

# IKI Small Grant Training Series on Fundraising

Introduction webinar 1

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Supported by:



Federal Ministry  
for Economic Affairs  
and Climate Action

Federal Foreign Office



*IKI Small Grants is carried out by GIZ on behalf of the German Federal Ministries BMWK, AA and BMUV within the International Climate Initiative IKI.*

on the basis of a decision  
by the German Bundestag



# Objective of the introductory webinar 1

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## WORKSHOP OBJECTIVE

Participants will learn about different donor structures and gain insight into upcoming sessions. The webinar explores the fundraising landscape, emphasizing its role in organizational sustainability and introducing various donor types. Participants will leave with a clear understanding of how the training series can boost their fundraising capabilities and which sessions will best align with their goals.

## LEARNING OBJECTIVES

- Identify different types of funding sources
- Recognise the critical role of fundraising in organisation development
- Aware of common challenges and solutions
- Prepare for upcoming training sessions by selecting suitable session to participate in



# Importance of Fundraising

## Introduction to Fundraising

- Fundraising is the backbone of nonprofit and social impact organizations.
- Essential for driving mission-aligned projects and initiatives.

## Why Fundraising Matters

- Enables organizations to fulfil their mission and achieve their goals.
- Provides financial resources needed for program development, staffing, and operations.
- Ensures long-term viability and independence from a single source of income.

## Key Benefits:

- **Program Expansion:** Allows for scaling existing programs and launching new initiatives.
- **Innovation:** Facilitates investment in innovative solutions and strategies.
- **Visibility & Credibility:** Fundraising efforts can increase visibility, public trust, and stakeholder engagement.



# Organisational Sustainability & Growth

## Financial Stability

- Regular fundraising diversifies income streams, reducing reliance on single sources.
- Protects the organization from financial shortfalls and economic downturns.

## Capacity Building

- Funds raised help to build operational capacity—through staffing, training, and infrastructure investment.
- A stronger foundation enables more efficient and impactful operations.

## Growth Opportunities

- Partnerships & Networks: Successful fundraising campaigns often open doors to collaborations with other organizations, donors, and stakeholders.
- Strategic Investments: Supports future planning, investing in new areas, research, and development.

## Longevity & Impact:

- Secured funds allow long-term project planning and risk mitigation.
- Enhances the ability to measure and increase the organization's impact on its target community.



# Case study: African Wildlife Foundation

## Challenge:

Financial constraints to protect endangered species and their habitats across Africa.

## Fundraising Strategy:

AWF employs a multi-faceted fundraising approach:

- **Individual Donations**
- **Corporate Partnerships**
- **Grants**
- **Events**

## Impact:

- **Financial Stability**
- **Program Expansion**
- **Increased Impact**
- **Community Engagement**



# Different type of funding source



The funding source categorization is based on the geographical scope

## Local

- These sources are often focused on supporting projects that have a **direct impact on local populations or address community-specific needs and challenges**. Local funding sources can include municipal governments, community foundations, local businesses, and grassroots fundraising efforts.

## Regional

- Regional funding sources come from various entities operating within a **specific geographical area**, such as states, provinces, or regions. These may include regional governments, corporations, foundations, and philanthropic organizations.

## National

- Organizations, institutions, and entities that operate across an entire country. These sources include national governments, large corporations, foundations, philanthropic organizations, and national nonprofits. National funding is often aimed at **projects with a broad impact** or that address significant national priorities.

## International

- These sources typically aim to support initiatives with broad or global impact, addressing issues that transcend national borders or involve international collaboration. International funding sources can include international NGO, multilateral organisation like GEF, UN, government agencies, international foundation, global corporate foundations.



# Thematic opportunity of funding sources

## 1. Government and International Grants

Government Agencies: **The International Climate Initiative** and international bodies like the **Green Climate Fund (GCF)** provide funding for pollution reduction, biodiversity conservation, clean energy, and climate adaptation projects.

## 2. Private Foundations and Corporate Funding

- Foundations: The **Nature Conservancy**, **Rockefeller Foundation**, **Packard Foundation** fund conservation, sustainability, and climate resilience initiatives.
- Corporate Social Responsibility (CSR): Companies like **Google.org**, **Patagonia**, and **Microsoft AI for Earth fund** tech-driven and grassroots environmental projects.

## 3. Climate-Specific Funds and Carbon Markets

- Climate Funds: **ClimateWorks Foundation**, **Climate Action Fund**, and Bloomberg Philanthropies offer funding for carbon reduction and renewable energy solutions.
- Carbon Markets: Through standards like the **Verified Carbon Standard (VCS)** and **Gold Standard**, nonprofits can generate revenue from carbon credits by implementing carbon offset projects, such as reforestation or energy efficiency initiatives



# Key tips for seeking funding

Use clear,  
compelling  
communication :  
pitch deck,  
storytelling

Emphasise  
community and  
special co-benefit

Emphasise long-  
term sustainability

Highlight innovation and technology

Building  
partnership and  
leverage resource

Align with Funder Priorities and focus on  
Measurable Impact :  
proposal, value proposition

# Pre-Webinar Survey

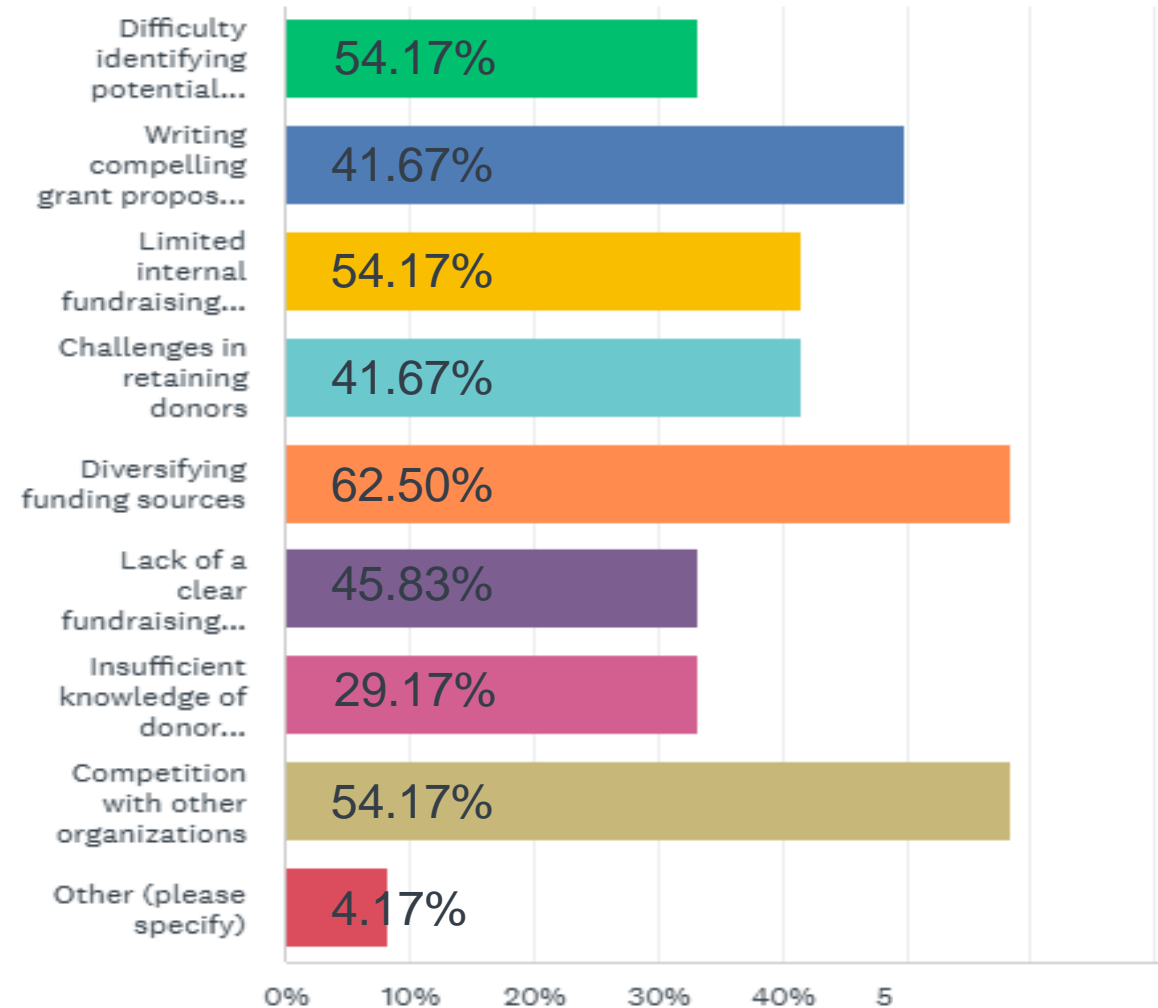


What are your organization's biggest fundraising challenges?

Strategic and capacity issues

External competition and donor relations

Communication and knowledge gaps





# Challenges and solutions

## Strategic and capacity issues

- Develop a fundraising plan that outlines diverse funding sources.
- Prioritise fundraising activities and consider hiring/point dedicated staff or consultants
- Align fundraising goals with overall organisational objectives and create a clear, actionable plan.

## External competition and donor relations

- Clearly communicate your organisation's unique value proposition and impact to stand out from competitors.
- Implement a robust donor stewardship program to improve retention
- Utilise tools and leverage board members' networks to identify new potential donors

## Communication and knowledge gaps

- Invest in grant writing training for staff to improve proposal quality
- Conduct thorough research on donor requirements and attend relevant workshops or webinars.
- Use storytelling technique in proposals and communications to make them more compelling



# Upcoming training series

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| <p><b>Introduction webinar 1</b></p> <p><b>Introduction webinar 2</b></p> <ul style="list-style-type: none"><li>• Welcome and opening</li><li>• Who is in the room?</li><li>• Recap:key takeaways from webinar 1</li><li>• Key elements of fundraising strategy</li><li>• Establishing internal KM and explore tools for fundraising</li><li>• Q&amp;A and closure</li></ul> | <p><b>In depth training series</b></p> <ul style="list-style-type: none"><li>• Accessing Public Sector Funding: Funding the Future: Inside Public Donor Operations</li><li>• Time : 15<sup>th</sup> Oct, 9:00 am-11:00am CET/4pm-6pm CET</li><li>• Navigating the Private Sector: Mastering Private Sector Engagement: From Mission Models to Pitch Decks.</li><li>• Time : 29<sup>th</sup> Oct, 9:00am-11:00am CET/4pm-6pm CET</li><li>• Digital Campaigning</li><li>• Time : 12<sup>th</sup> Nov, 9:00am-11:00am CET/4pm-6pm CET</li></ul> | <p><b>Meeting with donor:</b> After each topic, we have also arranged a meeting with donors to explain their funding programs.</p> <p><b>Small group consultant :</b> we have scheduled group consultations for organizations with current needs. The selected organizations will be given an assignment to complete before the meeting can be scheduled.</p> |
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# Homework for small group consultation

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Please identify a specific donor and their sector, then write a short (3-5 sentences) explaining why the donor might be interested in supporting your organisation? Please consider your organisation's mission must aligns with the donor's funding priorities.

# Thank you for your attention !

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