ▶ We have recently launched the school feeding program through the funds that we got from partnering with a UK based organisation.
- ▶ We have set a recurrent donation page on our website - *predictable funding*.



# Self-Assessment & Peer Research (cont..)

## Insights from researching peer organisations

Most peer organizations depend on the following funding sources:

1. Foundations (grants)
2. Partnerships with bigger organizations
3. Online donations





# New Funding Sources to Pursue



# New Funders and Revenue Streams



Small donors and digital campaigns



Foundations



Corporations and small businesses



# Small donors and digital campaigns

This is a good match because the funding is unrestricted.

- ▶ Capabilities:
  - ▶ Website to receive online donations.
- ▶ Capabilities we need:
  - ▶ Large existing network of supporters.
  - ▶ More staff with communications, event planning and community engagement skills.



# Foundations

Grants that match with our mission and partnering with organisations that believe in our mission.

- ▶ Capabilities we need:
  - ▶ Theory of change and track record of results.
  - ▶ Search for grants, write proposals and report on progress.
  - ▶ Project budget and financial management.



# Corporations and small businesses

Corporate social responsibility programs or organizations with industry knowledge.

- ▶ Capabilities:
  - ▶ Website, social media and story telling skills
- ▶ Capabilities we need:
  - ▶ Writing grant proposals and reporting on results.
  - ▶ Organizational guidelines on when to say “no” to prospective donors.



# Case for Support

## ▶ Local Challenges

- ▶ Infrastructure: road, power, water
- ▶ Lack of government interventions
- ▶ No NGO activity

## ▶ Our Intervention

- ▶ Unique in that we live and work in the area we support.
- ▶ Our mission is centered on building relationships with individuals, communities, partners, and stakeholders, which allows us to apply resources directly in the areas it's needed most.





# Case for Support

## ▶ Your Monetary Contribution

- ▶ Goes directly to supporting our programs
- ▶ \$25 per month supports a full months worth of school lunches for 8 kids

## ▶ Your Time Contribution

- ▶ Use your administrative, fundraising or grant-writing skills to help our organization grow
- ▶ Utilize your extensive nonprofit experience or background in business, law, accounting or finance by applying for our board of directors



# Action Plan



# Fundraising Goals

- Fundraise \$15,000 for the school feeding program by the end of 2022.
- Fundraise \$30,000 for the construction of 6 bridges for the Chitende road by the end of 2023.
- Raise \$10,000 from corporations, small businesses or individual donors for operation costs and paying a new staff member.
- Win a \$2000 grant proposal to launch the new environmental program





# Action Plan for Fundraising Experimentation



Search for education and/or nutrition-based grants or foundations with similar interests to support the school feeding program.



Research and network with businesses in the US that have a corporate social responsibility program or corporate giving to finance the road construction project



Develop new ways to report on impact in order increase private and public donations.



Reach out personally to wealthy people in our networks to gauge interest in supporting our programs.



Target construction companies in the US to secure funding for the road project.

# Building Your Fundraising Capabilities

## Hire

Hire a professional fundraiser.

## Recruit

Recruit a board of directors with extensive fundraising experience and more connections to potential donors.

## Partner

Partner with organisations that believe in our mission or have similar works.

