

Fundraising Idea
Where to look and
how to make it happen!

“Be careful what you ask for, you might get it!!!”
Mick Mathwievs

- If our programs are going to get serious about sustainability, then we need to get serious about asking people for the resources we need to do it.

Where the money that funds your program actually comes from?

How it breaks down by source or stream?

- Why is it important?
- We would agree: where the money comes from usually impacts:
 - how the program has developed
 - how it operates, and
 - how decisions get made which may affect sustainability
- Money isn't the only factor, but it certainly is an important one.

Let's take a look how does it look like in US.

- If you're like most people, you'll be surprised at just how much private money is donated to charitable organisations on an annual basis.
- This money that comes from individuals, foundations and corporations.
- It does not include government money.

- Let's see what Independent Sector and Giving USA Foundation of the American Association of Fundraising Counsel (AAFRC) say about this.

Guess, how much is total giving for charitable causes in the US annually?

- According to the AAFRC, American gave \$249 billion dollars to charitable causes in 2004, or more than 2% of total U.S. gross domestic product (GDP).
- This is a lot of money!

Who gives?

- Now that we know just how much money is out there, we need to know who is giving it.
- Then we can talk who's getting it and how.

- In 2004, the primary sources of charitable contributions can be broken down into three primary streams:
 - corporate
 - foundation and
 - **individual** (including planned-after-death giving)

- Corporations 5%

Corporate giving only amounted to about 5% of the \$248.52 billion total, or \$12 billion in 2004.

- Foundations 11%

Foundation giving was about 11% or \$28.8 billion in that same year.

- Individuals 84%

Individuals accounted for the rest of the contributions, a whopping \$207,72 billion or 84 %of total giving!!!

- Let me tell you a few other things about individuals and giving (from Independent Sector website):

- Nearly nine out of ten American families make charitable contributions (89%)
- Americans report that being asked to give makes a substantial difference in the size of their gifts. Yet 44% of households were not asked to contribute, indicating untapped potential to increase giving.
- When donors itemize (at every income level) they give at least 40% more

- So what's my point?
- Why do I care so much about individual giving?

- Perhaps the well known 1950's bank robber, Willie Sutton, answered it best when asked why he robbed banks:

“Because that's where the money is!”

- Let's try to change one misperception about raising money from individuals! That is that not knowing people with wealth is a roadblock to being successful in your efforts.
- Wealthy people have money to give and you should ask them. That's easy. We agree.

- But... most of that \$249 billion in annual charitable giving comes from middle-income, working class, and poor people.
- Your universe of prospective donors is huge!!!

- Enough!
- Lesson learned!

- Case study
- Yugoslav Youth Association against AIDS

- After workshop performed by Craig Bowman from Common Ground Consulting, Washington DC, at our ISSSA 2005 about fundraising from individuals in US we started thinking to try the same in Serbia.
- Till then only Red Cross had such a way of fund raising with long history.

- Who is our target population?

- Not youngsters they may have a wish, but unfortunately they can't contribute
- Not reach people, they are not aware of need for social solidarity

- Than who?

- Middle class people raised in socialism with all the values it brought!!!!

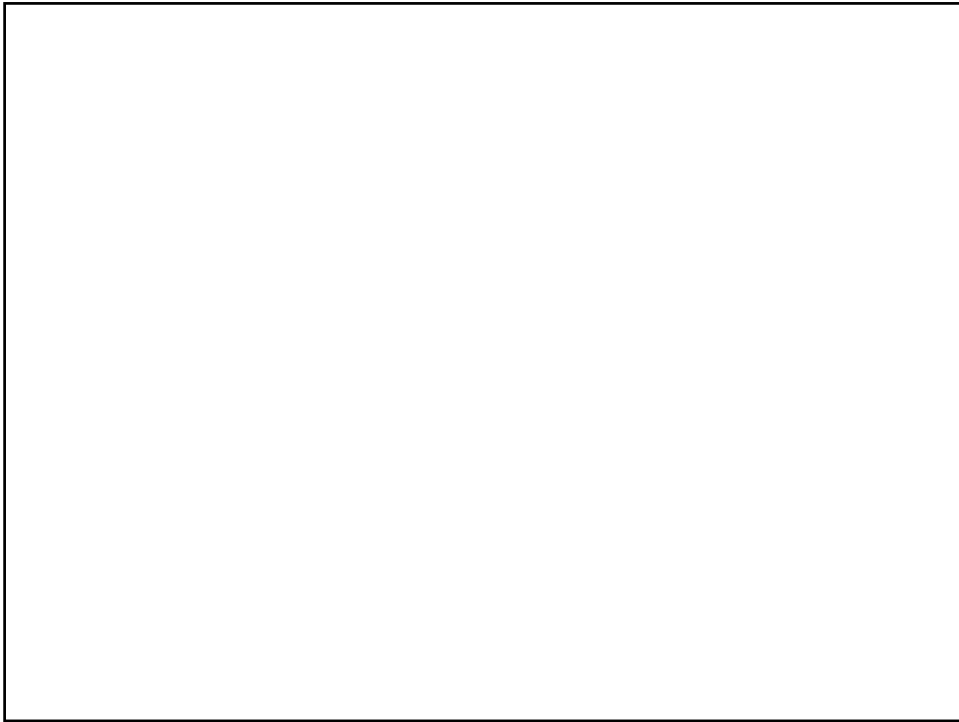
- - SOCIAL SOLIDARITY
- - WISH TO HELP TO THOSE IN NEED
- - SOCIAL COMMITMENT
- - PATRIOTISM

- How to send them a message?

- Advertisement in newspaper?
- Appearance on TV?
- Leaflets in the post box?

- - Communal bills!!!!

- How to enclose request to support our activities to communal bills?



- 1 step Office of City Mayor - connections

- 2 step Infostan - passion

Logistics:

- Who will print leaflets and bills?
- Who will pack them into envelopes?
- Who will pay additional stamps?

- 3 step National Post Office – connections

- 4 step Text and ammount!

- Middle class people raised in socialism with all the values it brought!!!!

- SOCIAL SOLIDARITY
- WISH TO HELP TO THOSE IN NEED
- SOCIAL COMMITMENT
- PATRIOTISM

- Do unexpected!!!

- text in 2005

- WE BELIEVE IN PEOPLE!

- We are living in time in which all the human and social values disappeared. All the values that we grow with and we believed in - solidarity and support to others, a wish for the social good...
- Despite everything, we keep faith in them.
- We believe in humanity. We believe that is worth working for the good of others.
- AIDS attacks our national texture now, where is most vulnerable - our youth. Mostly young people get infected by HIV, who are also working capable force of Serbia. They can protect themselves, if they decide so. Help them to learn how to protect their health.
 - From people to people.
 - For healthy young Serbia!
- Yugoslav Youth Association against AIDS - Youth of JAZAS
- Beneficiary: Omladina jugoslovenske asocijacije za borbu protiv side – Omladina JAZAS-a
- Purpose: Fight against AIDS
- Account: 310-6582-61

text in 2006

BECAUSE I LOVE SERBIA

- At the time when 20,000 citizens of Serbia carries the HIV, there are few people thinking about the danger around us.
- At the time when only 560 people are on HIV treatment, Serbian government allocate huge funds for these patients therapy. There are few who think about where we will find the money when all infected came in to phase in which treatment is necessary.
- At the time when AIDS is incurable, the only way to fight against it is prevention.
- Work on time. Prevention is the cheapest way. Prevention is the only way which helps young people in Serbia to protect their health and to continue building a better and more beautiful Serbia together. We believe in it.

I care for myself, I care for others, I care for the country in which we live.
Because I love Serbia!

Yugoslav Youth Association Against Aids - Youth JAZAS

• text in 2007

• THE WAY TO LOVE SERBIA!

- At the time when our people and our country facing many chalanges, most of us think only about the burning problems. By our old custom we extinguish conflagration, and smoldering fires we leave for someone else to extinguish.
- At the time when everyone only promise help, it becomes more and more clear that we only can help ourselves alone. And so we work to arrange Serbia for ourselves and for our children and their future. This is an obligation for each of us.
- We do not give promises. We work. For fourteen years we give all of ourselves to prevent our peers of getting infected of HIV and violating their lives. Because we believe that is the only way to love Serbia!

• Youth of Yugoslav Association Against Aids Youth JAZAS

- Results!

2005

- Number of citizens of Belgrade city: 14.954
- Amount collected: 16.400 Euro

2006

- Number of citizens of Belgrade city: 17.258
- Amount collected: 21.855 Euro

2007

- Number of citizens of Belgrade city: 21.215
- Amount collected: 25.660 Euro

2008
Need to change the strategy

- Clear short message:

I love Serbia = I support Youth of JAZAS

- People care!
- People want to help!
- People want to feel to be contributive!

In Eastern Europe they do not contribute that much. Why?

- They need to feel that they give money for concrete thing.
- They need to be sure that money will be used for right purposes.

- Accountability!

- These people do not ask for report, but they have a right to know how their money is spent.

- Publish advertisement - paid page in daily newspaper (read by your targeted population)
- Announce your annual financial report

“For responsible NGOs”

- Simple
- Concrete
- Unexpected
- Credible
- Emotional

People give to people!

Thank you!