



NPO sustainability

solutions

Proposal Writing

Making a compelling case for funding



Our Services

- NPO Directorate Compliances
- CIPC and SARS submissions
- Strategic Planning
- Evaluations and Impact Measurement
- Sustainability Plans
- Skills Development
- Marketing and Fundraising Planning
- Training (IC and Communications / Event Management)
- Project Management
- Bookkeeping and Investment Services
- Registration of Companies, Cooperatives and NPO's

Proposals for Funding! Making a case!

- A proposal for funding is making a compelling case for funding for a project or Organisation to a specific funder with specific thematic areas.
- Most important is the executive summary that confirm the Organisation and its Members ability to implement the proposal

Legal and Compliances Documents

- NPO / NPC and Trust registration certificate
- PBO Letter and numbers
- Bank Confirmation Letter (six months)
- Lease agreement / Fika documents
- BEE Affidavit
- Constitution / Trust Deed, MOI
- Tac Clearance (SARS)
- Financial Report (Audit or independent review)
- Management accounts (last 6 months)
- Annual report (Narrative)
- Budget annual and project budget

Other request from Funders:

- List of Board Members and ID/ Tax numbers
- List of staff members or Project Team
- Business Plan / Strategic Plan
- Fund Plan (Existing donors, target donors, other revenue streams)
- History of the Organisations
- Achievements for last 2 years
- M & E / Impact Measurement plan
- Letter of Board to confirm project and fundraising team

Who is the funder?

- Research your funder before you decide on the proposal
- What do they fund
- Check past grants made to who for what
- What is their position statement about the Thematic area
- What DO they NOT fund
- The terminology they use for specific thematic areas
- The TIME for implementation
- Their process (Call, Concept, Proposal, Committee, decision)
- Contact person and full address email
- Length of the proposal (word and size of font)
- Submissions (Email, forms, online, other)



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Restricted or Un-Restricted Funding

- Restricted funding is for a specific project / programme and time and a strict budget allocation. Funding cannot be redirected without the written permission of the funder
- Unrestricted funding is a donation towards the work of the Organisations and can be used as best by the Organisations

Where is the money for NPO's



Image via Wikipedia

Information on the Funding environment!

- <https://www.nedbankprivatewealth.co.za/content/private-wealth-sa/south-africa/en/products-and-services/philanthropy/the-giving-report0.html>
- <https://www.cafonline.org/about-us/publications/2017-publications/south-africa-giving-2017>
- <https://trialogue.co.za/publications/csi-handbook-20th-ed-2017-free-download/>
- <https://www.dailymaverick.co.za/opinionista/2018-03-05-who-gives-in-south-africa-and-to-whom/>
- http://www.dsd.gov.za/index.php?option=com_content&task=view&id=103

Other Opportunities

- Tender to provide services or goods
- BEE opportunities (SED, Skillstraining ED)
- Research or community mapping
- Hosting discussions, events or conferences
- Partnership with other NPO's
- Shop / Sales
- Lottery or Auctions / Lucky draws
- Giving Campaigns
- Sporting events / Sponsor a project
- GivenGain, Back-a-buddy, GreaterGood,
- Internships/Learnerships

Content of a Proposal

- Executive Summary – 250 words explaining the ability and experience of the Org to implement the propose project
- Statement of need – 1 page with statistics and data - problem
- Objectives – 1 page how you are going to address the problem
- Method – activities and deliverables 1 page
- Evaluation – how you are going to measure the impact, monitor the project including indicators
- Innovation
- Budget

Do NOT!!!!!!

- Talk more about the problem than the solution
- Use buzz words Jargon / NPOSpeak
- Do not copy funders words but make sure you fit
- Budget must tally up.... Work out.... Count correct
- Do Not ask for more than 1/3 of your total budget
- Do not ask for organizational development if they fund projects
- Do not use smaller font as 11
- Do not send a template proposal / generic
- Do not submit if you DO not have all the compliance documents
- Do not submit a full proposal if they ask for a concept note of letter of interest

Fundraising Report

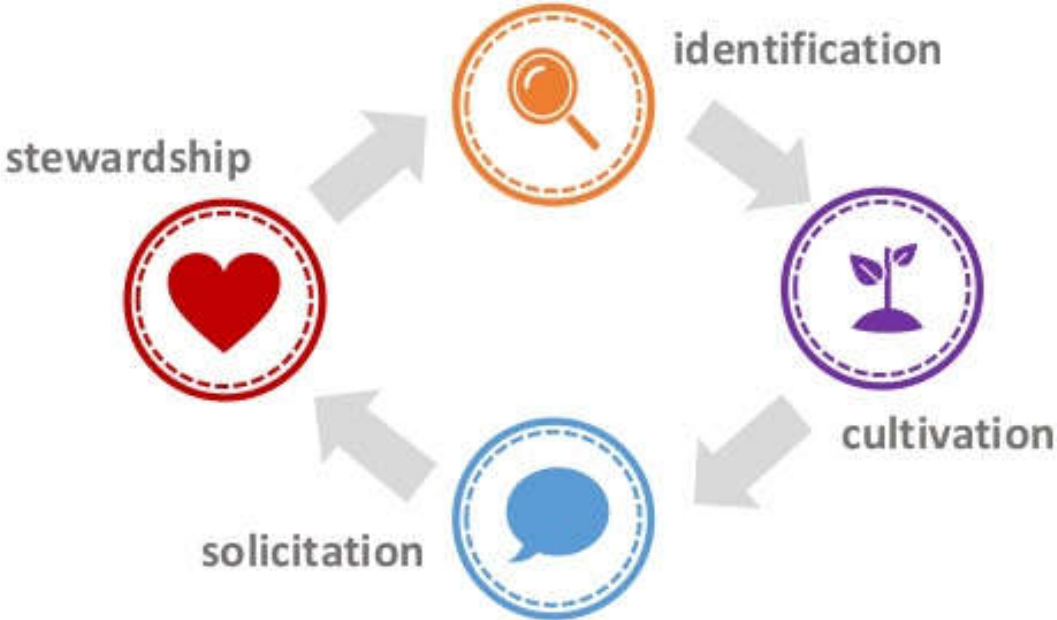
Org name	Contact Person	Thematic Area	ASK / Request	Next steps

Prospect list

Org	Contact Person	Contact details	Thematic Area	Date submit	Fit / project	Size of grants

Donors!

Retaining Donors



5 Approaches to Keep Your Donors Engaged

- Calculate your **donor** retention rate. Determine what percentage of all your **donors** last year were repeat givers. ...
- Audit your **donor** communications. ... Newsletters, reports, Social Media reports
- Try new ways to thank **donors** for their support. ...
- Get (or reexamine) your systems for managing **donor** data.
- Ask your **donors** why they give to your organization.
- Engage new donors every year
- Meet donors every year and engage Board Members

Care for the TEAM!

#FUNRAISING

