

Where is the Money? How does the Money come?

Sources	Examples	Benefits	"But"....
Public	<i>Federal, state, local agencies (HUD, DHS, MOCI)</i>	<ul style="list-style-type: none"> ➤ Will provide "base support" for ongoing services and some projects in community ➤ Can be more consistent funding than foundations, often multi year 	<ul style="list-style-type: none"> ➤ Expect to see quantifiable service outcomes, all costs unitized per # of services negotiated in contracts; typically an insufficient "indirect rate" to cover admin costs. ➤ Need line of credit or cash reserve to withstand cash flow problems
Foundation	<i>Community foundations Family: Ford, Rockefeller, Haas Emerging Family: Lawrence Lowe, Castellano Corporate: Wells Fargo, Intel Conversion: CA Wellness</i>	<ul style="list-style-type: none"> ➤ Will support infrastructure investments in projects (such as capitol, administration, and fund development). ➤ Make 2-4 year "investments" in organizations and community causes. ➤ Community Foundations often "seed" promising organizations and projects. 	<ul style="list-style-type: none"> ➤ Unless you reach 'institutional status" do not expect annual funding for continuing programs. ➤ Winning a new foundation grant can take more than a year to cultivate, propose, and be awarded. ➤ Each foundation is 'uniquely personal'.
Corporate Giving and Public Affairs	<i>I.e., Kaiser, Chevron, Applied Materials, Adobe Systems, Microsoft</i>	<ul style="list-style-type: none"> ➤ Will give money for events that can typically be used as unrestricted support. ➤ Will underwrite certain costs of a project (i.e., computers) 	<ul style="list-style-type: none"> ➤ Need to demonstrate a base of support or reaching an audience that matches corporate marketing goals. ➤ Sponsorship gifts are usually below \$5,000 unless you are a major institution. ➤ Donation cycles can be erratic
Individual donors	<i>Annual donors Major donors Planned Gifts</i>	<ul style="list-style-type: none"> ➤ Typically unrestricted support ➤ Can provide sustaining gifts at increasingly larger amounts 	<ul style="list-style-type: none"> ➤ Requires ongoing training of staff and board members for solicitations ➤ Requires significant investment of time and \$ to cultivate strong donor base ➤ Major donors need to see track record.
	<i>Special events</i>	<ul style="list-style-type: none"> ➤ When successful, they bring in significant amount of unrestricted \$ ➤ Excellent opportunity for identifying and cultivating prospective donors ➤ Volunteer opportunity 	<ul style="list-style-type: none"> ➤ Can often make minimal profit (should have a business plan) ➤ Highly staff and volunteer intensive ➤ May undercut the gift levels of some donors.
Earned Income	<i>Client fees Products/services sold Rental of space</i>	<ul style="list-style-type: none"> ➤ Can become a steady ongoing revenue source ➤ Often strengthens fundraising position with other sources. ➤ Can strengthen client and donor relationship with organization 	<ul style="list-style-type: none"> ➤ May require extensive business planning ➤ May overtake the mission or primary programs of the organization ➤ Usually requires up-front commitment of capital, and staff time.