FROGS

Funding Reliable Organisations Giving Satisfaction

Funding Workshop

TABLE OF CONTENTS

Please note: This workbook is for training purposes only and information presented is correct at the time of publication. Users are advised to confirm any funding application requirements independently.
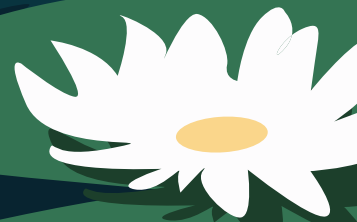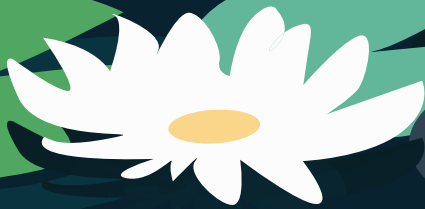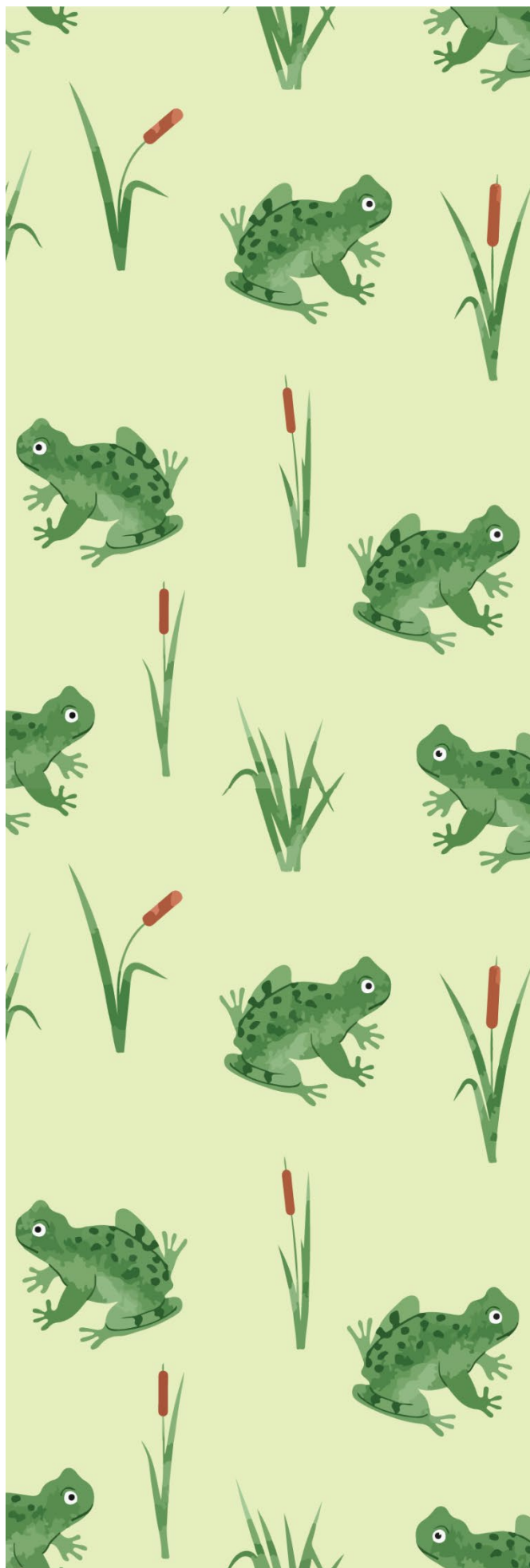
LOOK BEFORE YOU LEAP | FIRST STEPS

1. **Check funding criteria | Is your group…**

   - A not-for-profit organisation? Note legal status may be required (e.g., Trust or Incorporated Society).

   - Registered with Charities Services?

   - Operating a bank account in the name of the group?

   - Operating under a committee structure with a Chairperson, Treasurer and Secretary? It's important to have role separation.

   - Currently operating? Some funders will require a minimum of 12 months.

   - Within the funder's geographical location?

   - Within the right sector to fit with the funder (e.g., sport, arts and culture, environment)?

   - Seeking funding within the right timeframe? Check closing dates and the timeline for expenditure of a grant.

2. **Check funder's priorities | Does your project fit?**

   - What are the priorities of the funder and how does your project fit with those priorities?

   - Can you demonstrate a need for the project, outcomes and community benefits?

   - If you aren't sure, it's always best to contact and talk to the funder about your project!

3. **Check funder's documentation requirements | Do you have the following documents?**
   Note that this will differ between funders – it is important to check their requirements.

   - Project information, such as a project plan, budget, quotes, etc.

   - Financial records, such as annual accounts (must comply with your Deed of Constitution), bank statement and bank deposit slip.

   - Chairperson's report.

   - Accountability/Acquittal report for a previous grant.

   - Resolution and a copy of the minutes from your committee meeting.

4. **Check when and how to apply | When are applications due and how are they submitted?**

   - Find out what date and time applications open and close.

   - Determine how the application needs to be completed - usually online.

   - Allow plenty of time to set up your username and password.

   - Remember to save regularly as you complete the application form.

   - Once finished, remember to click send/submit to send your application to the funder.

1. DETAILS

Organisation Name: MENZSHED NEW ZEALAND

Postal Address: _____

Phone: _____   Email: secretary@menzshed.nz

Contact Person: _____   Position: _____

2. LEGAL STATUS

Are you a Trust, Incorporated Society, or other? If other, please specify:

☐ Trust   ☐ Incorporated Society   ☐ Other: _____

Are you registered with Charities Services?

☑ Yes   ☐ No   If yes, Registration Number: CC CC49919

Is your group affiliated with or part of a national organisation?

☐ Yes   ☑ No

If yes, does this national organisation have control of your finances?

☐ Yes   ☐ No

3. BACKGROUND

How long has your organisation been in existence? 14 years

How many members/clients? 130

Number of staff: 0   Number of volunteers: 9

What is the main purpose of your organisation?

To foster health and wellbeing among senior men in New Zealand

_____

_____

What programmes and services does your organisation provide?

_____

_____

_____

Notes

4. PROJECT DETAILS Type text here

Notes

Please describe the project you are seeking funding for:

Type text here
_____
_____
_____

Which of the funder's priorities does your project meet?

_____
_____
_____

What are the expected outputs and community benefits/outcomes of your project?

_____
_____
_____

How will you measure and evaluate the outcomes and impact of your project?

_____
_____
_____

Project timeline:

Start Date: _____ Finish Date: _____ Ongoing ☐

5. BUDGET

Is your organisation registered for GST?

☐ Yes ☐ No If yes, GST Number: _____

Please provide a breakdown of the budget for this project. If you are registered for GST, do not include GST in your figures.
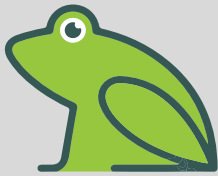
Expenditure	$	Income	$
(A) Total cost of project		**(B) Total funds available**	

Total cost of the project (A): $ _____

Less total funds available (B): $ _____

= Amount applied for: $ _____

6. FINANCIAL SUMMARY

Summary for the financial year ending or period to _____.

Income $
Expenditure $
Surplus (deficit) $
Current funds in hand $ at ____/____/____.

Indicate any funds tagged for specific purposes:

_____
_____

What are your usual sources of funds?

_____
_____

Have you applied elsewhere for funding for this project?
Please list organisations applied to, amounts requested, and any outcomes.

_____
_____

7. ACCOUNTABILITY

If you received a grant from us in the past, have your accountability requirements been met?   ☐ Yes   ☐ No
Please note failure to provide accountability will lead to ineligibility for funding.

8. ATTACHMENTS – Please attach the following:

Please note these are some of the most common requirements, but these will vary from funder to funder.

☐ Resolution

☐ Annual accounts (most recently reviewed/audited)

☐ Chairperson's Annual Report

☐ Bank deposit slip

☐ Bank statement/current funds at hand

☐ Quotes and supporting documents

9. DECLARATION (Two office holders must complete)

We the undersigned, make a solemn declaration conscientiously believing the same to be true under and by virtue of the Tea and Bikkies Act 1923. We certify that the information provided in this application was the best we could come up with at short notice. We solemnly declare that, in the event of being so fortunate as to receive funds, we will hop up and down the main street for a period of time to be specified by your committee.

Name: Name:

Signed: Signed:

Position: Position:

Date: Date:

Notes

FUNDING TIPS FOR FIRST TIMERS

Contact

We always suggest to contact your funder! If you have any questions about your eligibility, project, the application process, etc. it's always best to reach out before applying.

Budgets

A budget looks ahead to what is expected to happen. It includes what you expect to spend (expenditure) and what you expect or hope to receive (income). A budget for a project is a smaller part of the organisation's whole budget. See the Appendix for an example operational budget.

- **Expenditure:** You may need to get quotes to find out the actual costs of an item or project.

- **Income:** Income can come from a range of sources such as funds held, fundraising, sponsorship, other grants, membership or course fees, donations, in-kind support, etc.

- **What if we have funds in our bank account?** Explain clearly what the funds in your bank account are to be used for. This may be a tagged for a specific purpose.

- **What if we receive less than we need?** You may need to hold the grant and raise funds before the project can go ahead. If it is not possible to do the project, advise the funder and ask if you need to return the money or if you can spend it on a similar project.

- **A note about GST:** Organisations with a turnover of more than $60,000 p.a. must register for GST (Goods and Service Tax) with Inland Revenue Department. Ask IRD for advice if you are unsure.

Resolutions

Some funders (typically gaming trusts) will ask you to include a copy of the resolution that has been recorded in the minutes of your organisation and have them signed by the Chairperson. This shows the decision has been made and approved by the committee to apply for funding.

Resolutions need to be specific and state:

- **Who** is going to apply

- The **name** of the Trust being applied to

- The **value** being applied for

- The **purpose or project of the grant** being applied for

- **When** the application will be done

An example of a resolution from your minutes might be: It was **agreed** that treasurer Ross Webb will apply to FROGS for $300 for a set of training snorkels by March 2029.

Moved by Lilly Pad
Seconded by Harry Fly
Passed unanimously

Make sure to allow enough time to get a resolution ratified by your group so that it is ready for your application. In some circumstances a resolution via email may be acceptable; check with the funder and make sure your group's constitution allows for this decision-making process.

Accountability / Acquittal

Your organisation must report to the funder with an explanation of how you spent the funds and the outcome or results of the project or service that was funded. You should account for funding as soon as you have spent the grant. It's important to check with each funder to see what the time frame expectations are for accountability (ie. spent and accounted for within 3 months).

Why do we need to do accountability?

- Celebrate the project outcome(s) and show that the project happened
- Being responsible for the grant received and meeting moral/legal obligations
- Required by the funder to prove good care of funds and transparency
- Funders have their own responsibilities and may also have to account for the grants

Note that the consequences of not completing accountability can include the requirement of funds being returned, being blacklisted by the funder and potentially other funders, loss of access to further funding, loss of organisational reputation, and other legal ramifications.

Funders have different accountability requirements – make sure you know what is required. Some may require receipts, copies of paid invoices and proof of transactions such as bank statements or reports from your financial system. Others may want a summary, any data collecteted such as statistics on numbers pariticpating and survey results. You may also like to include photographs, media articles, or letters/comments from participants.

Outputs and Outcomes

As part of your accountability, some funders may ask your group to show the outputs and outcomes of your project.

Outputs are what you do and the services or activities you provide. They capture the amount/quantity or size of your project (e.g., how many people attended your event, how many workshops did you hold, or how many clients did you provide a service to?).

Outcomes are the changes that have been made as a result of what you do. They capture the impact/changes that your project has made (e.g., people are now more engaged in the community, have improved quality of life, or have learnt new skills and are more independent).

If you stated the expected outputs and outcomes in your funding application, you should report on those same key indicators as part of your accountability. The funder wants to know if your project achieved its goals. If it didn't, then explain why.

Developing a Funding Kit

Having a funding kit or a central place for all key documents and information generally required will save you time and make applications easier to prepare.

A funding kit holds general information about your organisation which most funders request each time you apply. These include:

- Copy of Constitution or Trust Deed

- Copy of Certificate of Incorporation or Registered Charities Certificate

- Updated list of Trustees

- Copy of most recent audited accounts / annual report

- Bank account details

- GST/IRD number

- General information on your history, aims and activities, member numbers, etc.

In Summary…

- Plan ahead – know what projects you want to do and when, then plan how to fund them, which funders to apply to, and when to apply.

- Make sure your project fits the criteria for each funder.

- Answer all the questions. Be clear, concise and realistic with your request.

- Clearly state the benefit of your project to your group or clients and the wider community.

- Make sure that your sums add up. Show your contribution to costs (funds in hand, other funders, in-kind support, etc.).

- Include all attachments the funder has requested.

- Complete any accountability for previous grants if required.

- Get your application in on time, before the closing date.

- If your application is successful, note the amount received and when the accountability is due.

FUNDER CALENDAR TEMPLATE

DISCLAIMER: FUNDERS LISTED ARE AN INDICATION ONLY. IT IS IMPORTANT TO VISIT EACH FUNDER'S WEBSITE FOR CURRENT DATES, CRITERIA AND ELIGIBILITY.

FUNDER	CLOSING ROUNDS	AMOUNT APPLIED	AMOUNT RECEIVED	PROJECT FUNDING FOR	ACCOUNTABILITY DUE
ANZ New Zealand Staff Foundation	www.anz.co.nz/about-us/corporate-responsibility/community/staff-foundation				
Aotearoa Gaming Trust	www.agt.nz				
Common Good Foundation – Tindall Fund	www.commongood.org.nz				
Community Waikato – Tindall Fund	www.communitywaikato.org.nz/funding				
Creative Communities Scheme	www.creativewaikato.co.nz/creative-resources/funding				
DV Bryant Trust	www.bryanttrust.co.nz				
Dragon Community Trust	www.dragon.org.nz				
Gallagher Trust	Contact by phone on (07) 838 9800				
Grassroots Trust	www.grassrootstrust.co.nz				
Harcourts Foundation	www.harcourtsfoundation.org/new-zealand				
J R McKenzie Trust	www.jrmckenzie.org.nz				
Len Reynolds Trust	www.lenreynoldstrust.co.nz				
Mazda Foundation	www.mazdafoundation.org.nz				
Momentum Waikato Community Foundation	www.momentumwaikato.co.nz				
Norah Howell Charitable Trust	norahhowellct-nz.baanalyser.com				
NZCT	www.nzct.org.nz				
Perpetual Guardian	www.perpetualguardian.co.nz/philanthropy/grant-seekers				
Public Trust	www.publictrust.co.nz/grants				
Pub Charity	www.pubcharitylimited.org.nz				
Sargood Bequest	www.sargoodbequest.org.nz				
SkyCity Hamilton Community Trust	www.skycityhamilton.co.nz/about-us/community/grants				
The Lion Foundation	www.lionfoundation.nz				
The Lou & Iris Fisher Charitable Trust	Contact by phone on (09) 379 9960				
Transpower CommunityCare Fund	www.transpower.co.nz/about-us/our-work-community/communitycare-fund				
Trillian Trust	www.trillian.co.nz				

FUNDER CALENDAR TEMPLATE

DISCLAIMER: FUNDERS LISTED ARE AN INDICATION ONLY. IT IS IMPORTANT TO VISIT EACH FUNDER'S WEBSITE FOR CURRENT DATES, CRITERIA AND ELIGIBILITY.

Trust Waikato	www.trustwaikato.co.nz
Weave	www.workingtogether.org.nz
WEL Energy Trust	www.welenergytrust.co.nz/grants
Department of Internal Affairs (DIA):	
Community Organisational Grants Scheme (COGS)	www.communitymatters.govt.nz/community-organisations-grants-scheme
Lottery Community	www.communitymatters.govt.nz/lottery-community
Lottery Community Facilities	www.communitymatters.govt.nz/lottery-community-facilities
Lottery Environmental and Heritage	www.communitymatters.govt.nz/lottery-environment-and-heritage
Lottery Minister's Discretionary Fund	www.communitymatters.govt.nz/lottery-ministers-discretionary-fund
Oranga Marae	www.communitymatters.govt.nz/oranga-marae
Community and Volunteering Capability Fund	www.communitymatters.govt.nz/community-and-volunteering-capability-fund
Ethnic Communities Development Fund	www.ethniccommunities.govt.nz/funding/ethnic-communities-development-fund
DIA Funding Dates	www.communitymatters.govt.nz/important-dia-funding-dates
Local Councils:	
Hamilton City Council	www.hamilton.govt.nz/community-support-and-funding/funding
Hauraki District Council	www.hauraki-dc.govt.nz
Matamata-Piako District Council	www.mpdc.govt.nz
Ōtorohanga District Council	www.otodc.govt.nz
Ruapehu District Council	www.ruapehudc.govt.nz
South Waikato District Council	www.southwaikato.govt.nz
Thames-Coromandel District Council	www.tcdc.govt.nz
Waikato District Council	www.waikatodistrict.govt.nz
Waikato Regional Council	www.waikatoregion.govt.nz
Waipā District Council	www.waipadc.govt.nz
Waitomo District Council	www.waitomo.govt.nz

You may also like to check out Match | Te Puna Taurite on www.match.org.nz or the Generosity New Zealand database on www.generosity.org.nz.

APPENDICES

Example Completed Budget

Note that organisations can submit a budget using a format of their choice, as long as it meets the requirements outlined by the funder. Budget templates are available to download online here: www.communitymatters.govt.nz/budgets

Example operating costs budget

LilyPad Hardworkers Trust

1 January 2022 - 31 December 2022

Funding request	Budgeted amount	Actual amount
Lottery Community	$ 4,000.00	

Other income received		Actual amount
COGS - confirmed	$ 2,000.00	
Sale of lilies	$ 600.00	
Trust Waikato - unconfirmed	$ 1,500.00	
Sponsorship	$ 1,200.00	
Donations	$ 1,100.00	
Fundraising	$ 3,000.00	
TOTAL INCOME	$13,400.00	$0.00

EXPENDITURE	Budgeted amount	Actual amount	Amount paid by grant
Rent	$ 4,000.00		
Rates	$ 1,200.00		
Equipment	$ 500.00		
Food costs	$ 1,000.00		
Electricity	$ 1,000.00		
Internet and phone	$ 700.00		
Advertising	$ 150.00		
Sundries	$ 50.00		
Wages	$ 6,000.00		
Volunteer expenses	$ 500.00		
Administration	$ 300.00		
Project costs	$ 2,000.00		
TOTAL EXPENDITURE	$17,400.00	$0.00	$0.00
Operational Surplus/Deficit	-$4,000.00	$0.00	

1. DETAILS

Organisation Name: _____Society of Hardworkers Inc [1]_____

Postal Address: _____P O Box 953, Tamahere [2]_____

Phone: __026 293 541 [3]__   Email: __hardworkers@ihug.com__

Contact Person: __Isabel Ringing [4]__   Position: __Administrator__

2. LEGAL STATUS

Are you a Trust, Incorporated Society, or other? If other, please specify:

☐ Trust ☑ Incorporated Society ☐ Other: _____

Are you registered with Charities Services?

☐ Yes ☑ No   If yes, Registration Number: CC_____

Is your group affiliated with or part of a national organisation?

☐ Yes ☑ No

If yes, does this national organisation have control of your finances? [5]

☐ Yes ☑ No

3. BACKGROUND

How long has your organisation been in existence? __since 1924__

How many members/clients? [6] __294__

Number of staff: __2__   Number of volunteers: __12__

What is the main purpose of your organisation? [7]

Provide information, education and support services for hardworking

volunteers enabling them to provide optimum service to community

groups.

What programmes and services does your organisation provide? [8]

Healthy eating programmes; Vacation homes; Relaxation classes;

Holiday schemes; Basic volunteer training courses and wellness clinics

Notes

[1] Use the organisation's legal name.

[2] Use reliable address.

[3] Daytime contact.

[4] Who knows about the group and project?

[5] Does your group control their own finances?

Does your group decide what projects to do?

Who is legally responsible for your group?

[6] This indicates to the funder how many people benefit from your group.

[7] Aims and objectives or mission statement; often found in trust deed or constitution.

[8] What does your whole organisation provide for both members and the community?

FROGS

Funding Reliable Organisations Giving Satisfaction
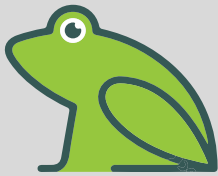
4. PROJECT DETAILS

Please describe the project you are seeking funding for: [9]

1) Cost of holding 3 hardworkers wellness seminars for volunteers in the community in the Waikato region. 2) Cost of printed information brochures.

Which of the funder's priorities does your project meet? [10]

Our project supports volunteers and creates inclusive and resilient communities.

What are the expected outputs and community benefits/outcomes of your project? [11]

Free seminars will be held at 3 locations around the Waikato and we expect 300 people to attend. They will educate hardworking volunteers on how to keep well so they can provide optimum service to volunteer organisations. The whole community benefits by receiving supreme service from the groups they seek assistance from. Volunteers who attend share information with members, family and friends on how to take care of themselves which in turn improves the general wellbeing of the whole community.

How will you measure and evaluate the outcomes and impact of your project? [12]

The seminar participants will be given an evaluation form to complete before and after the seminar to measure their learning. We will also ask the organisations that the volunteers are from for feedback to gauge whether the quality of their service has improved and if volunteers are taking better care of themselves because of this training.

Project timeline: [13]

Start Date: __September__ Finish Date: __November__ Ongoing ☐

5. BUDGET [14]

Is your organisation registered for GST?

☑ Yes   ☐ No   If yes, GST Number: __052 964 721__

Please provide a breakdown of the budget for this project. If you are registered for GST, do not include GST in your figures.

Expenditure	$	Income	$
Seminar Tutors	3,000	Funds in hand	2,000
Venue & equipment hire	1,500	Sponsorship	500
Volunteer expenses	500	Raffle sales	100
Printed Brochures	1,800	Lotteries COGS (unconfirmed)	1,500 1,000
(A) Total cost of project	**6,800**	**(B) Total funds available**	**5,100**

Total cost of the project (A): $ __6,800__

Less total funds available (B): $ __5,100__

= Amount applied for: $ __1,700__

[9] Project is the thing you want money for (i.e., operating costs).

[10] Show which of the funder's criteria your project fits.

[11] Think beyond immediate benefit to your members. How does your project benefit the wider community?

[12] How will you collect data to show the impact of your project?

[13] Plan ahead, check dates, make sure your project happens after the funder pays out the money.

[14] Budget is only for the project, not the whole organisation.

Remember to include: admin costs, power, phone, rent (if these things are used for your project).

Make sure your sums add up!

Show where other money will come from, don't expect 100% from a funder.

Be clear, honest and transparent.
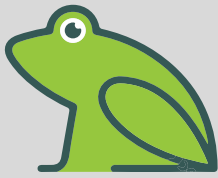
6. FINANCIAL SUMMARY [15]

Summary for the financial year ending or period to ___31 March (year)___ .

Income	$ 153,248
Expenditure	$ 122,632
Surplus (deficit)	$ 30,616
Current funds in hand	$ 28,514 at __10__ / __05__ /(year)

Indicate any funds tagged for specific purposes: [16]

$25k tagged for ongoing salary and operating costs.

_____

What are your usual sources of funds? [17]

Member fees; Fundraising; Rental income; Programme fees; Grants and donations

Have you applied elsewhere for funding for this project? Please list organisations applied to, amounts requested, and any outcomes. [18]

COGS – $1,000 (unconfirmed); Lotteries – $1,500 (confirmed);

Sponsor – $500 (confirmed)

7. ACCOUNTABILITY [19]

If you received a grant from us in the past, have your accountability requirements been met? ☑ Yes   ☐ No
Please note failure to provide accountability will lead to ineligibility for funding.

8. ATTACHMENTS – Please attach the following: [20]

☑ Resolution

☑ Annual accounts (most recently reviewed/audited)

☑ Chairperson's Annual Report

☑ Bank deposit slip

☑ Bank statement/current funds at hand

☑ Quotes and supporting documents

9. DECLARATION (Two office holders must complete) [21/22]

We the undersigned, make a solemn declaration conscientiously believing the same to be true under and by virtue of the Tea and Bikkies Act 1923. We certify that the information provided in this application was the best we could come up with at short notice. We solemnly declare that, in the event of being so fortunate as to receive funds, we will hop up and down the main street for a period of time to be specified by your committee.

Name:	*Full Name*	Name:	*Full Name*
Signed:	Full name	Signed:	Full name
Position:	Chairperson	Position:	Trustee
Date:	31/3/2029	Date:	31/3/2029

Notes

[15] This section is finance of the whole organisation.

Take figures from latest annual accounts.

Current funds from latest bank statements.

[16] Explain clearly what the funds in your bank account are being used for.

[17] Helps funders understand how your organisation gets their income.

[18] Shows you have planned how project costs will be met and are not expecting one funder to fund total project costs.

[19] Make sure your group has accounted for any previous donations.

[20] Make sure you attach everything the funder asks for.

[21] Make sure you read what you are signing as it is a legal document.

[22] Signed by office holders of your committee - Chair, Treasurer or Secretary.

Copy application and keep on file.

Please note this application is a sample only; characters, organisation and Frogs represented in this application do not exist and is for training purposes only.

The Money Plan: Developing a Funding Strategy

FUNDRAISING BY MEGAN THORN

Raising funds is an ongoing challenge for all organisations, but the ones who do it well, are the ones who have a big picture strategy in place. Instead of scrambling from one financial crisis to the next, a funding strategy allows you to focus your efforts and ensures that each activity has a specific purpose in the larger plan.

When developing a funding strategy for your organisation, you will need to consider the following things:

How much money do you need to raise?

Before you can even think about raising funds, you need to be clear about how much money you need to raise. While this may sound simplistic, it's surprising how many groups sit in constant fundraising mode, without any concrete target to work towards. It's no wonder that fundraising feels like a never-ending exercise.

If your organisation does not have an annual operating budget in place, then that is your number one priority and not just from a fundraising perspective. In order to run your organisation effectively you need to know how much it costs to keep the wheels turning. Without a budget, it's impossible to plan for anything.

If your organisation does have an annual operating budget in place, congratulations, you're off to a good start. Take some time to understand how much money you need to operate and how much regular funding, donations or support you already receive. How much of that income is guaranteed? How much do you rely on a single funder, donor or supporter?

Are there funding patterns that have been consistent over time? Are your expenses likely to increase as your organisation develops?

Once you have a good understanding of the operational budget, you can set some realistic funding goals. Remember cashflow is important too, so don't just set an annual target. Consider how much you need to raise on a month-by-month basis as well.

What do you need the funds for?

Knowing how much money you need is a good start, but it's equally important to know what the funds are needed for. The more you know about how the funds will be spent, the more opportunities arise to get support.

What might you be able to get funded in-kind? What specific costs lend themselves to personal sponsorship? Are there particular parts of your budget that are likely to be funded by different types of funders? People, businesses, organisations and funders will want to support different parts of your operation in different ways, so the more you understand the budget, the more opportunities you will find to make a connection.

What are your organisation's strengths?

There are 7 key income streams available for charitable groups and depending on your organisation, some of these streams will be more suited to your cause than others. For example, there is little point pursuing corporate sponsorship if you have a little-known brand and a limited membership or reach. However, if your brand is well known in your community and you have a strong membership or supporter base, then corporate sponsorship may be worth exploring. Knowing your organisation's strengths means you can focus on funding streams that will reap the most benefit.

When identifying your organisation's strengths, as they relate to fundraising, you may want to consider some of the following:

- How well known is your organisation locally, regionally and nationally?
- How many existing supporters do you have and in what ways do they provide support?
- What existing fundraising / funding activities do you engage in and how successful are they?
- What networks exist within your Board and how active are your trustees in relation to fundraising?
- Does your organisation engage volunteers and if so, how big is your regular volunteer base?
- How much do you know about your stakeholders and how do you manage that data?
- How do you manage relationships with donors, funders, sponsors and supporters?
- How does your organisation use technology for communication?
- How well does your organisation collect and share stories?

Once you understand your strengths, you can decide what income streams might be best suited to your current situation. Of course, as your organisation develops, so too will your strengths, so it's important to keep revising your strategy.

How will the strategy be supported?

It's one thing to set a big picture fundraising strategy, but it will only be successful if the strategy is properly resourced and supported. When deciding on key income streams and strategies for raising funds, you must also consider

what needs to be in place to support the decision. For example, if you decide to focus on growing your individual donor base, you may need to invest in a more robust CRM system or consider employing a donor relations manager. If you decide to focus on regular fundraising events, you may need to invest in growing your volunteer team. If your Board is not prepared to invest in supporting the strategy, it will be impossible to implement it effectively.

How will you measure success?

If the end goal is about raising funds, then obviously the amount of money you raise will be one measure of success. However, fundraising should be considered more of a marathon, than a sprint. It can often take months, or even years, to see the benefits of fundraising work, so it's important to measure what's going on behind the scenes as well.

Other than funds raised, you might want to consider measuring things like brand recognition in the community, number of new donors or increase in donor retention rate. A marathon runner doesn't just record their race time, they record and review what happens at every stage of the race.

Having a big picture funding plan with specific measurable goals helps keep everyone on track. Instead of chasing every opportunity that crosses your path, you can focus on the ones that will bring you the most benefit. By regularly reviewing your success, you can adjust your plan accordingly.

Megan Thorn

Megan is the Managing Director of Exult and regularly supports organisations to develop their funding plans. For more information about how Megan can support your organisation, check out www.exult.co.nz or email hello@exult.co.nz.

7 Key Income Streams

A good fundraising strategy should utilise an organisation's strengths and include a range of income streams. The key income streams available to charitable organisations include:

Membership/Subscriptions

Membership or subscriptions can take various forms, but at its heart, membership is about the 'act of belonging'. Membership fees might be paid by those participating in your activities (eg. rugby clubs), benefiting from your services (eg. support groups) or playing an active role in the organisation (eg. incorporated societies). A membership model can also be used to raise funds from your supporters by way of a Supporters Club.

Donations

Donations are a gift that are given with no expectation of a tangible reward. A donation could be a gift of money, time, product or service; it could be small (eg. coins in a bucket) or large (eg. bequests); it could be a one-off gift or a regular commitment. While the best kind of donations are untagged, some donors will choose to give with conditions (eg. a pledge which is reliant on you gaining other support) or give towards a specific purpose or expense.

Sponsorship

Sponsorship is a formal relationship between a business and an organisation, where both parties benefit from the exchange. Most often this involves the business providing money, product or service, and the organisation providing exposure for the business is return.

However, sponsorship is becoming increasingly competitive and groups need to consider what else they can offer businesses in this kind of relationship.

Fundraising Activities and Events

Traditional fundraising activities like sausage sizzles, auctions, raffles, quiz nights and events are an important part of the fundraising mix, especially for small-medium sized organisations. While they don't necessarily make large amounts of money, they do help raise the profile of your organisation and gives your wider networks a chance to get involved.

Social Enterprise

Social Enterprise is the act of trading products or services to fulfil a social or environmental mission. In other words, it's when you put on a business hat and trade products or services in a way that generates income. The most well-known enterprises for New Zealand charities are op-shops, but there are countless other enterprises in action also. If you are interested in exploring social enterprise further, visit www.akina.org.nz.

Grants

Grants are given to charitable organisations based on specific criteria and groups are required to account for how the money is spent. While grants provide a valuable funding source for many organisations, they are not necessarily guaranteed and it's unwise to rely on grants alone.

Contracts

For some organisations, a government contract or contracts is their main form of income. However, while contracts provide some level of certainty when it comes to funding, they can cause mission-shift in an organisation if they are not carefully monitored. If you rely almost solely on contracts, make sure you are regularly checking those contracts against your Vision, Mission and Strategic Plan. To find out what government contracts may be available for your organisation, subscribe to the Government Electronic Tender Service at www.gets.govt.nz.

Notes
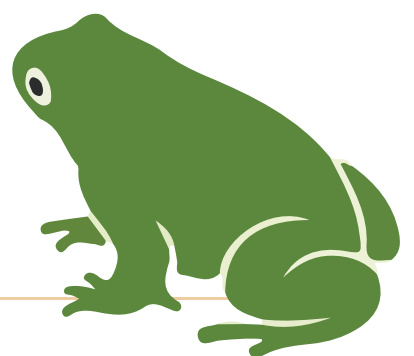
CONTACT DETAILS AND USEFUL RESOURCES

FUNDERS	PHONE NUMBER	WEBSITE
Department of Internal Affairs (DIA)	07 839 9960	www.communitymatters.govt.nz
D V Bryant Trust	07 838 0522	www.bryanttrust.co.nz
Hamilton City Council	07 838 6630	www.hamilton.govt.nz
Len Reynolds	027 468 0698	www.lenreynoldstrust.co.nz
Trust Waikato	0800 436 628	www.trustwaikato.co.nz
WEL Energy Trust	07 838 0093	www.welenergytrust.co.nz
CAPACITY BUILDERS		
Community Waikato	07 838 1583	www.communitywaikato.org.nz
Creative Waikato	0508 427 892	www.creativewaikato.co.nz
Sport Waikato	07 858 5388	www.sportwaikato.org.nz
USEFUL WEBSITES		
Volunteering Waikato	07 839 3191	www.volunteeringwaikato.org.nz
Exult (workshops)	07 571 8819	www.exult.co.nz
Charities Services	0508 242 748	www.charities.govt.nz
Inland Revenue (PAYE/tax)	0800 377 774	www.ird.govt.nz/non-profit
Community Law (legal advice)	0800 529 482	www.communitylaw.org.nz
CommunityNet Aotearoa (resources)		www.community.net.nz
Community Governance (resources)		www.communitygovernance.org.nz
Waikato Community Funders		www.waikatocommunityfunders.org.nz