

February 29, 2012

Dear Friends,

We hope you enjoy this week's edition of the Newsflash!

Sincerely,

The Firelight Team

(Call for Nominations) 2012 Official Call for Nominations

(Call for Applications) Applications being accepted for Spring 2012 Emily Grants

(Call for Proposals) Canada Fund for African Climate Resilience

(Resource) 10 Steps to Fundraising

(Call for Nominations) 2012 Official Call for Nominations

The World of Children Award is dedicated to dramatically improving children's lives by identifying and recognizing extraordinary individuals who work on behalf of children in need. The World of Children Award sets the Gold Standard in child advocacy worldwide and to receive a World of Children Award today is to be honored with a coveted badge of merit.

The World of Children Award is now searching the globe for selfless individuals who serve children with proven, sustainable programs. Our Award Winners must have a ten year track record of working with children, and now serve children over and above their regular employment, for little or no pay.

Awards will be presented at an annual ceremony held in New York City, USA, in October, 2012. At that time, the World of Children Award will offer cash grants to the proven, sustainable programs created and managed by the 2012 Award Winners.

Nominate Someone for a 2012 World of Children Award

Humanitarian Award – recognizes an individual who has made a significant contribution to children in social services, education or humanitarian services. This person will have created or managed a sustainable program which has significantly contributed to children's opportunities to be safe, to learn and to grow. The individual's work on behalf of children must be over and above their normal employment and they must have been doing this work for a minimum of 10 years.

Health Award – recognizes an individual who has made a significant contribution

to children in the fields of health, medicine or the sciences. This person will have created or managed a sustainable program which has significantly contributed to the health and well-being of children. The individual's work on behalf of children must be over and above their normal employment and they must have been doing this work for a minimum of 10 years.

Youth Award – recognizes a Young person under the age of 21, who is making extraordinary contributions to the lives of other children. They must have been doing this work for three years, and have created a sustainable program they plan to continue to lead.

Nominate Someone You Know

Please take the time to nominate someone you feel is worthy of being recognized for their dedication and unwavering commitment to children.

Deadline for Submission: April 1, 2012

For more go to: <http://www.worldofchildren.org/index.php/awards/nomination-form>

(Call for Applications) Applications being accepted for Spring 2012 Emily Grants

The International Initiative to End Child Labor (IIECL) and the Emily Sandall Foundation are pleased to announce 12 mini-grant opportunities available to individuals, schools, and non-governmental organizations worldwide. The theme for this round of grants is to support research and information gathering, documented by photos or video on worst forms of child labor that exists in local communities. However, applications that focus on other strategies to end child labor will also be considered.

If you are a young person, teacher, school or NGO working with children and/or youth and need a small amount of funds to support a project idea to help end exploitative child labor, we want to hear your ideas. In collaboration with the Emily Sandall Foundation, ECL will be awarding 12 Emily grants in the spring of 2012.

Research activities to be funded should include a well-rounded overview of factors that contribute to child labor, including economic, cultural, educational, political, health or other. Given that this is primary research, footnotes may not be required. However, if other research on this topic of child labor has been conducted, this should be footnoted and appropriately cited. The research should include: 1) factors that contribute to the targeted worst form of child labor; 2) estimate of the level and extent of child labor in the targeted geographic area;

3) photos or video that document the research on the situation of children engaged in the targeted worst forms of child labor; 4) proposed strategy to address one or more of the contributing factors to the targeted form of child labor; and 5) identification of key stakeholders who could play a role in eliminating the targeted form of child labor in the geographic area.

Deadline for Submission: March 31, 2012.

For more go to: <http://endchildlabor.org/>

(Call for Proposals) Canada Fund for African Climate Resilience

The main aim of the Canada Fund for African Climate Resilience (Canada Fund) is to support projects which will substantially improve and enhance food security or economic growth within an African country by reducing the impacts of climate change through protection of investments and/or adaptation measures.

CIDA's Partnerships with Canadians Branch (PWCB) is introducing a specialized call for proposals under a \$20-million fund to support and rapidly address climate change effects and adaptation needs which are restricting or having negative impact on improving food security or economic growth in Africa.

This call will capitalize on Canadian expertise in addressing climate change effects and adaptation requirements as well as delivering sustainable, effective development projects in eligible developing countries in Africa. Proposals are to target achieving the objectives of the call. Proposals should also consider the opportunity to capture innovation to address critical climate change issues which need specialized expertise and technologies and integrated approaches. The proposals must be substantive in scope, self-sustaining in operation and achieve demonstrable results consequences.

A panel will include experts in the fields of development, climate change, agriculture and economic development will review all eligible proposals. The panel will make recommendations to the Minister for International Cooperation for final approval.

Deadline for Submissions: April 19, 2012.

For more go to: <http://www.acdi-cida.gc.ca/acdi-cida/ACDI-CIDA.nsf/eng/ANN-11983223-HVT>

10 Steps to Fundraising

(These guidelines were taken and adapted from Youth United. The full version can be found attached to this email.)

Step 1: Create a fund-raising sub-committee

Form a fund-raising sub-committee. The sub-committee should be composed of people who have the time and commitment to make your fund-raising efforts successful. Choose a chair person, or two co-chairpersons, to coordinate the committee's efforts.

Look for committee members with a variety of skills: writing letters and proposals, designing presentations, organizing activities, and asking for donations. Also look for several adult community members such as parents, faculty, staff or affiliate volunteers to act as advisers. Seek adults who can bring a range of experience and perspectives to your project, and who have connections that might help you achieve your goals. If you are partnering with other community organizations, encourage them to provide a representative who is neither a staff nor board member and who will have time to devote to your project.

Step 2: Establish fund-raising goals

It is important to establish fundraising goals. Create a table similar to Youth United's, outlining your fundraising goal (\$) and the deadline for you to reach that goal. Make adjustments as needed if you are falling short of the goals. You can tailor your table to a quarterly system, or you can change it to suit your timeframe. (See Table B)

Step 3: Examine fund-raising history

By examining the past fund-raising performance of your group, you can help make your future efforts more successful. Use the criteria below to evaluate the five most successful fund-raising strategies that your group has utilized in the past. Fund-raising strategies include things like grants, letter-writing campaigns, direct requests for donations, special events, contests, etc. If your group has not raised funds before, ask the members to share information about fund-raisers they have been involved with. Fill in a chart like Table C with this information.

For each fund-raising strategy, consider the following:

- How much money did the fund-raiser bring in?
- How much did it cost you?
- Estimate the total amount raised (gross), expenses incurred, and net profit. $Gross - Expenses = Net Profit$
- Approximately how many people were needed to plan and coordinate the fund-raiser?
- Approximately how many people-hours were invested during planning

and coordination? (People-hours are the total number of hours spent by everyone involved. For example, 10 people working an average of five hours each on the project equals 50 people-hours). If you're not sure, indicate whether the fund-raiser required a high, moderate or low investment of time.

- In addition to raising money, the primary purpose of any fund-raising activity is to develop and cultivate relationships with long-term supporters who will continue to donate in the future. Did the fund-raiser cultivate future supporters by educating participants about Habitat for Humanity's mission? Use value indicators of high, moderate or low.

- Decide whether the fund-raisers are worth repeating. Consider the following:

- o If your net profit was lower than desired, could you find ways to increase your profit in the future by increasing your gross income and/or reducing your expenses?

- o Was the money raised, positive publicity received and number of people educated about Habitat's mission worth the investment of time and effort, or are there better ways to achieve the same results?

- o Do you think the fund-raiser could become increasingly successful over time, if repeated?

- o If you have repeated a particular fund-raiser a number of times, has it become increasingly successful over time, and would you expect it to continue to do so?

If you answered yes to these questions, the fund-raiser might be worth repeating.

Step 4: Identify and prioritize funding

After setting goals, the next step in raising funds is to identify potential funding sources, or prospects. Prospects can be individual donors, groups of people such as faculty or parents, or organizations such as churches, foundations, businesses or civic clubs. The fund-raising sub-committee should lead you through the process for identifying prospects. Since successful fund raising is primarily personal and relational in nature, start with people and groups with whom your members already have relationships.

When considering prospects, think of your group's needs. Some prospects might supply a valuable donation of goods or services to enhance your fund-raising efforts, or construction materials and labor for a house sponsorship (in-kind donations). Other prospects might provide you with an important connection to a lucrative funding source. Brainstorm, Define, and Prioritize Prospects. Follow the instructions in the attached document and fill out Table D for more information on identifying prospects.

Step 5: Select fund-raising strategies

Your fund-raising sub-committee now has lists of top-priority monetary prospects and in-kind prospects. In the future, plan to have members approach in-kind prospects as needed by phone, letter or in person. Put them aside for the time being, though, and focus on your monetary prospects for the remainder of this process. For monetary prospects, there are a number of different fund-raising strategies you can use, and it's important to use the most effective approach for each prospect. Remember that the more personal and relational the approach, the more likely you will be to succeed. For example, handwritten letters to family members will typically be more effective than a general solicitation sent out in a newsletter. Refer to the Table G and list your top priority monetary prospects along with the general fundraising strategy that you plan to use. Example of Fundraising Strategy: "Apply for foundation's community partners grant program"

Step 6: Create organizational support systems

Before you implement your goals and strategies, you need to determine the organizational support systems your group will need to be successful. Consider the following:

- Does your fund-raising sub-committee have enough members?
- Have you written a case statement that you can present to donors and also use to educate your members? A case statement should include information about:
 - o The need you are addressing (the need for affordable, decent housing).
 - o Your goals for addressing the need (involving community youth in the effort to raise funds for and build a house with a partner family).
 - o Why your organization is the solution to the problem and why you are an important program for the donor.
 - o Return on investment (if the donor makes an investment in your organization, what positive outcomes will result for the partner family, youth and community?).
 - o Rationale for support (why should the donor give?).
- Do you have a system set up for collecting funds?
- Do your members need training to better equip them to carry out your fund-raising plan? For example, you might train people who are nervous about

asking for money. This can be as simple as pairing them with someone with experience.

- Do you have a system for keeping track of donors, donations and follow-up over time? You can use a spreadsheet such as the one shown in Table H, but it would be best to create a database to keep track of your information.

Step 7: Determine and assign tasks

Plan each fund-raising strategy in detail, scheduling the tasks required to complete each one. If you will be spending money to implement a fund-raising strategy, carefully calculate your budget in advance. Use charts like tables I and J below to help you. Not every fund-raising strategy will cost you money to implement. However, if you will have to spend money up front to implement a fund-raising strategy, it is critical to your success that you accurately anticipate your expenses and your income for each fund-raiser. Otherwise, you could end up just breaking even, or worse, losing money. Remember when planning every fund-raising strategy:

- Always seek to inspire donors by educating them about the challenging goals your group is trying to accomplish. Your ultimate goal should be to nurture and develop relationships with donors and win their long-term support. You want them to continue to donate to your group in the future, in increasing amounts.

- Be certain to capture donor contact information so that you can thank them afterward and also keep them informed about your group's activities and accomplishments. This will increase the likelihood that they will donate again in the future. A donor that gives a small donation at first may give more later if you maintain the relationship.

Step 8: Implement plan

Put your plans into action and start raising money. Remember the following:

- Keep records of all communications, activities, donors and documents.
- Make sure your entire group is aware of your goals and fund-raising activities; educate your members so that they can communicate clearly with donors. All members should be able to accurately answer questions about your project.

- The leader is responsible for making sure that all tasks are being accomplished on schedule. Follow up regularly with those responsible for tasks, without micro-managing.

Step 9: Follow up and communicate with donors

It is important to show your appreciation to all those who supported your efforts.

- Thank your donors within 72 hours! Donors who are thanked promptly are more likely to continue their support.
- Keep donors in the loop. Document your group's progress and successes, send a newsletter, let them know how their money was used, invite them to house dedications and events.
- Consider creative ways to thank generous donors in addition to a thank-you note (for example, have a plaque made, send a T-shirt, etc.).

Step 10: Evaluate and keep going

After each fund-raiser or fundraising strategy, use the process outlined in Step 2 to evaluate the fund-raiser and decide if it should be repeated in the future. Be sure to clearly document your thoughts for future use, noting successes and areas for improvement.

As part of the Firelight Foundation's Capacity Building Program, Firelight provides "Newsflashes" to share relevant resources and information with our active grantee-partners via weekly emails and via post on a monthly basis. We hope that by facilitating access to information for grassroots, community-focused organizations, programming for children and families, as well as organizational development, is enhanced. Past editions of the Firelight Newsflash can be found on our website: <http://www.firelightfoundation.org/newsflash.php>.

We welcome your comments, feedback and ideas for upcoming Newsflashes at newsletter@firelightfoundation.org.