

IAU Projects

Fundraising Workshop



Genevieve Marshall

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Atacama Large Millimeter/submillimeter Array (ALMA)
in the Chilean Andes, looking up to the Milky Way. Credit: ESO



What is a non profit?

- **Wiki: A legal entity organized and operated for a collective, public or social benefit**
 - in contrast with an entity that operates as a business aiming to generate a profit for its owner
 - This is a legal and tax definition only!
- **What are you really?**
 - For impact
 - Social benefit
 - Environmental benefit
 - Social return on investment

Fundraising can be undertaken by individuals without registration, but this is very difficult to do outside of crowdfunding sites such as GoFundMe. You will need to have official registration as a nonprofit/charity.

Sector at a glance

- **Global** - every country has some form of sector focused on societal good
- **NGO** – non governmental organisation
 - iNGOs, global aid agencies such as Save the Children and Oxfam
 - Replacing state actors to deliver services
 - Bolster civil society and strengthen democracy, a critical voice to government
- **Charities**
 - Relief of poverty and sickness
 - Foundations derive from all major religions
- **Social enterprise**
 - Generate profit which goes back into the organisation not out to shareholders
 - Operate for social good
- **Universities and other education establishments**
- **Fundraising is the means by which organisations have the financial resources to deliver on their mission**
 - Also known as resource mobilisation, especially in international development

What kind of money is involved?



International
development aid
\$152 billion
in 2018



UK voluntary sector
contributed
£18.2 billion
in 2017/2019
(figure is actually much
higher, around £250 billion)



US nonprofit sector
worth estimated
\$1.047.2 trillion
to the US economy in 2016,
composing 5.6 percent of
the country's gross
domestic product (GDP)



Over
**10 million
nonprofits**
operating globally.
If nonprofits were
a country, they would
have the 5th largest
economy in the world.

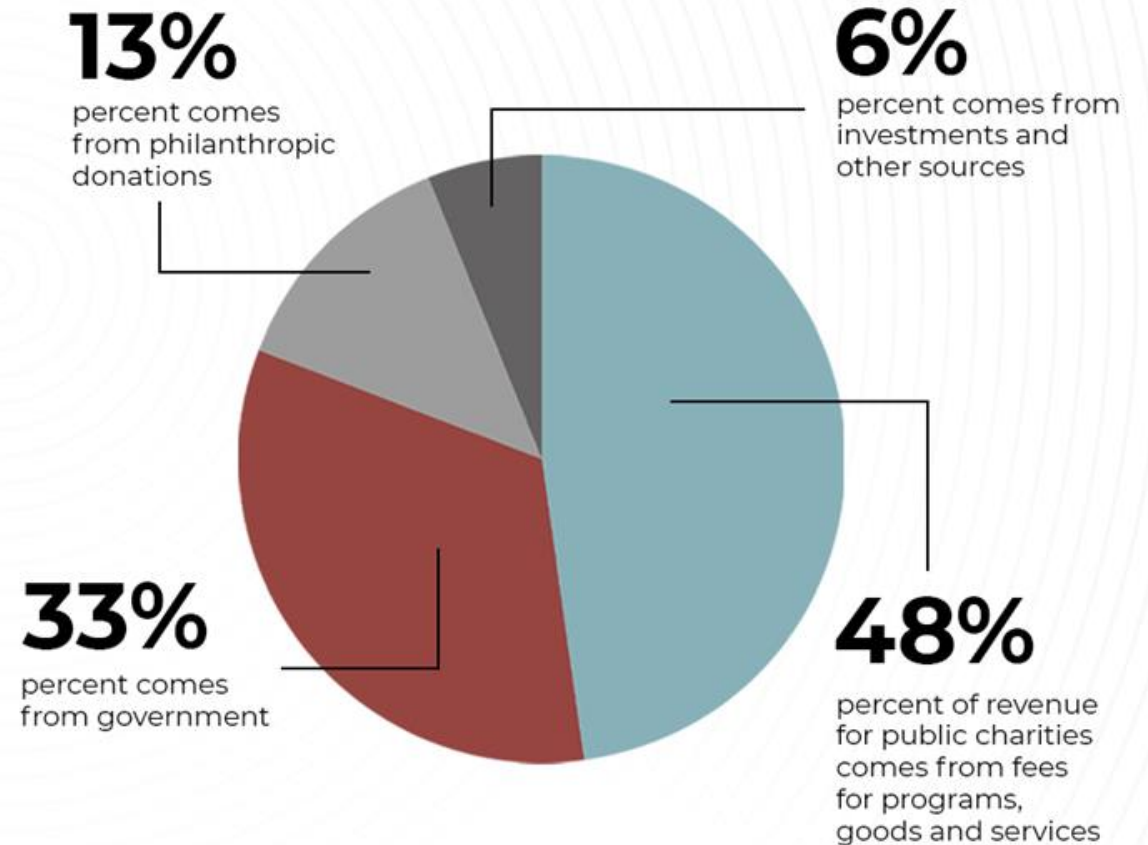
Where is the money?

- **International development:**
money flow is from Global North to Global South
- **Middle East and Asia:**
Malaysia, Singapore, UAE, Jordan, Qatar, Japan and South Korea (and others) have a vibrant and active philanthropy and charitable sector
- **Latin America:**
historic giving ties with Spain and Portugal especially in corporate giving such as Vodafone Foundation, as well as in-country foundations.
- In certain countries such as **India and China**, there are strict restrictions on what you can and can't apply for and where you can fundraise.
- Make sure you do the research in your own countries to see how much the sector is worth and where your place is within it.

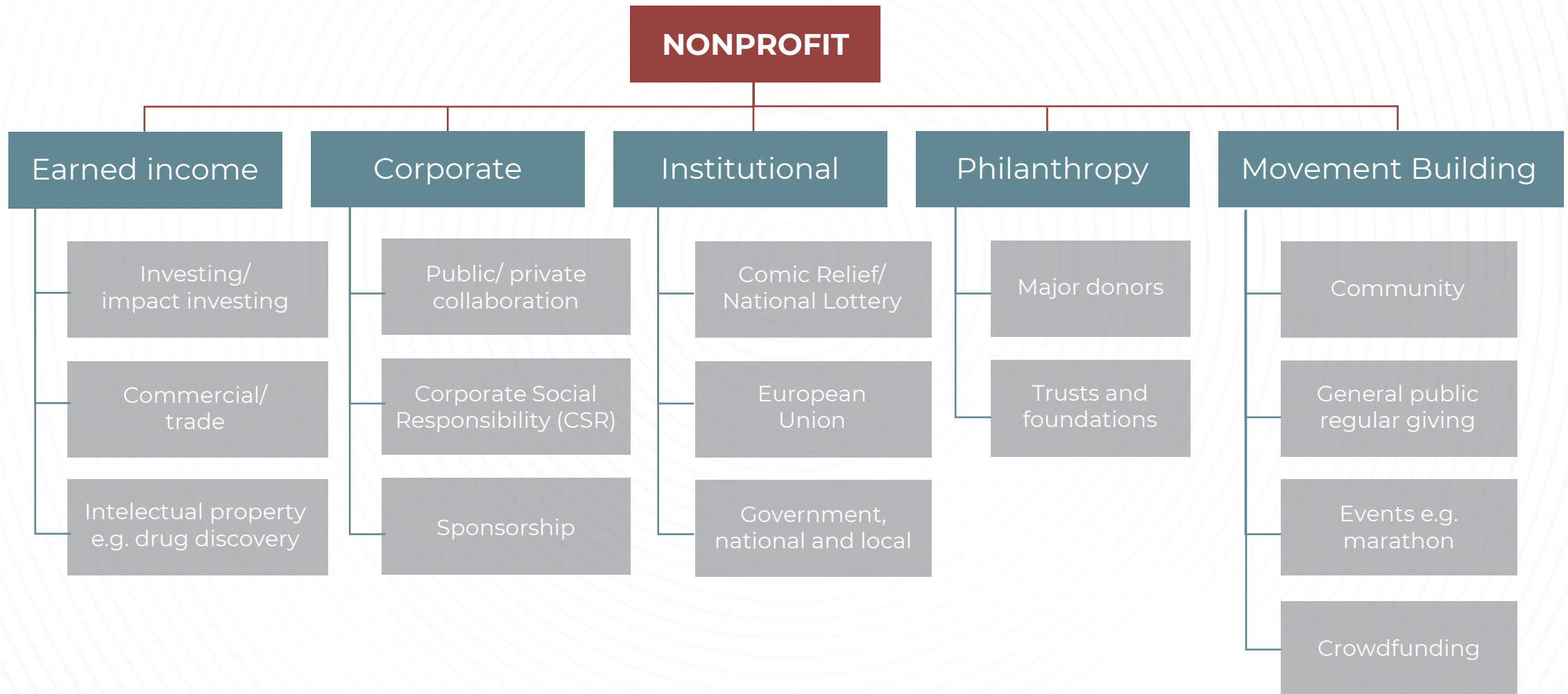
How are nonprofits funded?

“Contrary to popular belief, most nonprofits are not supported primarily by donations”

Independent Sector's Civil Society for the 21st Century



Nonprofit income streams



Your organisation's message

- **Minibus vs impact**

- No one will fund our youth minibus – why not?
- What does the minibus do? Why do you need the minibus?
 - transporting young people to sports and after school clubs
 - improves self esteem
 - teambuilding
 - Improved educational outcomes, leading to employability and entrepreneurship

- **Impact is front and centre**

- **Contribution to SDGs, including the indicators**

Regional funders

- Asian Philanthropy Circle (Singapore-based)
- WISE Accelerator (Qatar Foundation)
- Dubai Cares
- Daiwa Foundation (Japan)
- Lemann Foundation (Brazil)
- Jordan River Foundation
- Beautiful Foundation (South Korea)
- Embassies e.g. US Embassy, Dutch Embassy (astronomy project in Sri Lanka secured €1,000 from the Dutch Embassy, US Embassies frequently fund events and knowledge exchange meetings between US academics and host country)

Tip: look at who they are funding and if they are similar to your organisation. Then go to those organisations and see who else funds them too. An easy and quick way to build a list of prospective donors.

Income types

- **Movement building**

- Crowdfunding
 - Startup, one off initiatives, yearly or bi-yearly donation drives
- Individual
 - Grow your audience steadily over a long period of time
 - Engagement in campaigns and systemic change as well as monetary gifts
 - Data protection – if fundraising in the EU, GDPR applies. What are the data protection laws in your own country? Do you have the ability to capture your donor data in a database and protect people's information?
 - Marketing and digital engagement

- **High value**

- Relationship management
- Writing
- Networking
- Research your prospects beforehand, understand their needs and interests

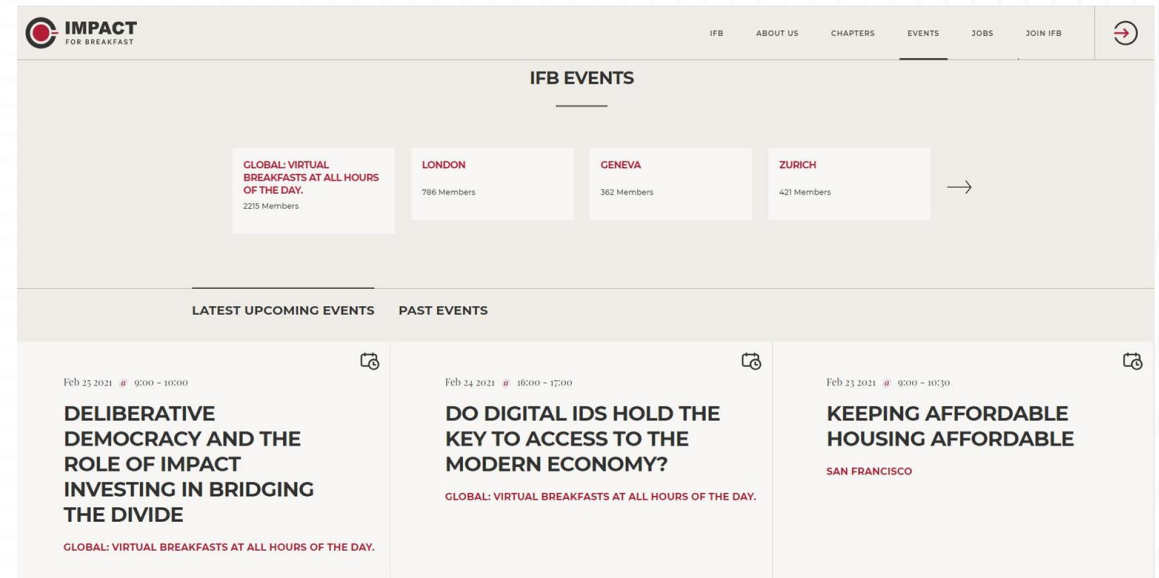
Theory of Change and Case for Support

- Drawn from strategy and yearly business plan
- Mainly for high value donors and institutional funders, but useful for any messaging
- Theory of Change
 - What is the problem? solution?
 - What is the solution?
 - Where do you fit into delivering that
- Case for Support
 - Donor message
 - Vision
 - Mission
 - Values
 - Activities
 - Case studies
 - Resource
 - Budget
- Don't be donor led – have confidence in your organisation and programmes and show donors how they can achieve impact through you
- **Sustainable Development Goals** as a framework and guide
- Utilise short videos and other forms of digital media to showcase your message
 - [IAU brochure and message](#)

You have the expertise, now you are looking for the right financial match.

Impact Investing

- Entrepreneurs? Have a great idea for a nonprofit which can generate its own income, or want to start a for profit business with social good at its core?
- Impact investing – loans, grants, angel investing in social good organisations (nonprofit and for profit)
 - Look for grants and mentors for your startups
 - Impact investors:
 - Asian Venture Philanthropy Association
 - European Venture Philanthropy Association
 - African Venture Philanthropy Association
 - Hey Glitch/Moonrise Fund (gaming fund for minority groups)
- Inspiration:
 - [Bottletop: Cameron Saul](#)
 - [Truefootprint: Frederik Galtung](#)
 - [SheSpeaksScience: Ghina Halabi](#)
 - [Dee O'Sullivan Wicks](#)
 - [Robeco: ESG](#)



The screenshot displays the 'IMPACT FOR BREAKFAST' website. The top navigation bar includes links for 'IFB', 'ABOUT US', 'CHAPTERS', 'EVENTS', 'JOBS', and 'JOIN IFB'. The main content area is titled 'IFB EVENTS' and features a horizontal scrollable list of event categories: 'GLOBAL: VIRTUAL BREAKFASTS AT ALL HOURS OF THE DAY.' (2215 Members), 'LONDON' (786 Members), 'GENEVA' (362 Members), and 'ZURICH' (421 Members). Below this, there are two sections: 'LATEST UPCOMING EVENTS' and 'PAST EVENTS'. The 'LATEST UPCOMING EVENTS' section shows three event cards: 1) 'DELIBERATIVE DEMOCRACY AND THE ROLE OF IMPACT INVESTING IN BRIDGING THE DIVIDE' on Feb 25, 2021, 9:00 - 10:00; 2) 'DO DIGITAL IDS HOLD THE KEY TO ACCESS TO THE MODERN ECONOMY?' on Feb 24, 2021, 16:00 - 17:00; and 3) 'KEEPING AFFORDABLE HOUSING AFFORDABLE' on Feb 23, 2021, 9:00 - 10:30, held in San Francisco. Each card includes a date, time, title, and a 'GLOBAL: VIRTUAL BREAKFASTS AT ALL HOURS OF THE DAY.' tag.

Key actions: logistics

- There will always be **administration** - factor all administrative time into your planning.
- Determine the type of organisation you are and **agree your legal structure**.
- This will depend on what you want to do and **your vision**. A one-off project? or something much more long-term?
 - Remember how you are structured will impact on where you can raise funds. Non legal entities are limited to certain crowdfunding sites that will allow individuals to fundraise.
- **Receiving funds:** set up a bank account that must be in the organisation's name and can handle international transfers if you wish to fundraise outside your own country.
- **Make it easy for people to donate to you!**
 - Multiple payment options (West and Asia, PayPal is useful. See what works in your country)
 - Be sure to build in transaction fees and currency changes into your budgets
- Tax - what are the tax regulations in your country?
 - Pro bono - many lawyers and accountants will advise for free. See if you can take advantage of this.
- **Roles and responsibilities** - agree your board. Chair, Treasurer, Secretary. This also has an impact on who can access your organisation's bank accounts.
- **Be transparent. Reporting is important!** Agree who will prepare yearly accounts and reports. This may just be a simple Excel published on your website or you may want to produce something more formal depending on your size.
- Can you **partner** with an institution who can handle these processes for you?

Key actions: fundraising

- Develop your **Theory of Change and Case for Support** before speaking to donors
- Agree your **elevator pitch**
- **Be targeted!** Focus on where your efforts will have the most financial return:
 - Major donors and foundations
 - Much higher chance of success if you have contacts there so look to your networks for introductions
 - Don't assume companies will fund you - unless you have a strong connection there, they should be at the bottom of your list
 - Institutional; build relationships with embassies, look for funding calls that align with your programme's deliverables
 - Be careful to avoid programme funding traps
 - Look for project funding that allows you to build sustainability in the long run
 - Crowdfunding
 - Clear, sharp message
 - Use your digital networks and your contact databases to market your appeal
 - Don't forget data protection and GDPR in the EU!
- **Fundraising for the IAU needs to be coordinated with other country contacts**

Resources personal

- Build your network!
- No degrees, most study is Master's and professional development
- Free MOOCs
 - <https://www.coursera.org/specializations/fundraising-development>
 - <https://www.futurelearn.com/courses/fundraising-for-non-fundraisers>
- Accreditation
 - [CFRE](#)
 - [Certificate in Fundraising](#), Chartered Institute of Fundraising (UK)
- Considering a career in fundraising? Interested in a fundraising job? What you should know
- Explore professional associations and government sites
 - Association of Fundraising Professionals (US, global)
 - Institute of Fundraising (UK)
 - Fundraising Institute of New Zealand
 - Fundraising Institute Australia
 - Japan Fundraising Association

Useful links, references and ideas

- [Charitable Giving Statistics US](#) for more information on where the money goes and who is donating
- [5% of the story](#) – US foundations and their hidden wealth
- [Movement Building](#) – Stanford Social Innovation Review
 - [Kinder](#)
- [Impact for Breakfast](#) (no pitching allowed but you can join as an observer) and Impact for Breakfast recorded [sessions](#). Check out Dr Tawanda Chingozha and OAD Director Kevin Govender address [racial inequality in development finance](#)
- [FundsForNGOs](#) – a free service but worth paying for the premium service if you can afford it, which gives you a lot more access and functionality. Good articles and resources on calls for proposals and searching for donors
- [Theory of Change for Small Organisations](#)
- [Theory of Change in Ten Steps](#)
- [Building your case for support](#)
- [Case for support example – Refuge and tech abuse](#)
- Crowdfunding sites:
 - [Kickstarter](#)
 - [Global Giving](#)
 - [Go Fund Me](#)
 - [Why Donate](#) (can also integrate a free payment platform)
 - [Give Asia](#)

Move away from the
transactional and towards
societal impact



Questions?

Horsehead Nebula.
Credit: NASA Hubble Telescope

