

# Decoding Fundraising & Development Language



**GOODPUSH**

# Defining the Key Terms

- **Donor/ Funder:** An individual, organization, or institution that provides financial or material support.
- **Grant:** A sum of money given by a funder for a specific purpose, usually requiring an application and reporting process.
- **Sponsorship:** Financial or in-kind support from a company, usually in exchange for promoting their brand or products.
- **In-kind Support:** Non-monetary donations like equipment, venue access, or volunteer time.
- **Budget:** A detailed breakdown of income (funds raised) and expenses (project costs).
- **Proposal:** A document outlining your project goals, methods, and funding needs sent to potential funders.
- **Impact:** The measurable change or benefits your project delivers (e.g., increased participation of girls/women in skateboarding).

# Defining the Key Terms

- **ROI (Return on Investment):** The value funders receive for their contribution - which could be the social impact your project creates, gaining a positive reputation, or visibility for their company/brand.
- **Impact Measurement:** How you will track success (e.g., surveys, participation numbers).

## Terms you may come across while applying for grants:

- **Executive Summary:** Brief overview of your project, goals, and funding request.
- **Problem Statement:** Explain the need your project addresses and back it up with statistics or testimonials.
- **Project Goals:** Specific, measurable outcomes e.g. *enroll 50 youth in our skate program by 2025.*
- **Activities and Timeline:** What you will do and when.
- **Budget:** An informed estimation of the breakdown of all the project costs.

# Ways of Fundraising

- **Grants:** Look for funders who align with your goals. Many sports development grants focus on inclusion, health & wellbeing, and engaging disadvantaged youth.
- **Crowdfunding:** Use platforms such as Chuffed to collect donations. This can be most effective when paired with a time-bound online campaign for a specific goal. Make your asks emotive, urgent and tangible.
- **Events:** Organize skate jams/competitions/workshops/exhibitions/community days to showcase your project, raise funds and build community connections.
- **Merchandise/product sales:** Create and sell your own merchandise or collaborate with artists/brands.
- **Corporate Sponsorships:** Partner with brands/businesses to support your project. Usually in return for visibility or recognition.
- **Membership Fees:** Dependant on economic situations, you could introduce small fees for participants who are able to pay while others could access scholarships/attend for free. This would help to generate a steady income stream.

# Key Fundraising Concepts

- **Sustainability:** Ensuring the longevity of your project.
- **Diversified Income Streams:** Having a mixture of different incomes & not relying on one source: grants, sponsorships, donations and crowdfunding (this way, if one drops off you are less vulnerable).
- **Stakeholders:** People or groups invested in your project's success - including participants and their families, funders, and community members.
- **Capacity Building:** Enhancing your team's ability to deliver and grow the project through completing training, acquiring new skills, or partnerships.
- **Unrestricted vs. restricted funding:** Unrestricted funds can be used to support any aspect of your project, including operational expenses, administrative costs, or programs. Restricted funds are designated by the donor for a specific purpose, project, or program, and cannot be used for other activities.

# Tips for Long-Term Sustainability

- **Create smart systems:** Save yourself time and energy by creating donor spreadsheets to keep track of fundraising activities.
- **Create a fundraising pack** with resources which make it easy for people to fundraise for you.
- **Have pre-prepared pitches** about how your work achieves social impact based on the 'problems' you are 'solving'.
- **Create some 'reaching out assets'** such as a template email that outlines your work. Inquire about a call to discuss potential collaboration/see if they have any upcoming calls for applications.
- **Build Relationships:** Maintain regular and close communication with all your funders and stakeholders.
- **Think ahead:** Have a contingency plan in place, in case you need to scale-down your activities.

# Tips for Long-Term Sustainability

- **Collaborate:** Partner with other organizations to share knowledge, resources, and to expand your reach.
- **Stay focused on *your* mission:** Know what you want to do and raise money for that. Partner with donors who align with and support your mission, rather than adapting to meet donors' priorities or goals.
- **Ensure that you have diverse funding streams:** Try not to have 50% or more of your annual budget covered by one source/donor, and try to keep at least 3 months' of reserve funds, so that if a funder drops out you have something to fall back on.
- **Show Impact:** Regularly share success stories, data, and photos to highlight your project's impact. You can do this easily via your social media channels, on your website, and through sending quarterly newsletters out to your subscribers.