



SOCIAL
ENTERPRISE
INSTITUTE

TOOLS FOR SOCIAL CHANGE



WORKSHEET

FINDING THE FUNDING YOU NEED

A worksheet to help you find the funding you need to get your idea off the ground and make it succeed.

THIS WORKSHEET WILL HELP YOU TO:

- ✓ CONSIDER THE MAIN SOURCES OF FUNDING AVAILABLE FOR YOUR WORK
- ✓ IDENTIFY POTENTIAL FUNDING OPPORTUNITIES
- ✓ FIGURE OUT WHICH FUNDING OPTION IS RIGHT FOR YOU
- ✓ FUND YOUR WORK IN APPROPRIATE AND SUSTAINABLE WAYS



ABOUT THE WORKSHEET

So you have an idea to create change in the world and you want to make it happen?

Most projects, campaigns and enterprises will need money at some stage.

Finding funding to get started, cover costs and sustain your efforts is one of the biggest challenges facing changemakers.

The good news is that there are many different types of funding out there, from crowdfunding that can help test your ideas, to grants that can cover your core costs, to forms of investment needed to scale your impact.

It is important to find the right sources of funding for your work and organization. In fact you might need to raise money from multiple and different sources - a diversity of funding sources reduces dependency and enables you to continue activity when circumstances close off or reduce one type of funding.

This worksheet will give you a starting point and lead you towards appropriate and sustainable ways to fund your work.



FUNDING SOURCES

There are many ways to fund your planned activities and many places you can go for support. Here are the main opportunities to investigate.

Grants

Grants are one of the main ways that not-for-profit projects and activities are funded. Consider government, philanthropists, corporate trusts, and family foundations. What grantmakers will be interested in your results?

Donations

Where there is a cause that matters, there could be donors. You must know who to target, have a clear and compelling ask, and good systems to be accountable to donors. Who does your cause matter to?

Memberships

Subscription, alumni and friends schemes are all about maintaining a sense of belonging among supporters and tapping into their enthusiasm as well as money. How can you offer value and fire up your base?

Crowdfunding

Online crowdfunding is a great way of raising money for great ideas from the people around you. Set a target, get pledges, and offer a reward. Is crowdfunding right for your project and audience?

Earned Income

Selling products or charging fees for services can create a stable and consistent source of funds. Think about how you can sell what you know, what you do, or what you have. Where can you make your money?

Social Investment

Certain investors can provide financing to help increase social impact through growing your business activities. You need activities that will make a surplus to make repayments, so it isn't suitable for everyone. Can you make it work?

Fundraising Events

Regular fundraising activities are a great way to engage with supporters and generate funds. Think about events relating to fashion, talent, art, games, film, food and exercise. What special event would cut through?

Corporate Giving

Where corporate interests align with your cause, then support might follow. Consider philanthropic giving, sponsorship, pro-bono support, product donations, and employee volunteering. Where is there a win-win situation?



IDENTIFYING FUNDING OPPORTUNITIES

As a team work through the main types of funding outlined. What specific funding opportunities can you think of? What funders can you name? Make a list of your main opportunities in the boxes provided.

Grants

- 1.
- 2.
- 3.
- 4.
- 5.

Donations

- 1.
- 2.
- 3.
- 4.
- 5.

Membership

- 1.
- 2.
- 3.
- 4.
- 5.

Crowdfunding

- 1.
- 2.
- 3.
- 4.
- 5.

Earned Income

- 1.
- 2.
- 3.
- 4.
- 5.

Social Investment

- 1.
- 2.
- 3.
- 4.
- 5.

Fundraising Events

- 1.
- 2.
- 3.
- 4.
- 5.

Corporate Giving

- 1.
- 2.
- 3.
- 4.
- 5.



PRIORITIZING OPPORTUNITIES

Take a look at the list of funding opportunities you have identified and then begin to make sense of possible priorities.

You can use the grid provided to organise opportunities by the level of effort required (time, expertise, expenses) to secure the funding, and the associated financial return likely.

	High		
RETURN		Yes	Investigate
		Maybe	No
	Low	EFFORT	High

Focus on those low effort, high return fundraising opportunities.



ASSESSING THE OPPORTUNITY

Before jumping in and pursuing a funding opportunity, take time to assess if it's right for you. You can use this checklist to consider whether the opportunity is a good fit and which fundraising effort will have the best payoff.

Alignment

- Is the purpose of the funding consistent with your mission?
- Is there a strong values-fit with the interests of the funder or donor?
- Are you free of ethical concerns about the fundraising method?

Eligibility

- Is your group or organization technically able to raise funds this way?
- Will your planned project be considered an eligible activity?
- Will your work deliver the type of outcomes that are required?

Feasibility

- Do you have the expertise required for this fundraising method?
- Are you able to pull it off within the time and resources available to you?
- Can mobilise your supporters behind the initiative?

Timeframe

- Does the timeframe for accessing the funding with your plans?
- If there is a deadline, is it realistic to meet?
- Can you ensure no better opportunities will be missed by pursuing it?

Result

- Is there a high likelihood of getting funding, given the competition?
- Is the amount available likely to meet your funding needs?
- Does the level of funding justify the time and resources needed to raise it?

Expectations

- Can you deliver on the expectations that come with the funding?
- Do you have the time and resources to meet all requirements?
- Are you prepared to live up to the terms of the funding award?



FURTHER INFORMATION

Thanks for taking the time to check out this guide.

Motivated to learn more? The Social Enterprise Institute has put together a wide range of practical courses and resources to help you plan, start and grow your venture.

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TOOLS FOR SOCIAL CHANGE

The Social Enterprise Institute is the world's school for social enterprise. We bring all the knowledge and tools you will need to start, manage, and grow an amazing social enterprise... plus a supportive global community of peers, instructors, and coaches.



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