

# Introduction

Adequate funding is always a concern for development organisations. While our aim is to reduce poverty and facilitate change, it is tempting to be money-centred and let our funding direct what we do. Instead, we need to start with our vision, mission and strategy and then decide on a plan to ensure that we have enough funds to implement the strategy. We should think about how we can raise different kinds of support, such as encouraging people to pray, volunteer and take part in advocacy campaigns, as well as approaching donors for funding.

A donor is any person or organisation who supports our work, such as an individual, church, company, trust or institution.

Some Christians think that people are not trusting God if they actively seek funding and have a plan to raise funds. This book looks at a biblical approach to fundraising and shows that, by planning our fundraising work, we can increase the impact that we have.

Many development organisations rely heavily on a few large donors outside their communities. This causes two main problems. First, they are vulnerable. If one donor decides to withdraw its funding, the organisation might have to make cutbacks in terms of staff and activities. At worst, the organisation may not be able to function any longer. Secondly, development organisations may be restricted in the way they can spend the money. They might change their strategy according to the donor's strategy to ensure they can access further funding. This might result in organisations moving away from their vision and mission.

To overcome these concerns, organisations should think about how they can diversify their funding base. Usually this means considering donors apart from large donors. It involves looking at how support can be raised locally. For example, organisations could require project beneficiaries to pay a small amount towards a service or product or they could set up an income-generating project. Christian organisations can consider how they can raise money from local churches. This is one way that they can join together to extend the Kingdom of God. Development organisations can facilitate an important connection between individuals and organisations with financial resources and those in need.

The aim of this book is to encourage organisations to have confidence in their ability to raise support. It looks at key principles involved in fundraising. Often, fundraising is done in a disorganised way in response to needs, rather than in a planned, forward-looking and strategic way. This book explains how to develop a fundraising strategy. It also looks at options available for diversifying our funding base.