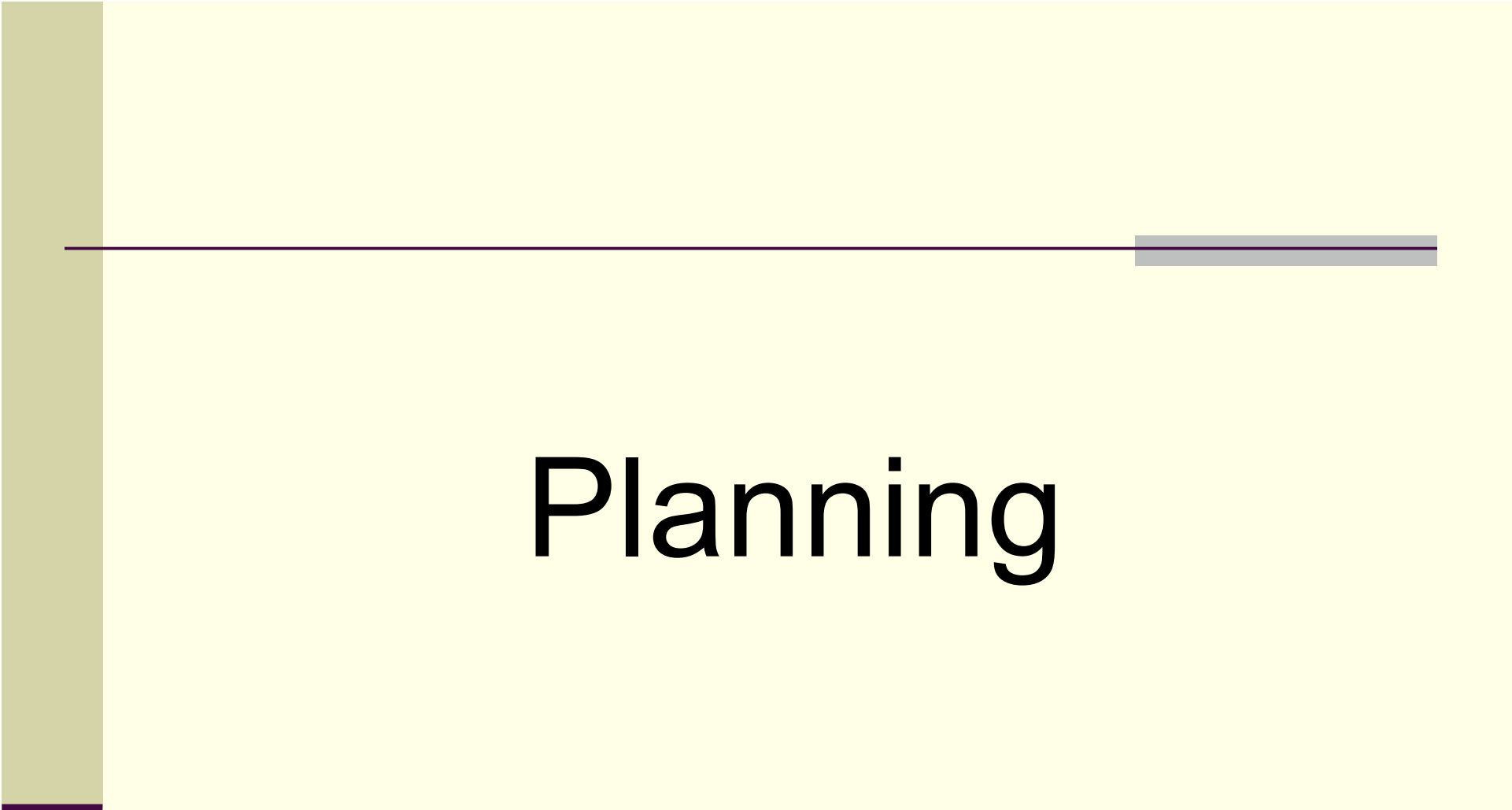


Fund Raising

**Transforming Projects into
Proposals and Proposals
into Income**



Planning

Strategic and Financial Planning

A Donor's Requirement

- Strategic Planning is a process that helps establish the organization's **purpose**, **goals**, and **priorities**, in response to its mission and vision for a specific period of time.
- Is best done through a participatory process to achieve group consensus.
- Establishes the organization's implementation capacity.

Importance of the Strategic and Financial Planning

- Focus
- Priorities
- Resources Management
- Access to international funds
- Establishes financial goals

General Elements of the Strategic and Financial Planning

■ Steps:

- Plan
- Revision of the strategic plan
- Prioritize
- Estimate activities cost
- Estimate administrative costs
- Project income
- Project income expenses by areas
- Develop Scenarios
- Evaluate the plan's feasibility

General Elements of the Strategic and Financial Planning

- Participants of the process:
 - A facilitator
 - A work team
 - Program directors, technicians and administrators
 - Projects directors
 - Staff members
 - Board of Directors

General Elements of the Strategic and Financial Planning

- Vision: A description of how the world would be better if the organization were successful.
- Mission: A statement about the organization's purpose.

Benefits of Strategic Plan

- Increases effectiveness
- Increases efficiency
- Improve understanding and learning
- Improve the decision making process
- Strengthen the organization's capacity
- Improve communication and public relations
- Increases the financial and political support

Advantage of Strategic Planning in Fund Raising

- Establish Priorities
- Estimates activities costs
- Estimates administrative costs
- Projects income
- Projects income and expenses
- Helps create scenarios

The Mission and its importance for potential donors

■ The mission must define

- Who does the work
- What is being done
- Where it is being done
- Why it is being done
- Who benefits from it

The organization's staff and board should be able to recite the mission with assurance, and the general public should be able to easily understand it.



Fund Raising

Fund Raising: the art through a process

- Fund raising is a process that follows a series of steps.
- The art in fund raising is found in the creativity and flexibility to follow those steps. The steps are not written on stone.
- There is no magic wand or formula that guarantees 100% success in fund raising. What works for one organization might not work for another.

Diversification of income sources

- Where is our income coming from?

If 50% or more comes from only one source, the organization is very vulnerable.

Any dramatic change in that source will affect the organization. The biggest percentage of our income should come from at least 5 different sources.

The Budget: The Key for fund-raising goals

- Strategic planning helps to determine how much the organization needs to generate to develop its activities and cover its administrative costs. This also help determine our fund raising goals.

Preparing a budget for fund raising

- The description of a project is a picture showing what the organizations wants to do.
- The budget retouches and clarifies that picture, but with numbers.
- The budget can be simple or complicated, depending on the project.

Category	Other Funding	Fdn.	Total Peds. Clinic	JUSTIFICATION
Personnel				<i>Note: During the 2005 fiscal year employees will receive a cost of living adjustment of 3%. It has been incorporated in this budget</i>
1. Clinical Services Program Director, Abby Goldstein	\$ 8,503	\$ 2,469	\$ 10,971	25% of FTE to program @ annual salary of \$43,885 to provide day-to-day supervision to purchase program's medical supplies and medicine, establish and maintain links with area healthcare network, ensure compliance with goals/objectives/protocols. Requesting 22.5% of salary allocation for this project.
2. Pediatric Patient Care Coordinator, Angelica Guardado	\$ 10,547	\$ 19,587	\$ 30,134	100% of FTE to Pediatric and Teen Program @ FY2004 annual salary of \$29695 to recruit and educate clients, provide medical histories, prep for medical exams, track patient care, arrange referrals / links for off-site and subspecialty care, track follow-up care, assist pediatrician. Requesting 65% of total.
TOTAL PERSONNEL	\$ 74,014	\$ 40,020	\$ 114,034	
Fringe Benefits	\$ 13,837	\$ 7,229	\$ 21,666	19% of Total Salaries & Wages. Includes FICA, Health Insurance, Unemployment, and Workers Compensation. For PTE the fringe benefits are calculated at 11%.
Travel	\$ 600	\$ -	\$ 600	Travel: Cost for travel to off-site meetings and training, estimated at \$20 / month x 12 months x 2.5 FTE= \$600, funded elsewhere.
Supplies	\$ 340	\$ 500	\$ 840	Office Supplies: Costs for paper, pens, medical charts, computer disks, chart labels, etc. Based on current expenditures at \$20/month x 12 months x 3.5 FTE (includes staff above and volunteer physicians and nurses) = \$840. \$500 requested.
Contractual	\$ 21,000	\$ -	\$ 21,000	Contractual: Pediatrician, Dr. Peter Gergen. Volunteer time valued at \$60/hour to provide routine preventive health care services and primary medical care for pediatric patients. Reviews charts and laboratory reports on patients to ensure quality health care. Supervises health professional students and graduates as needed. Assist medical director with developing medical protocols. Time on project in-kind.
	\$ 151,119	\$ 65,000	\$ 216,861	



The Proposal

The Formal Proposal

- It is part of a process:
 - Planning and Researching
 - Establishing income priorities
 - Writing the master proposal
 - Presenting the proposal
 - Looking for potential donors
 - Outreach or contact
 - Identifying donors
 - Establishing contact with donors
 - Cultivation
 - Establishing constant communication with current and potential donors
 - Responding to results

The Formal Proposal

- Elements of the Proposal
 - Executive Summary (1 page)
 - Statement of need (2 pages)
 - Project description (3 pages)
 - Budget (1 page)
 - Organization Information (1 page)
 - Conclusion (2 paragraphs)
 - Additional Information (if require)
 - Revision and Editing

The Formal Proposal

The Executive Summary

- ❑ It is the first and probably the most important page of the proposal.
- ❑ Summarizes the project's key information.
- ❑ Establishes the problem, solution, financial requirements and describes the organization and its capacity to develop the project.
- ❑ Helps the donor to determine whether or not the project is within the guidelines.

Sample of an Executive Summary

I. EXECUTIVE SUMMARY

Date: April 15, 2004

Organization: The Walk-In Clinic, Inc, 2831 15th Street, NW Washington, DC 20009
Contact Information Juan Romagoza, MD – Executive Director
Angel Cárdenas – Project Officer
phone: (202) 462-4788 / (202) 464-0159
fax: (202) 667-3706 / (202) 332-0085
e-mail jromagoza@lcdp.org / acardenas@lcdp.org

Purpose

- To reinforce The Clinic's Emergency Fund, which complements the Pharmacy Assistance Program that helps many low-income immigrants obtain medication. The Walk-In Clinic created the Emergency Fund, with support from the Spring Creek Foundation, to buy medicine for clients while they await enrollment in the Pharmacy Assistance Program, which can take up to 4 weeks to complete.

■
Grant Period: One year from date of award.
Total Agency Budget for 2003: \$4,779,368 operating budget only
Funding Request: \$10,904

Respectfully Submitted,

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Juan Romagoza, MD
Executive Director