

# EUROPE!

## ▶▶ *A Generation Ahead*

[www.constitutional-convention.net](http://www.constitutional-convention.net)

### **Fundraising**

partly taken from Project Management T-Kit ([www.training-youth.net](http://www.training-youth.net))

It is often difficult to raise the finance necessary to carry out a project. Even though JEF Europe is offering to pay half of the expenses, there is still the other half to be earned.

#### **Some general principles of fundraising**

- It is a part of PR work and is concerned with putting across the image of a project and an organisation.

#### **Before beginning fundraising, check:**

- that you know the project – and the organisation – inside out;
- that you believe in the project and are prepared to argue its case;
- that you have a list of everything needed to carry out the project and the resources made available by the organisation;

### **Finding sources of finance**

The first step in fundraising is to make a list of funding opportunities, noting the variety of potential sources and types of resource.

#### **Grants**

These are available through programmes funded from:

- public funds, which are funds made available by the State to assist with the development of certain areas of civil society. They are administered through programmes by governmental bodies (local or regional authorities, national ministries or international organisations);  
Please note that you can not use any extra funding from EU Institutions as the “Europe! – A Generation Ahead” project is partly financed by the European Commission.
- private funds, which are maintained by firms or individuals wishing to “invest” in the development of civil society and administered by foundations (see also Sponsorship).

In order to obtain information on programmes and/or foundations, you could approach local and regional authority or youth information centres. Lists exist with details of the various opportunities available through foundations. The Internet too is a source of information on foundations. Lastly, ask around to find out how other projects have received funding.

## **Sponsorship**

This is financial support given directly to a project by a company, a bank or other body.

At present, most finance for youth projects is assisted by grants from programmes or foundations (especially in the international youth sector). The contribution of firms is often minimal or even non-existent. This is probably due to a mutual lack of understanding (firms are not very familiar with youth work and project organisers do not always seek funding in the private sector) or to ideological resistance.

However, firms would appear to be growing more interested in and open to participation in project funding for reasons of publicity (by funding a project a firm gives a positive and "generous" image of itself and becomes associated with the image of the project) or tax (donations attract exemptions). It is interesting to note that large companies make a part of their annual budget available for funding projects. While some of this money is paid directly to foundations, some may be used to support projects financially.

**Small local companies** may also provide invaluable support. Remember that support does not necessarily come in the form of money – a firm may sometimes prefer to provide help in kind (equipment, transport, staff, etc).

When you approach a firm, remember that you are becoming a player on the market and that your "product" (the project) must be competitive. You are "selling" an image (community action, social change, youth work, European integration, etc). For the firm, donation is a vehicle for self-publicity and a way of putting across a new image of "generosity" and "social conscience". It is associating its image with that of your project.

Therefore:

- find out about companies which have already provided funding, why they have done so and what kind of projects have been chosen;
- be creative and make contact with companies which have never previously been approached;
- work at being persuasive and selling your "product".

### **Individual donations**

In order to gather the necessary resources for your project, you could appeal for individual donations. Fundraising from individuals may be done in different ways:

- collections (of money or equipment);
- raffles;
- local jumble sales and events;
- fundraising campaigns.

Collecting donations from individuals gets people interested in your project, which consequently becomes more widely known. It is also a way of involving people with the project. This can prove useful in the case of local projects. The problem with collecting individual donations is that potential donors are dispersed and it is difficult to target the appeal.

Having listed the various possible sources, you will next have to apply for funding. At this first stage of fundraising, remember to consult your project partners and those responsible for making decisions in your organisation and check that you have their support.

## **Presenting your project**

Prepare a presentation pack in which your project is fully, clearly and concisely described, each project stage is outlined and the project is shown to be realistic and to have every chance of success. In drawing up your application, check whether an application form exists most programmes, and many foundations, provide a form). Where a form exists, it must be used, and the application procedure must be strictly adhered to. Your application must explain in full what the project consists of, in what context it is to be carried out, the size of the budget and how much funding is being requested. People reading it must be able to check its credibility and assess its chances of success. The clearer and more detailed the project, the more realistic it is likely to appear.

### **What do backers expect?**

- An assurance that the project will be carried out successfully;
- Sound management of funds and their use as specified in the project description;
- Good publicity about the project ... and the use of their name in all public displays;
- A project that is clear and well structured;
- Reliable accounting;
- A "professional", reliable and well-informed team;
- Previous success and/or prospects of growth;
- Support from the community in which you will be carrying out the project.