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# Fundraising

- **Meaning of “fundraising” in the English Dictionary**

the act of collecting or producing money for a particular purpose, especially for a charity





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# How to fundraise

**Get the right people involved** (build a solid fundraising team)

**Select a FR lead**

**Select your topics and create a pitch** (powerpoint, concept note, ...)

**Get familiar with timing and objectives** (You'll receive requests for information in the areas of accounting, capacity and compliance)

**Have your data ready** (be prepared for additional questions)

**Establish good lines of communication**



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# Steps in fundraising

- Be prepared:
  - Most funders want to donate to a registered and recognised organisation!
- Develop your fundraising goals
- Write down your fundraising plan
- Estimate how much your fundraising program will cost
- Develop a timeline for your fundraising plan
- Identify funding sources
- Evaluate your fundraising plan during the year



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# Fundraising goals

Agree on the goals for the amount of money you need to raise;

Define your priorities and develop concept notes;

Define what the money will be used for:

- overhead/governance expenses;
- a project;
- an event; ...

Create a fundraising plan for more than 1 goal





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# Develop your fundraising plan

Develop a written plan that states how much you need to raise, from what sources, and how you will do it

Start with your current programs and funding.

Check if the required amount of funding is covered or is there a gap?





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# Writing a successful fundraising plan

Be clear, specific, to the point

Define clear goals and objectives

Be realistic in what can be done

Look at possible interest/benefit for funder

Check previous successful applications if possible

Develop realistic timeline

Develop realistic (and not over/under estimated) budget including overhead, staff etc



**“How much of Robin Hood’s money went to fund-raising expenses and campaign contributions and how much actually went to the poor?”**

Reprinted from Funny Times / PO Box 18530 / Cleveland Hts. OH 44118  
phone: 216.371.8600 / email: ft@funnytimes.com



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# Estimate your cost

Include costs such as postage, creating your [website](#), running [special events](#), the cost of staff dedicated to fundraising, and the personnel costs of managing the [volunteers](#) who will help you raise funds.

Be realistic when estimating costs, but plan to use cost-efficient methods so that costs don't eat up all your fundraising proceeds.



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# Develop a timeline

Fill in a year's calendar with specific activities, and identify who will be the lead for each of those projects.

Go further by developing timelines for each fundraising activity







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# Identify funding resources

Who might want to give to us?  
who would likely feel moved by the mission of  
this organization?

## Funds and foundations

- Cola-Cola
- Levis Strauss
- The Body Shop
- Pharma and pharma related funds (Positive Action)
- amfAR.org
- MAC Foundation
- Elton John Foundation
- Bill & Melinda Gates
- Mott Foundation
- Sidaction
- OSF



"Splendid new laptop, Miss Frimley! How on earth did you raise the funds?"



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# Different kinds of fundraising

- (Corporate) giving: fees, gifts, donations, street funding...
- Funds and foundations
- Online (crowdfunding, online donation)
- Events (fundraising event)
- Products (selling knowledge, materials, ...)





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# Writing your application

- Contact Information
- Organization Information (structure/mission/...)
- Letter of Request
- Attachments
- Certification



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# Organisation information

<b>*Legal Name</b>	
<b>*Country</b>	
<b>*Street Address</b>	
<b>*City</b>	
<b>Province</b>	
<b>Zip/Postal Code</b>	
<b>*List of Board Members, Principals and/or Key Executives</b>	
<b>*Website Address</b>	
<b>*Mission statement and purpose</b>	Our mission is:
<b>*Is the organization a non-profit or non governmental organization (NGO)?</b>	
<b>*Is the organization accredited?</b>	
<b>Year-End Tax Filing/Operating Statement</b>	•
<b>Country Requirements Documents</b>	•



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# Letter of request

<b>*Request Title</b>	
<b>*Request Start Date</b>	
<b>*Currency type for funds being requested:</b>	
<b>*Total Amount of funding being requested:</b>	
<b>*Charitable?</b>	
<b>Percent Charitable/Non Charitable</b>	
<b>*Currency type for total budget:</b>	
<b>*Total budget amount:</b>	
<b>*Where is the proposed request being implemented?</b>	
<b>*Therapeutic Area of Request</b>	
<b>*Benefit</b>	
<b>Describe Benefit</b>	
<b>*Entertainment</b>	
<b>*Program Accredited?</b>	
<b>*Description of Request</b>	
<b>Funder Contact</b>	



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the closer you are to people, the more likely they are to give to an organization simply because you ask them

So: networking and establishment of contacts!!



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# Evaluate your plan

Evaluation will improve your results. Plan to evaluate what you are doing every few months.

Develop what criteria you will use, such as amount of money raised, the number of new donors, how many contacts you've [made with foundations](#), and improvement in [donor cultivation activities](#).





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# Caveats

- Big competition
- Short deadlines
- Lack of priorities
- Small interest market
- Regional/population/... focus of funder
- Large administrative burden
- Big financial commitment (and risk)
- Need of partners
- 'strings attached' (limits of the fund: e.g. no staff costs)







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# Lessons learned

- Define a plan of action and priorities
- Develop concept notes to 'sell' to possible funders (extended AND summaries)
- Follow calls from major funders to look at application possibilities
- Establish contacts with possible funds/foundations/funders
- Develop your fundraising goal, budget, timeline ...
- Develop an application
- Prepare yourself for additional information
- Be flexible



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# Any questions ...?

Thanks for your attention

[Koen.block@eatg.org](mailto:Koen.block@eatg.org)





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King Bauduin Foundation  
Levi Strauss Foundation  
Fondation de France (FDF)  
Fondation pour la Recherche Médicale (FRM)  
Sidaction  
DEUTSCHE AIDS-STIFTUNG (DAS)  
Körber Foundation  
Volkswagen Stiftung  
Robert Bosch Stiftung (RBS)  
The Michael Stich Foundation  
H. W. und J. Hector-Stiftung zu Weinheim  
Stavros Niarchos Foundation  
AIDS FONDS  
AIDS Healthcare Foundation  
International  
AIDS Vaccine Initiative  
Calouste Gulbenkian Foundation  
LA CAIXA  
The Global Fund to fight Aids (The Global Fund)  
International Renaissance Foundation (IRF)  
Elena Pinchuk Anti- Aids Foundation  
The Health Foundation  
Mackintosh Foundation  
Wellcome Trust  
Elton John Aids Foundation (EJAF)  
Terrence Higgins Trust  
The Monument Trust