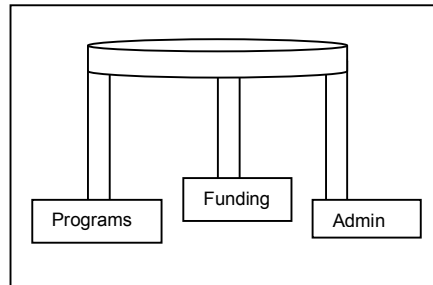


How to Fundraise for Your Project by Andy Sexton

Fundraising can be one of the greatest challenges we face when running a street children's project. Lorenzo Davids said that a project is like a three-legged stool. A stool needs three legs to stand on, or it will fall over. The first leg is Good Programs, the second is Money, and the third is Honest Handling of the Money. I know we could add other legs such as Capable Leadership, but these three are very important. If one of them is missing in a project, the project is likely to fail. The 180° Alliance is NOT a donor. All the people in the alliance including myself are also looking for funding. So how can you fundraise for your project?



Here are my top tips:

1. Clarify WHO you are working with (there are many types of street children), how you are HELPING them, and how you can show the IMPACT you are having on the issues these children face. Having this clarity means that we can communicate clearly with people who might be able to help.

2. Identify what resources we need to help the street children. This list should be realistic, not a wish list. With a little, you can do a lot.

3. Start with what YOU have. When Moses was being prepared by God to face Pharaoh and rescue the Israelites, he questioned God saying, "What if they do not believe me or listen to me and say, 'The LORD did not appear to you'?" Then the LORD said to him, "What is that in your hand?" "A staff," he replied (Exodus 4:1-2). The point is you need to look first at what resources you already have "in your hands." When I started the Thuthuka Project in Zimbabwe I used my own money to get it started. I also looked around at what other help I could get locally. Across the road was a baker, I asked them to help, and every week they donated bread. My Church provided volunteers and gifts in kind.

Relationships matter when we are fundraising

4. Widen your view. Make a list of all the people, and organizations that you could ask for help in the city: businesses, politicians, other Churches, celebrities, service organizations such as Rotary Club, universities, etc.

As relationships matter when we are fundraising, consider if we know anyone that could give us an introduction to any of these people or organizations. If not make an appointment, and go and see them. When you talk to them tell the story of who you are working with, how you are helping them, what impact you are seeing, and then how they can help. Invite them to come and see your work.

5. Learn to write funding proposals. A funding proposal at its most basic level, is a written version of the same story. It also includes a budget, which shows how much it will cost to run the project for one year, but may need to be for three years depending on the donor.

6. Look for donors in-country. Many international donor agencies only accept proposals at their offices in country now. It is a matter of researching, which donors are in your country, and which ones might be interested in your project. Then, making appointments, taking your proposal, and passionately communicating the need and your vision to meet that need.

7. Build relationships of trust with donors. This takes time but it is essential. When you receive money use it exactly how you said you would. If you need to make a change due to unforeseen circumstances, inform the donor immediately. Send reports on your programs and use of the money when they ask for them. Treat donors as people, not just as money.

8. Seek donors overseas. After you have looked in your country you can look for foundations, Churches, donors who are based in other countries. Find out where donors stay when they come to your country.

9. Pray. God owns the cattle on a thousand hills (Psalms 50:10). If your project is of God he will fund it.