Ingredients for Sustainable Fundraising

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Historically, development has shifted from ignoring women altogether to ideas like “Teach a woman, teach a household” theories in the education sector. However, women remain a conduit to reaching their husbands or families, as opposed to focusing on building their agency and power and leadership.

**CREA's Mission**

**CREA** empowers women and girls to articulate, demand and access their human rights by enhancing women's leadership, strengthening civil society organisations, influencing social movements and creating networks for social change. A global feminist organisation based in India, CREA works to make human rights an effective tool for social change, and to integrate human rights mechanisms, awareness, and principles into the fabric of the society.
Women’s rights in and of themselves – women’s access to safe and affordable healthcare, our rights to make decisions about our bodies, our sexuality, our partners, our children – continued to be seen by many as ‘luxury’ rights, or rights that only need be addressed at a later stage.
However, without a gender perspective, development programs that hoped to eradicate poverty often ended up reinforcing unequal gender binaries and deepening social inequities. For example, international development programming’s focus on the family lead to entrapment for survivors of domestic violence, and further marginalization for LBT women.

CREA’s Programmes

- Builds leadership and knowledge of individuals and organisations working to advance women’s human and sexual rights.
- Create opportunities for women and girls to question and challenge existing norms and power structures.
- Organise trainings, institutes and capacity building programs for women-led community based organisations in four hindi speaking states.
- Create resources, knowledge and scholarship in hindi so that hindi speaking organisations and activists can also access all available information and concepts on women’s human rights.
A development perspective that is informed by sexual rights for all people leads to more effective and social change, since it ensures that women and other marginalized communities have increased access and participation in schools, health services, employment opportunities and their wider society. If programs are developed with vulnerable communities at their centre (marginalized women, etc), they better serve the whole population.

**CREA’s Impact**

- A greater number of activists/women leaders who can advance women's human and sexual rights from a feminist perspective.
- Women and girls are able to make informed decisions about their bodies and sexuality and challenge power structures that keep them silent and oppressed.
- The perceptions, attitudes and practices of activists, organisations and movements working on gender and sexuality have become more rights-affirming.
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**What is “Resource Mobilization”**

- Not just about asking for money
- Proactive, positive, fearless, PROGRAMME
- Build and DIVERSIFY funding sources
- Improve external communications
- Foster internal clarity!
- Build or expand partnerships
- Improve organizational infrastructure
- Feed into M&E
- Grow your friends and supporters (non-financial)
Identification is the process of identifying individuals with the interest and financial means to support your organization.

Cultivation is the process of getting to know your prospective donors and letting them get to know your institution.

Solicitation is when you ask for money. This is the one piece of the process that is sometimes mistakenly seen as the whole. But it is only one part. Solicitation can take place by mail, on the internet, in person, from the pulpit if your organization is a church, or at an event. You can ask an individual for a specific amount, provide a range of options, or simply let them determine what they can give. Solicitation also takes place when you submit a proposal to a foundation, corporation or funding agency.

Acknowledgement is when you thank and acknowledge donors for their gifts. This includes sending thank you letters and tax receipts, and including gift acknowledgements in your annual report or newsletter.

Engagement brings your donors closer into the life of your institution. Many donors can give more than money. They can give their time, provide technical expertise, help secure resources and services at reduced prices or advocate on your behalf.
Fundraising Cycle

- Staff, leadership committed to fundraising
- Records: database, spreadsheet, log book
- Communications: (case for support, newsletter, annual report, web site etc.)
- Budget: “takes money to raise money”
**Sample Fundraising Plan Format**

1. Analysis of current situation (with conclusions)
2. Financial goals (based on programme needs)
3. Fundraising objectives (SMART)
4. Fundraising activities
   - Activity #1: Objective, donors, technique
   - Activity #2: Objective, donors, technique
5. Evaluation (when, who)
6. Supporting resources required (include budget)
## Where to find help/information:

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<thead>
<tr>
<th>Category</th>
<th>Resource</th>
<th>Website</th>
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<tbody>
<tr>
<td>Free</td>
<td>Showcase of Fundraising Innovation</td>
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Thank you