



# Income Generation



BUILD A DEAF  
ORGANISATION

# INCOME GENERATION

Sustainable generation of income

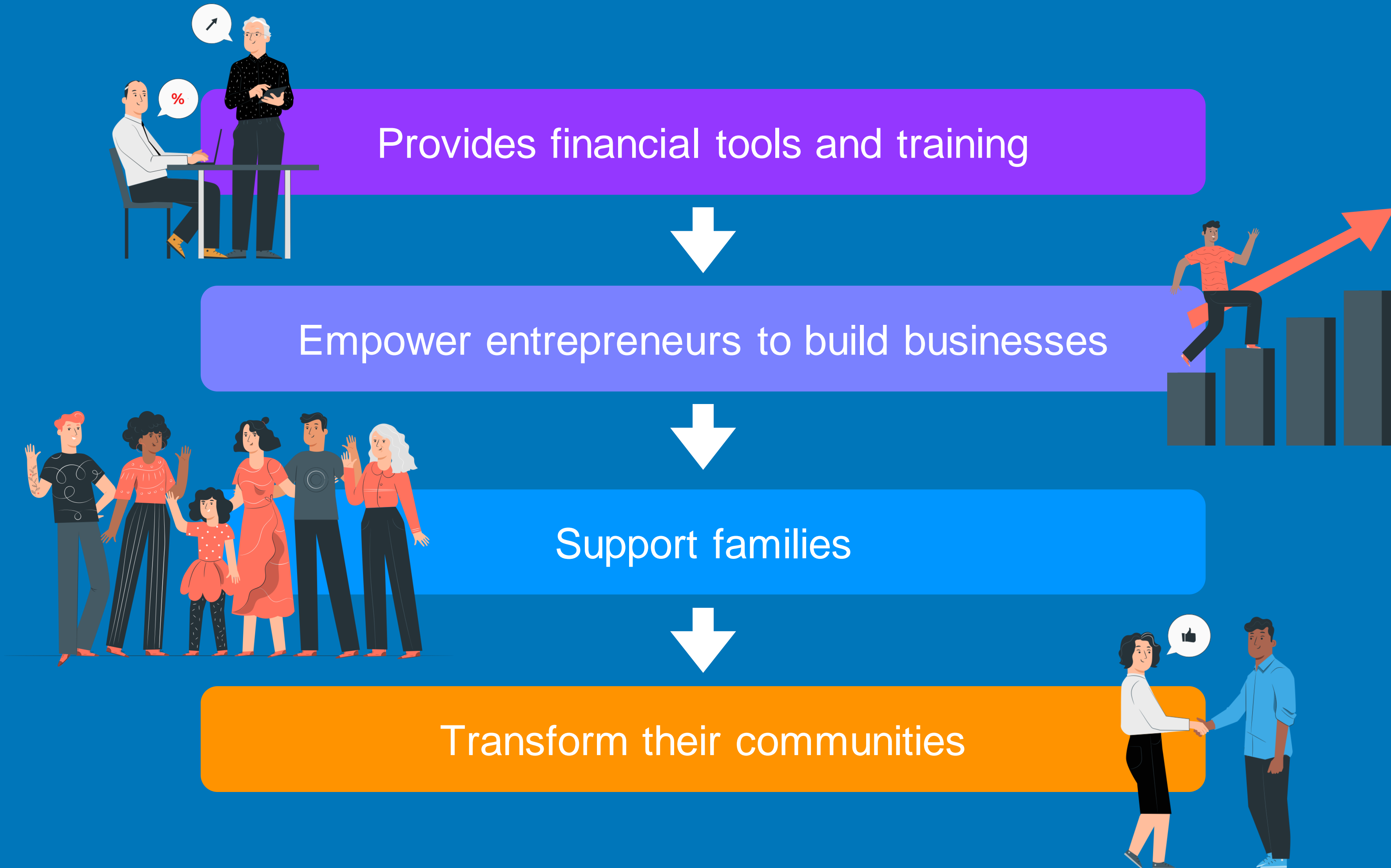
Describes an investment activity that makes money

Provides income generating activities for the organization and the community

Secure economic self-reliance



# INCOME GENERATION



# EXAMPLE: DISABILITY ORGANISATIONS IN AFRICA

- No fundraising strategy
- 88 % of them depend on internal donations and volunteers
- 80 % of funds allocated to programs determined by donors

# BEFORE STARTING..



Know yourself and  
your organization



Analyze your  
strengths and  
weaknesses



Understand who  
the possible donors  
are and what they  
want

# DEAF ASSOCIATION

Fundraising skills → more sustainability



Look for local funds in your village,  
community, district, region or national



# BASIC PRINCIPLES OF FUNDRAISING

1. You must ask
2. Use human affection – the personal approach
3. Be known as a positive person or organisation – create a positive image, credibility and maintain public relations
4. Follow what they want: If they are working in the field of agriculture, so it may not make sense to make a project about education
5. They do not know how much to give, ask a specific amount
6. Say thank you

# BASIC PRINCIPLES OF FUNDRAISING

## The donors want:

1. To be happy
2. To belong
3. To achieve a positive change
4. To start, or stop or eradicate something
5. To be viewed as persons/organisations who contribute to society
6. To hear from you
7. To talk to you



# ARGUMENTS TO CONVINCE A NEW FUNDING PARTNER

- **NOT:** Negative image of deaf in need of charity, pathetic, dependent, helpless
- **RIGHT:** Positive images of deaf. Deaf persons are or want to be self-reliant
- **EXPLAIN:** Deaf are disadvantaged due to social, communication and physical barriers
- Your association is seeking assistance in overcoming those barriers
- Deaf people must have equal rights and live as full citizens

# FUNDRAISING CYCLE

Acquire the knowledge of marketing principles

Preparation of the fundraising case statement

Review the organization's long-term strategic plan, purpose statement and objective

Preparation of list of needs and activities (budgeting)

Development of a fundraising plan, implementation, monitoring and evaluation

Planning again and back to cycle

# FUNDRAISING CYCLE

Find out what your financial needs are

Construct a budget which can be used  
for the next 2-5 years

Consider both small and long-term needs

# DEVELOPING A STRATEGY: WHAT YOU NEED TO CONSIDER



What would you like to do that you are not currently doing?



What future services or projects would you like to run? And what are the consequences of not running these services?



Will this empower people to help themselves?



Is what you propose to do an effective way of addressing the need?



Are other organizations doing similar work? If so, should you enter collaboration?

# FUNDRAISING STRATEGY

- Develop short- and long-term needs
- Obtain long term funding with a donor agency
- Develop membership schemes for individual donors

# TYPES OF FUNDRAISING

Events



Online donations



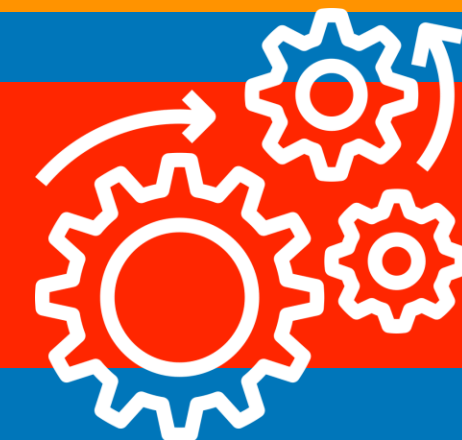
Crowdfunding



Earned income



Project

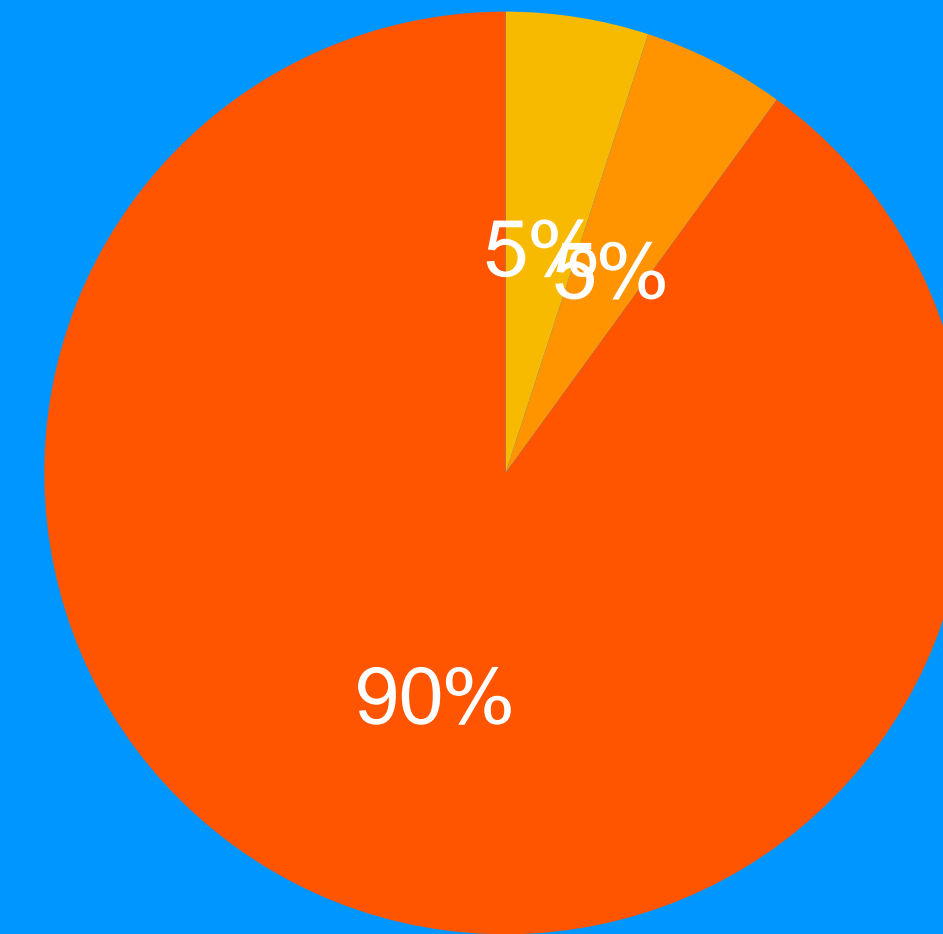


# INCOME GENERATION SCHEME

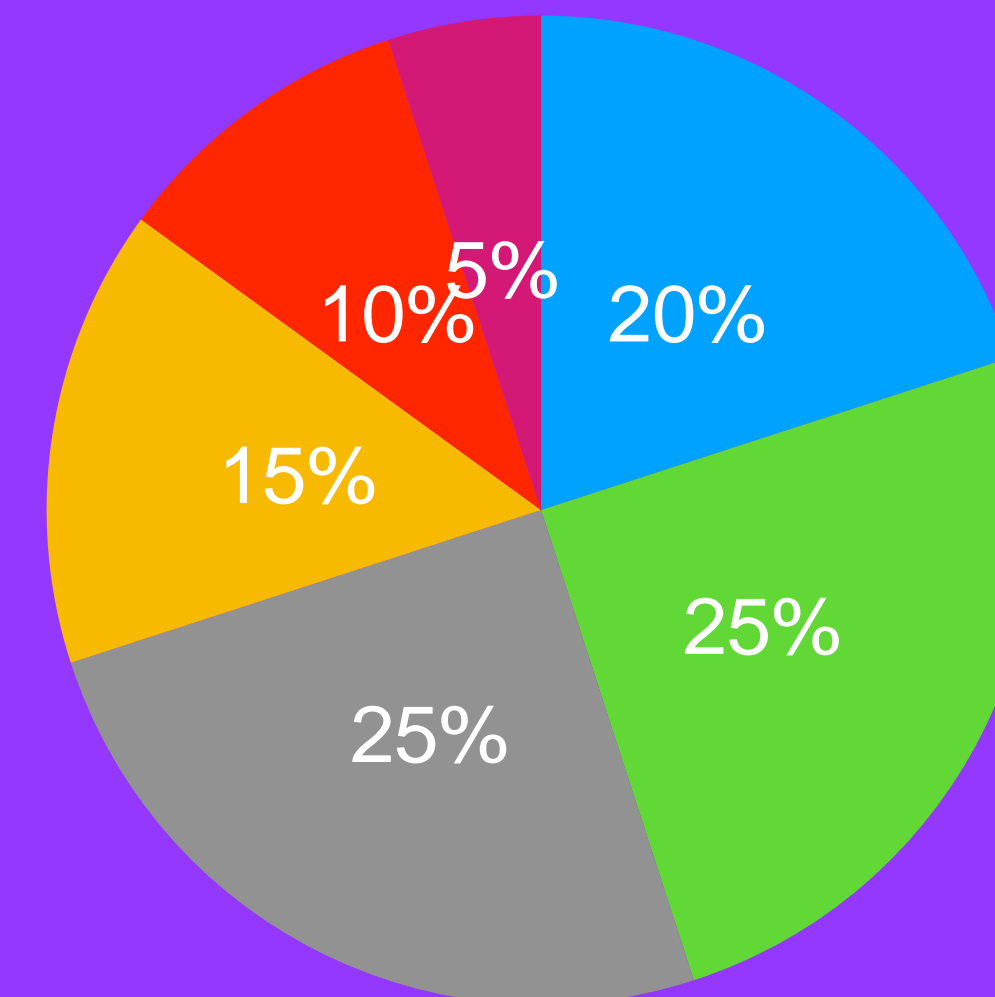
- Helps you to reduce dependency on external aid or generating funds for development
- Gives your organization more autonomy to follow your own objectives
- Don't be dependent on one type of donor
- Donor priorities shift from year to year
- Too much dependency: Donor has more influence

# WHICH IS MOST SUSTAINABLE?

- Others: 5 %
- Religious Congregation: 5 %
- Embassies: 90 %



- Religious Congregation: 20 %
- International Foundation: 25 %
- Embassies: 25 %
- Local Donor 15 %
- Income generating scheme: 10 %
- Other: 5 %





# LONG-TERM FUNDRAISING

- Long term funding with a donor example: EU – five years funding
- Membership schemes for individual donors. Example: People can sponsor a volunteer for 10 USD a month

# STEPS FOR A DONOR MAPPING

1. Look at your experiences
2. Contacts within your own organisation
3. Your natural contingency of support
4. Share information with your colleagues and similar organisations
5. Telephone book
6. Reference book
7. The internet

# DIFFERENT TYPES OF DONORS

- Individuals and companies
- Government department
- NGOs
- International foundations and multilateral aid (UN agencies)

# INDIVIDUAL DONOR

- Cash donor
- Sponsor an event / activity, eg. International Week of the Deaf Persons
- Volunteer their time
- Host events to raise money for your organisation
- Purchase a gift
- Support events by buying tickets, sell tickets to friends

# COMPANIES

- Cash donations
- Sponsor an event or activity (Sign Language Day)
- Make facilities available: Meeting room, printing, use of a vehicle
- Donate company products or office equipment
- Secondment; offer a member of their staff to work with your organisation
- Provide expertise or advise
- Promote your organisation

# DEVELOP A DONOR DATABASE

- Make a list and profile
- Identify potential donors when you are fundraising or planning a project

## DONOR CATEGORIZATION

NGO and private  
foundations  
Example: OXFAM



**OXFAM**

Bilateral aid agencies  
Example: Canadian  
International Development  
Agency (CIDA)



Multilateral aid from  
intergovernmental  
agencies

Example: UNICEF, WHO,  
UNDP



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