



RAWCS Fundraising Guide for Projects

Equipping Project Managers with fundraising skills

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Agenda

- Introduction
- Fundraising Basics
- Donor Types
- Donation Databases and Resources
- Collaboration with RAWCS
- Q&A Session

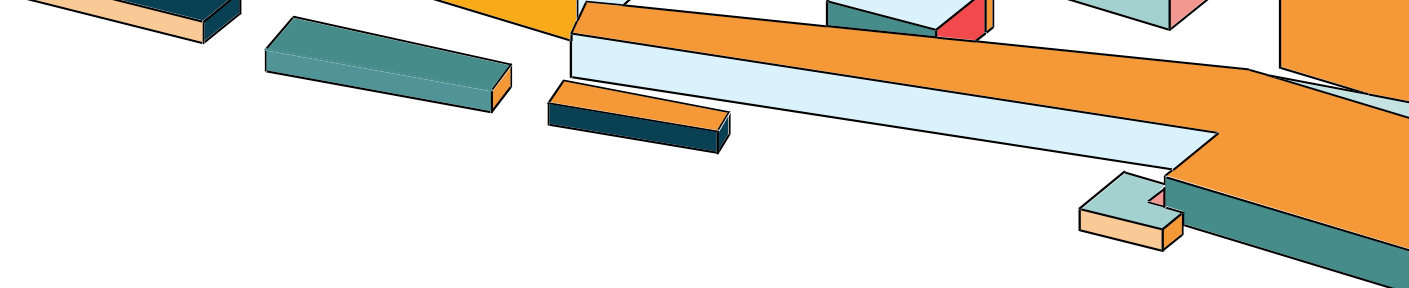


Introduction

- **History:** traditionally RAWCS projects supported by Rotarians and their network. Unfortunately, Rotary numbers are decreasing, hence the need to diversify sources.
- **Two-fold help:** at RAWCS, we will be continuously identifying funding opportunities but would also like to equip project managers with tools and resources, therefore amplifying our fundraising efforts x 450 times.
- **Fundraising Guide:** we have developed a detailed fundraising guide to do this and will be running a series of webinars to build fundraising capacity at project level.
- **Grants Hub:** we have now access to a fundraising resource where various funding opportunities are showcased from govt, philanthropy and the corporate sector.
- **Service to Rotary clubs:** As a service providing organisation, we have embarked on a new commitment to enhance our value proposition and deliver more support to projects and Rotary clubs.



Fundraising Basics

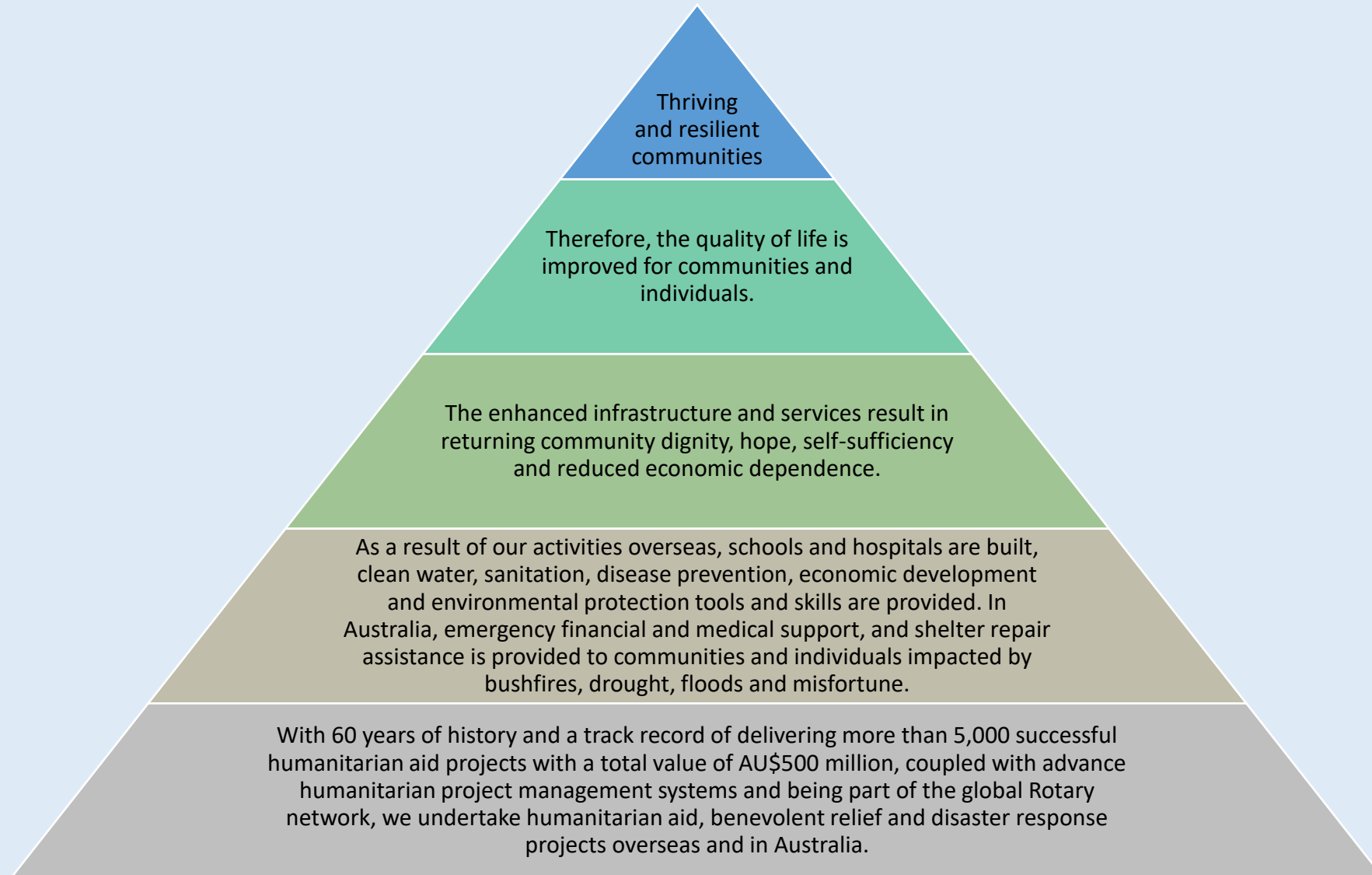


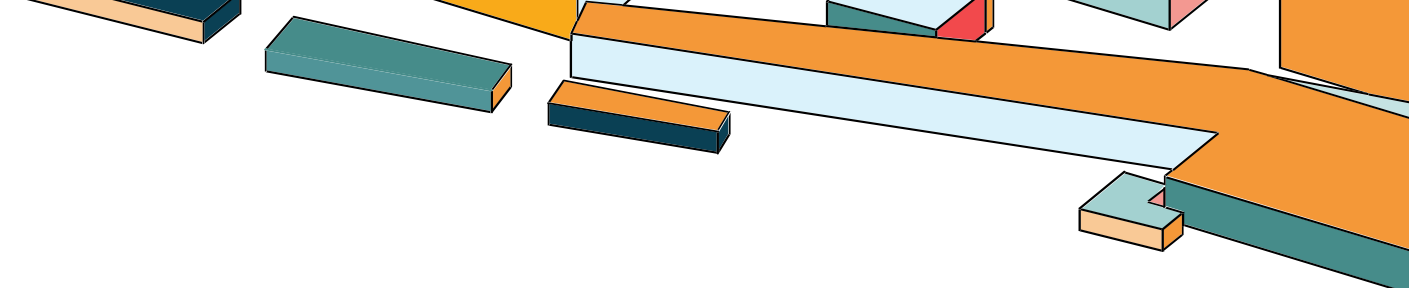
Fundraising Basics

1. Develop Case for Support: Clearly define the aims of your project, both short and long term, and articulate the positive impact it will have. Funders prefer initiatives that align with their values and objectives. Differentiate between outcomes (e.g., number of people assisted) and outputs (e.g., actual impact created). Use RAWCS's Theory of Change to support your case.

2. Prepare a “Pitch Pack”: Create a well-laid-out document that succinctly provides information about your project and demonstrates its case for support. This document, known as a Pitch Pack or Funding Proposal, should be more elaborate than a one-pager project profile.

RAWCS Theory of Change





Fundraising Basics

3. Build Relationships: Developing relationships with potential donors and funders is crucial. Attend networking events, engage in discussions, and participate in workshops or webinars. Utilise the existing Rotary network and other contacts. Explore networking opportunities hosted by funding bodies and non-profit organisations.

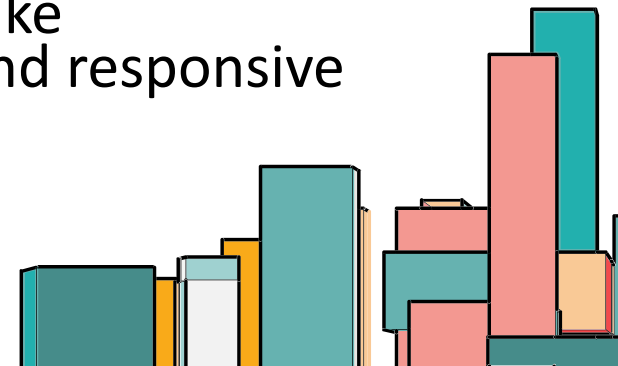
4. Tailor your Approach: Customise your funding proposals to fit the priorities and guidelines of each potential funder. Highlight how your project aligns with their funding criteria and demonstrates clear outcomes. Use compelling stories, data, and evidence to illustrate the impact of your work.

Fundraising Basics

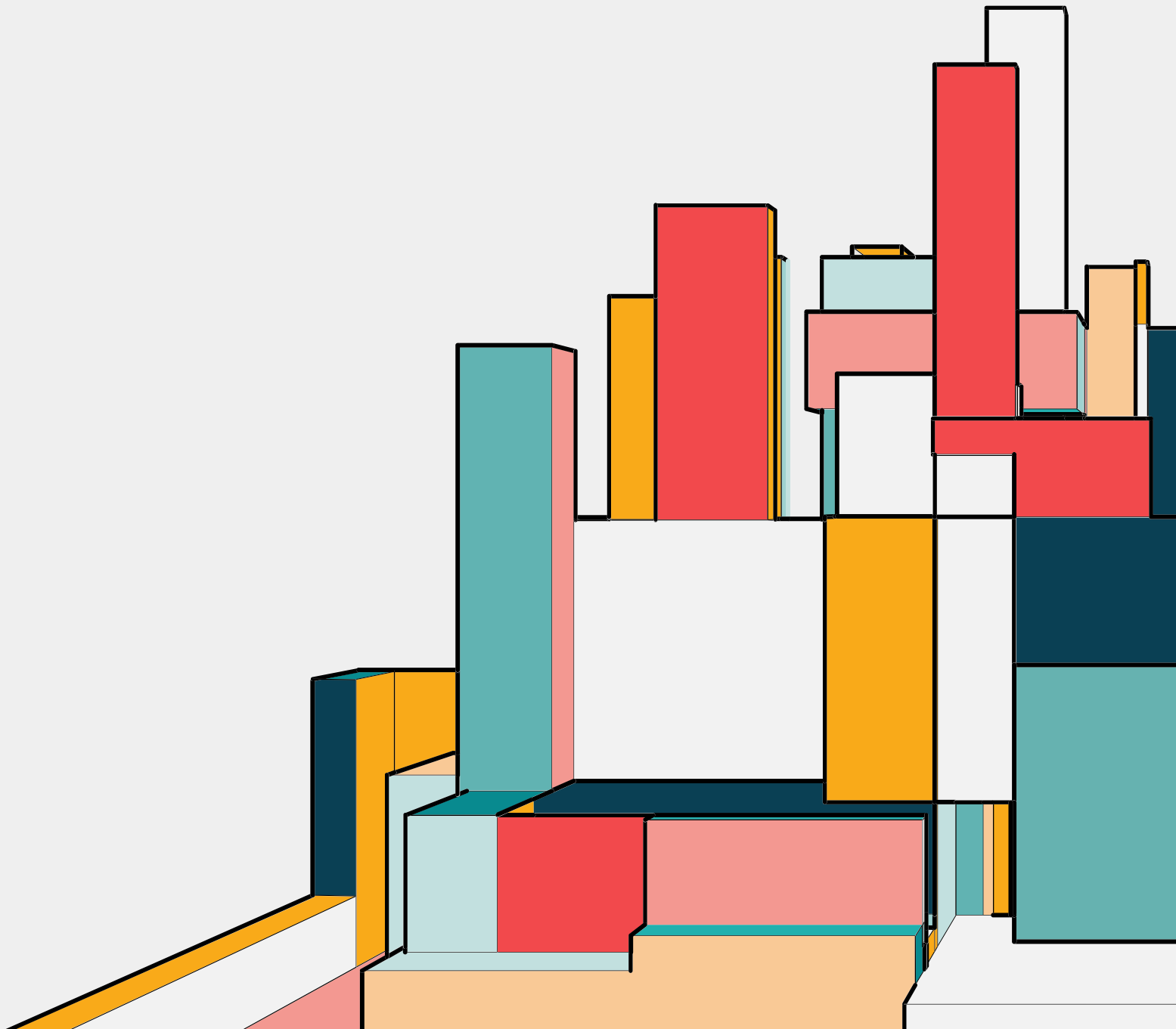
5. Demonstrate Accountability and Transparency: Clearly outline how your project will be managed, including financial information, implementation strategies, timelines, and key personnel. Provide regular updates and reports to donors on the progress and outcomes of funded projects to build trust.

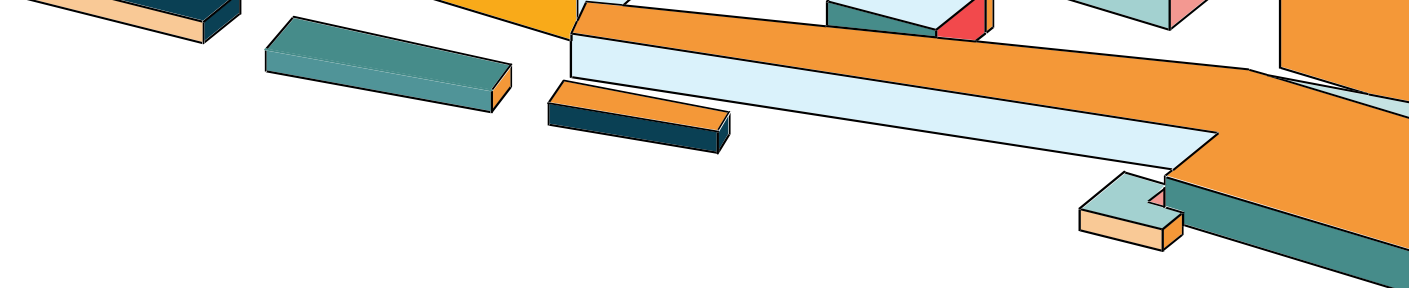
6. Leverage Collaboration and Partnerships: Collaborate with other organisations, community groups, or businesses to leverage resources and expertise. Partnerships can strengthen your funding applications and broaden your reach, demonstrating a collaborative approach to addressing societal challenges.

7. Stay informed and Adept: Stay updated on trends, best practices, and changes in the philanthropic landscape. Use insights from sources like Philanthropy Australia to inform your strategy. Remain adaptable and responsive to feedback from funders to refine your approach over time.



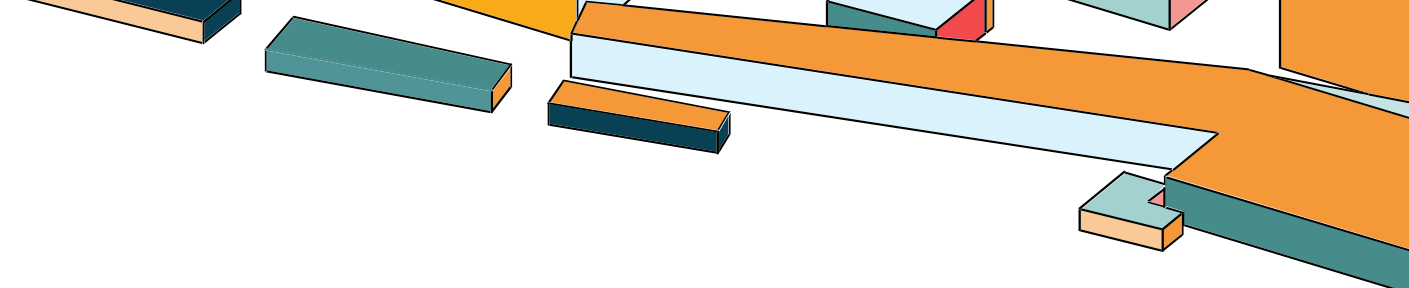
Donor Types





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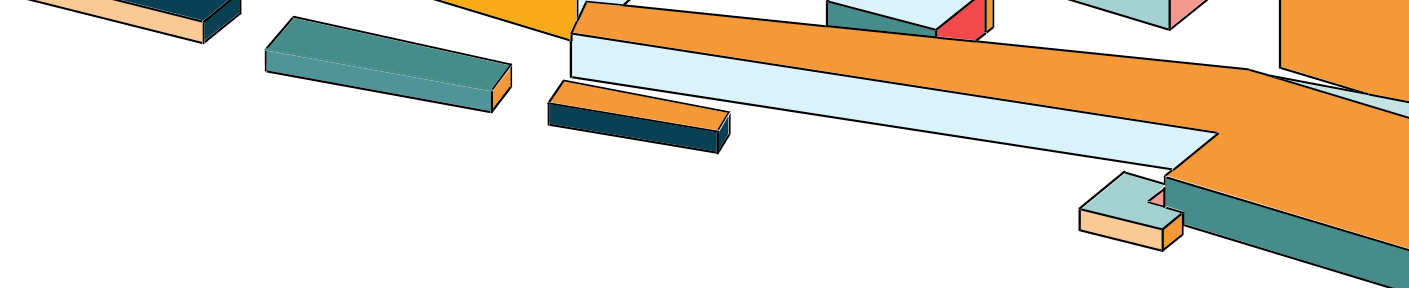
- 1. Philanthropic Foundations:** Focus on foundations that operate in your project's location or have interests aligned with your project. Research foundations that specialise in sectors such as health, education, environment, arts and culture, or social welfare.
- 2. Private and Public Ancillary Funds:** Private Ancillary Funds (PAFs) are established by individuals, families, or corporations for philanthropic purposes. Public Ancillary Funds (PuAFs) receive and distribute money or property to charitable organisations. Identify potential donors from these funds.



Donor Types

3. Corporates: Investigate Corporate Social Responsibility (CSR) Programs of businesses in relevant industries. Many corporations allocate funds for community development, environmental sustainability, education, and employee engagement initiatives.

4. Government Grants and Programs: Explore government grant opportunities at local, state, and federal levels. Governments offer grants for community projects, social initiatives, arts and culture, education, health, and more.



Donor Types

5. Local grantmakers: Research local and regional grantmakers that may have specific interests or priorities aligned with your project. These could include community foundations, corporate foundations, and smaller family trusts.

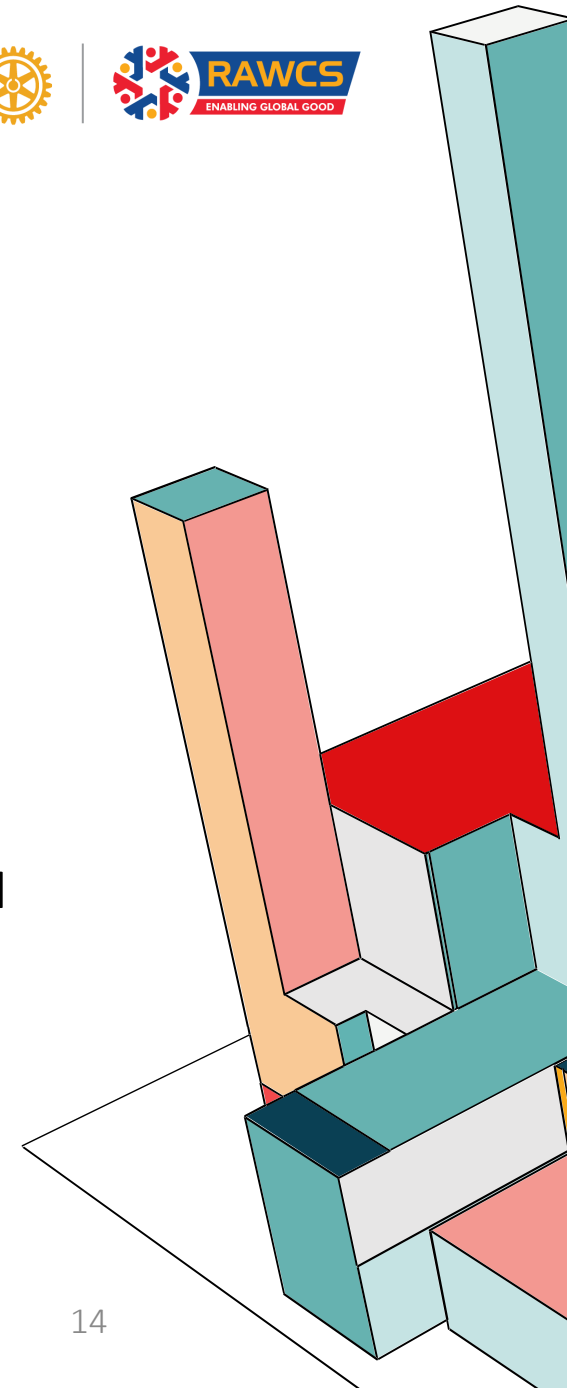
6. Rotary Grants: Explore grants available from within Rotary, including district grants, disaster response grants, global grants, CSR grants, and program of scale grants. Established RAWCS projects often benefit from Rotary Foundation grants.

Donation Databases and Resources

Resources	Description	Access options
PAFs and PuAFs	RAWCS has a list of Private Ancillary Funds (PAFs) and Public Ancillary Funds (PuAFs) available upon request.	List in Excel spreadsheet
The Grants Hub	RAWCS subscribes to “The Grants Hub” and provides a list of relevant grants on a quarterly basis to project managers and deputies.	Login and Password
Grant Connect	Managed by the Australian Government, GrantConnect is the central portal for Australian Government grants, providing information on available grants across various sectors.	Website
Australian Communities Foundation	ACF supports philanthropy in Australia and manages funds that support charitable projects across different sectors. Their website provides information on grant opportunities.	Website
Australian Executor Trustees	AET Philanthropy manages charitable trusts and foundations that provide funding for various causes. Their website offers information on their grant programs.	Website

Collaboration with RAWCS

- **Posting your project success** stories on RAWCS's social media to promote the initiative across our networks.
- **Facilitating introductions** between prospective donors and Project Managers when their interests align with the initiative in question.
- **Providing feedback and advise** on grant applications and fundraising strategies in the planning, implementation and reporting stages.
- **Cultivating and stewarding supporters** of your project to boost engagement and ensure that donors feel thanked and appreciated.
- **Distributing a newsletter to supporters** which includes project highlights and updates.





Q&A Session

Thank you

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