

“To fund or not to fund, that is
the question”

Mark Cassidy

Review of funding environment

- Diverse array of non government funding organisations and trusts with different
 - focus,
 - strategies,
 - application and accountability processes, and
 - legislative or constitutional requirements
- There are gaps in funding created through
 - Move by some funders to make fewer larger project based grants
 - Declining funds derived from the gaming trusts
 - Disparity in spread and size of funding organisations across the region
 - Reduction in returns on funders investments
 - Increasing demands for funds
 - Lack of knowledge of availability of funding by potential applicants
- The impact of the Canterbury earthquake

The hard reality

Most funders receive applications for funding that far exceeds the funds they have available to grant.

Why would they choose to fund you?

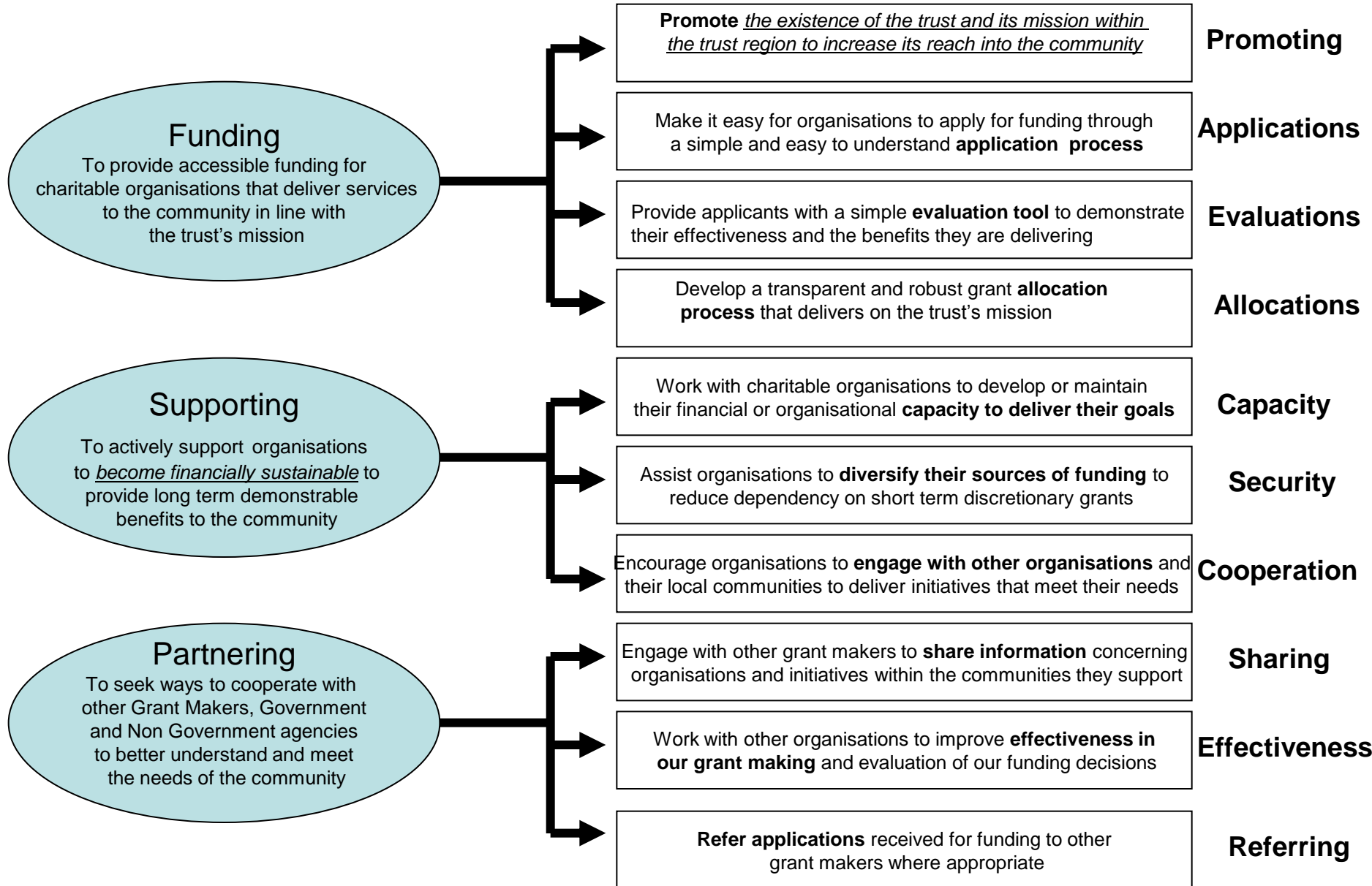
Why might they not choose you?

Understand the funder you are applying to for funding

- What is their purpose or mission?
- What is their strategy for achieving their purpose?
- What is the process and criteria they use for allocating funds?
- Accountability for use of funds
- Does your organisation fit?

Strategy

What we will do



Funding Strategy

Funding Strategy will define

- What the trust will fund
- How they will distribute funds
- What they expect this to achieve
- The benefits this will deliver to the community
- How the trust will identify success

Options for distribution of Funds

Options

- Responsive application process within an annual granting round
 - Advertise for applications
 - Respond to applications
- Strategic applications
 - Submissions received from organisations for more substantial funding to meet strategic objectives
- Proactive Grants
 - Trust initiates and actively seeks to partner with organisations and communities to deliver high level and strategic solutions that focus on systemic change

Funding applications the trust will support

- Meeting immediate operational needs
 - to sustain the organisation eg salaries or administration costs
 - to deliver a programme or service
- Supporting organisational development
 - developing the organisation's governance, financial and management capabilities
 - developing and delivering services into the community
- Capital projects
 - to acquire or develop property for use by the organisation
 - to purchase equipment needed to deliver the service
- Emergency funding
 - to meet unforeseen costs that have a significant impact on the organisations ability to remain in existence or deliver an existing service or programme
 - To meet an unforeseen catastrophic event that impacts on a community eg flood

What do funders look at?

- The purpose of the organisation
- The capability of the organisation
- The capacity within the organisation
- The purpose of the application

The purpose of the organisation

- Why does your organisation exist?
- Who does it serve and what needs is it seeking to meet?
- How does it seek to meet those needs?
- What is success?

The capability of your organisation to be “fit for purpose”

- Does it have the right structure to deliver on its purpose and provide proper governance?
- What is the make up of the board and does it have the right skill sets to provide adequate oversight
- How strong is the management to deliver on strategy and provide financial controls
- What is the financial position of the organisation
 - Adequate reserves to meet operating costs
 - Sufficient working capital
 - Sources and nature of funding to sustain the organisation

The capacity within your organisation

- Does your organisation have the resources to deliver on its purpose?
- Does your organisation have the right skill sets and mix of paid and non paid staff?
- What capacity building, recruitment and training programmes exist?
- Development of funding lines

Purpose of the application

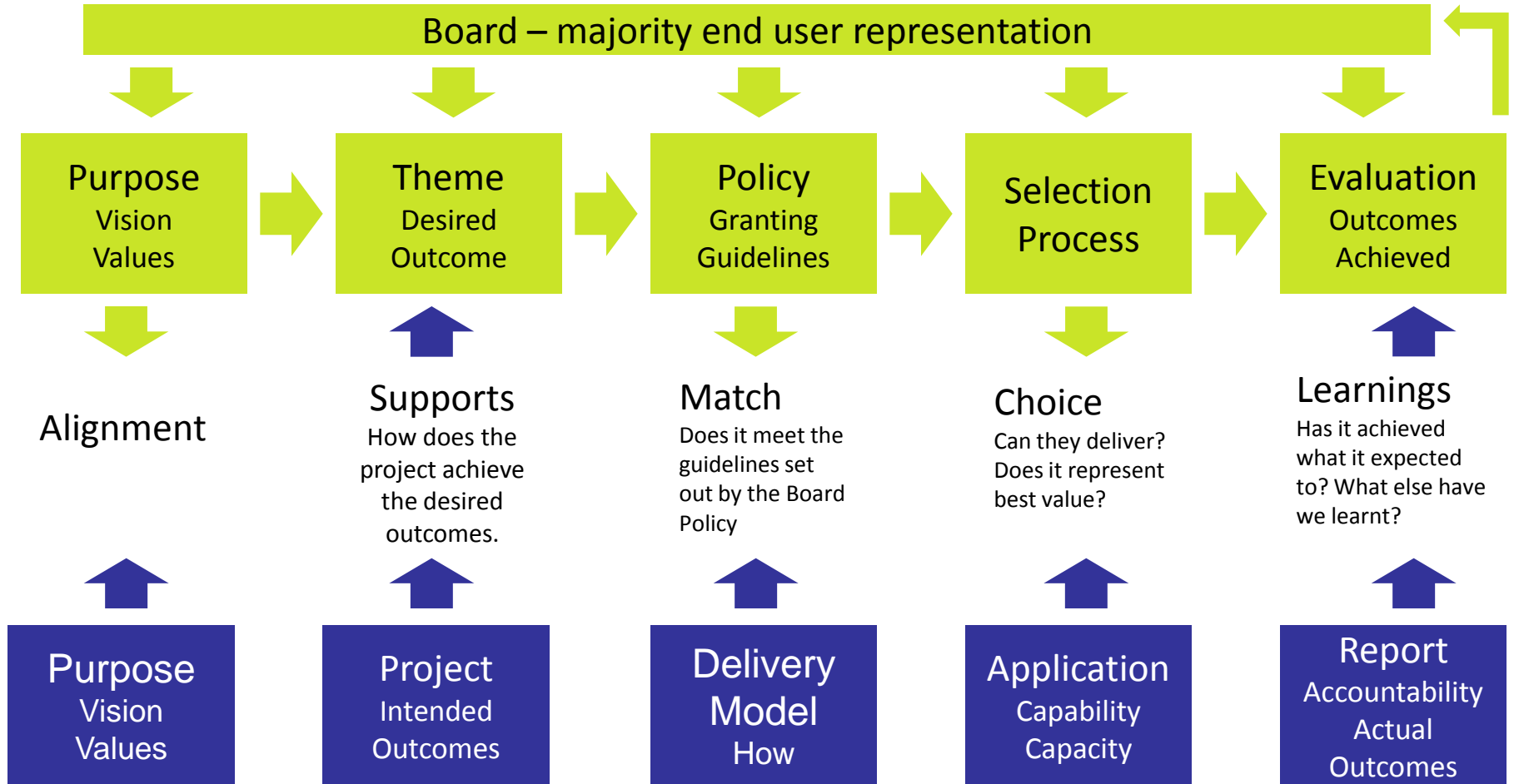
- What need does it meet and what are the benefits to the community?
- Does it represent “good value”?
- Evidence of effectiveness ie how do you propose to demonstrate the difference that the funding will/has made?
- Cooperation with other organisations
- Other funding

Case Study



FROZEN FUNDS CHARITABLE TRUST

Managed by Public Trust

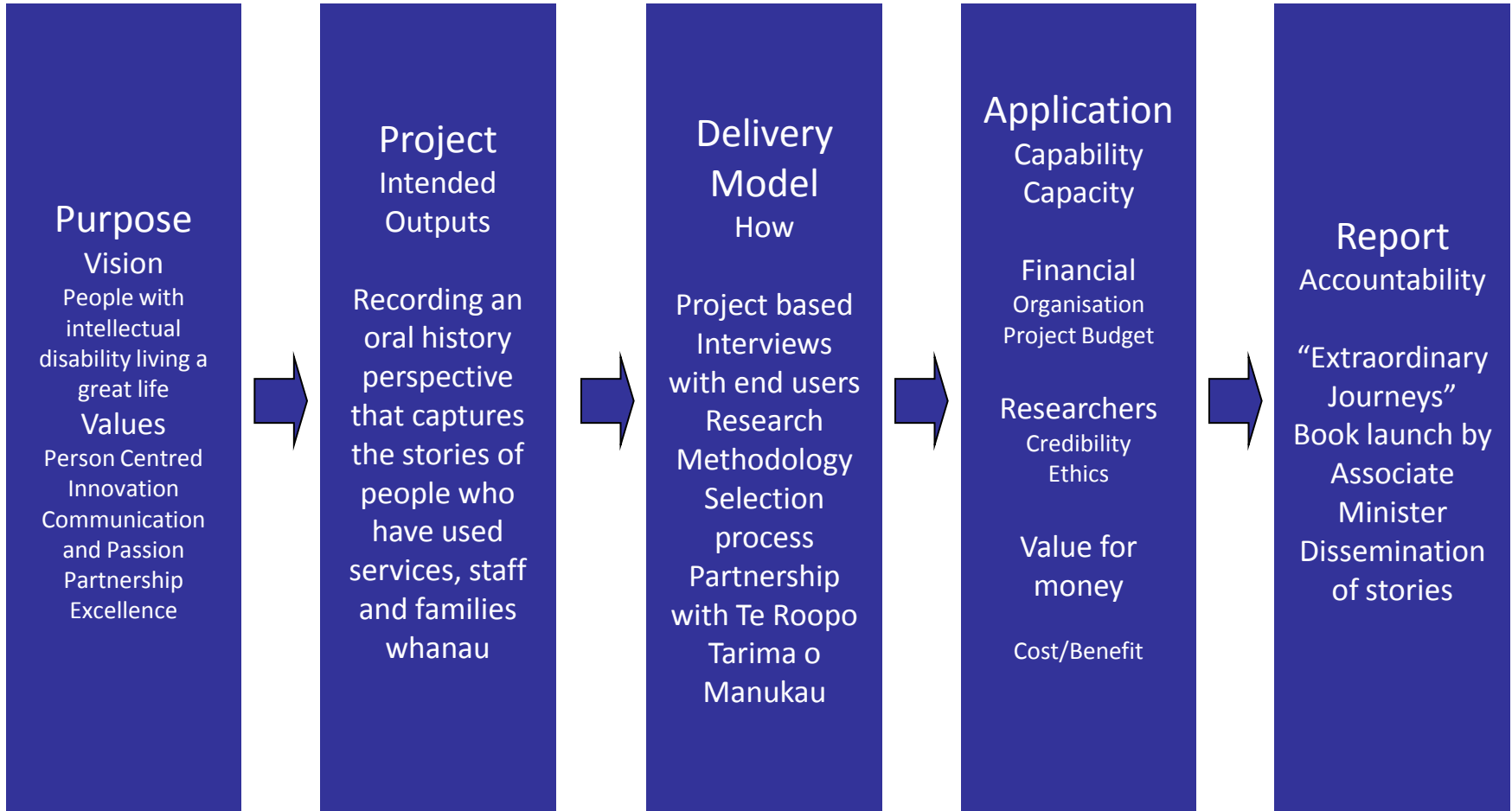


NGO

Board – majority end user representation



Spectrum Care Extraordinary Journeys



NGO

Outcomes/Evaluation

- Starts at the beginning of the process
- Dynamic feedback loop to drive future thinking
- Multi levelled outcomes
 - The Board
 - The NGO
 - The Participants/Family/Whanau
 - The Community
 - The Policy Makers
- Qualitative/ Quantitative

Questions?