

Gender Equity in Sport for Social Change

Fundraising, sustainability, and partnerships with the private sector



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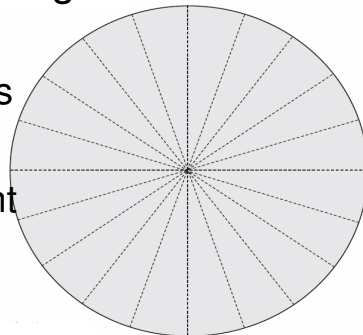
Organisational sustainability = key

- Clear vision and mission
- Realistic strategy, effective programs
- Organisational capacities
 - ability to adapt
 - competent staf, accountability
 - strong leadership
- Healthy relations with partners
- Financial sustainability

Peter Paul van Kempen, NCDO

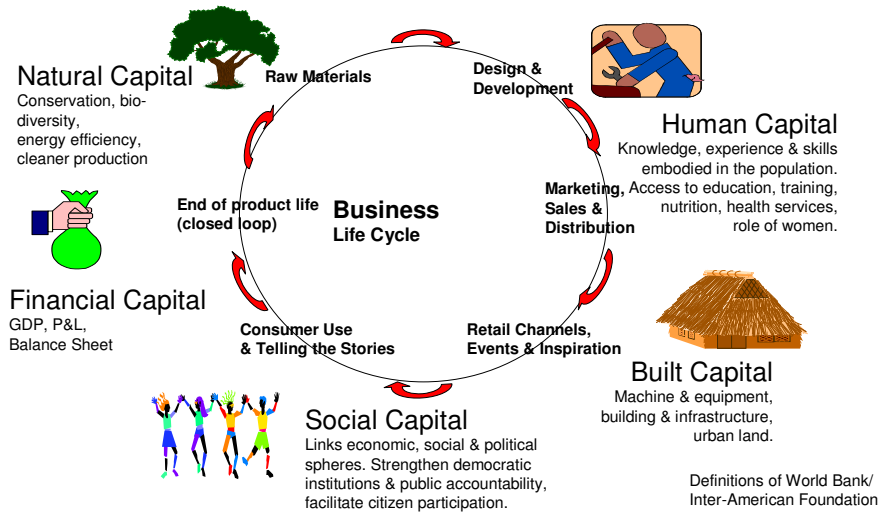
Financial sustainability

- Strategy to diversify funding
- What is your current funding mix?
 - International foundations
 - National/local foundations
 - Foreign government
 - National/local government
 - Corporate grants
 - Individual donations
 - Social enterprise



Peter Paul van Kempen, NCDO

Five types of capital (World Bank)



Be creative, broad perspective

- Think of other types of capital when fundraising, 'in-kind' support:
 - office, play ground, sports field, facilities
 - legal advice, banking & accounting
 - management, strategy, marketing expertise
 - access to new networks, target groups
 - access to new partners
- It works both ways: you have human capital and social capital too!

Partnerships with businesses

- Big difference between a partner and a donor
- Misconception: company = lots of easy money
- Partner with businesses because of their core competencies
- Guide for partnering = guide for relationships
 - Know yourself
 - Mutual trust and respect

Final thought

- Be a great brand yourself
- Avoid the situation: 'we need funds NOW!'
- Never give up