



Fundraising

Implementing the Fundraising Process

72501B

iNTEC
COLLEGE
Leader in Distance Learning

Wherever you're going, we'll help you get there.

Test Paper 2	79
Meeting with Prospective Donors	82
Self-assessment Questions	88
Answers to Self-assessment Questions	89
Maintaining Contact with Donors	90
Self-assessment Questions	99
Answers to Self-assessment Questions	100
Building Public Support for your NPO	101
Self-assessment Questions	113
Answers to Self-assessment Questions	114
Test Paper 3	115

Authors:

Fiona Cameron (BA HDE Rhodes, MSAIF)
David Cuthbert (CFRE, FSAIF)

Editor:

Elsibe Loubser (BA Hons.)

Typesetting and design:

Josephine Daniels

PRINTING HISTORY

1st Edition July 1997 PDED04

© INTERNATIONAL COLLEGES PRESS

This document contains proprietary information which is protected by copyright. All rights are reserved. No part of this document may be photocopied, reproduced, electronically stored or transmitted, or translated without the written permission of International Colleges Press (ICP).

INTRODUCTION

'The rare individual who unselfishly tries to serve others has an enormous advantage. He has little competition.'

Dale Carnegie

Ask any manager of an average South African non-profit organisation where he or she expects future funding to come from, and you will not be able to get a simple answer. It is as though NPOs have been trapped in a narrow view of where their support comes from, because of their past funding experiences. Some, particularly those organisations who were part of the 'struggle' against apartheid, enjoyed the attentions of *foreign governments and funders* in the 70s and 80s. Others relied on *government subsidies* to support their monthly operating costs. Most NPOs have looked for funding from *local large corporations* and foundations, with little enduring success.

NPOs in South Africa generally lack a wider perspective on possible funding sources. *Research* is one of the best tools to gaining a wider perspective. However, no statistics are available on where NPOs in South Africa have been getting their support. In developed countries such as Canada, the United States, and Great Britain, this information is readily available through government statistics offices, or research units, or associations of NPOs.

In 1994 the John Hopkins University, Baltimore USA, initiated an international research programme. Among the statistics they will be gathering is information about how NPOs are funded. Their initial research of organisations in 12 countries (six developed and six developing countries), reveals that 43% of non-profit funds comes from government grants and subsidies, 47% they generate themselves, and 10% comes from donors.

Although South Africa was not included in the first round of this research, 'industry' estimates for local funding suggest that 70% has come from donors, 25% from self-generated income and 5% from government.