# Action Card 6

## Raising Funds for Community Sector Involvement

The community sector requires a range of resources, including adequate and appropriate funding, to cover consultations among constituents and representatives attendance at meetings.

## Key Steps:

1. The community sector facilitator or coordination group identifies members of the sector who will be in charge of fundraising. These members might form a small task team with appropriate time, skills and contacts.
2. The task team identifies:
   - The areas of the community sectors work linked to national coordination that need financial support. [See Box 20]
   - How much funding is required for each area, in the form of a detailed budget.

### Box 20: Resources needed for community sector involvement

To support its involvement, the community sector might need financial support for areas such as:

- Developing job descriptions and selection criteria for its representatives.
- Carrying out processes for selecting its representatives.
- Covering representatives expenses (e.g., to attend meetings).
- Building representatives skills.
- Building communication systems within the sector (newsletters, e forums).
- Carrying out consultations within the sector.
- Building constituencies within the sector (by strengthening advocacy by groups working with marginalised communities).
- Strengthening network systems and processes.

3. The task team reviews each of its areas of financial need and analyses its potential sources of national and international funding. This involves mapping out key information about donors (which ones operate in the country and what levels of funding they offer). [See Box 21]
4. According to its analysis, the task team develops a fundraising plan for each area of need or combination of needs. The plan should outline:
   - Which donors will be approached, for which areas of work, for how much money and for what timeframe.
   - Who will develop the proposals.
   - When the proposals will be developed.
   - Any background information that has to be gathered to support the proposals.

## Box 21: Tool for analyzing potential funding sources

| Area of need | Name of donor | Type of donor* | Types of groups that they fund | Type of work that they fund | Amount of funding they offer | Timeframe of their funding | Other information** |
|---|---|---|---|---|---|---|---|
| | | | | | | | |

* Type of Doner - bilateral, government, foundation
** Other Information - funding restrictions; past examples of work they have funded

The plan should bear in mind any potential problems with the funding source that would prevent representatives from working with or advocating for certain marginalised groups (e.g., sex workers). This would include any restrictions attached to funding from the government or specific donors.

☑ 5. The task team makes contact with the respective donors to:
- Build relations and get to know them better.
- Ask key stakeholders to provide letters of support or make introductions to prospective donors.
- Confirm their interest in funding the needs identified by the community sector.
- Identify the processes involved (e.g., when proposals have to be submitted and what format has to be used).

☑ 6. The task team develops one or more fundraising proposals. These outline the:
- Rationale (why the money is needed).
- Aims and objectives (what the money will achieve).
- Activity breakdown (how the money will be used).
- Budget.
- Work plan (what activities will take place, where, when, by whom).

☑ 7. The task team is transparent with the rest of the community sector regarding the amount of money being raised, the donor(s) and the recipients. To minimise the risk of conflict that can occur in decisions about the recipients of the resources, the task team and/or a coordinating group can:
- Set out clear criteria for selecting who will receive the funding.
- Use open and documented selection processes (by issuing a call for proposals).
- Include monitoring and evaluation and reporting (to the coordinating group) requirements for recipients.