

# Other donors

## Integrated funding matrix: Matching needs and opportunities

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# My organization - IGA

- Established in 1998, more than 100 projects so far
- Unique profile
- Brought probation to Bulgaria
- One of the most active Bulgarian NGOs on the funding market



# About myself

- Graduated the Faculty of Law of the Sofia University in late 2004
- In IGA since May 2005
- Main responsibilities: fundraising and international cooperation
- Successful applications to more than 15 different donors, several successful bids as a consultant



# Unconventional donors

- Municipalities
- Embassies
- Private donors



# Municipalities

- Decentralization
- Funding from the municipal budget
- Local agenda
- Can provide opportunities as a partner
- Key areas: accommodation, education, employment, children and families, risk and public protection



# Embassies

- Transmit national foreign policy
- Define local priorities
- Aim for visibility and image in the host country
- Different embassies adopt different funding styles – US, UK, Netherlands
- The amount of funding is usually small
- Decisions are taken at the Embassy, so keeping in touch is useful
- Key areas: co-funding (!)



# Private donors

- Often driven by philanthropy
- Very broad range of themes
- Different styles of funding
- More accessible and open to negotiations, but more unpredictable and unaccountable
- Key areas: typically those driven by philanthropy

# An Integrated Needs-Opportunity Matrix

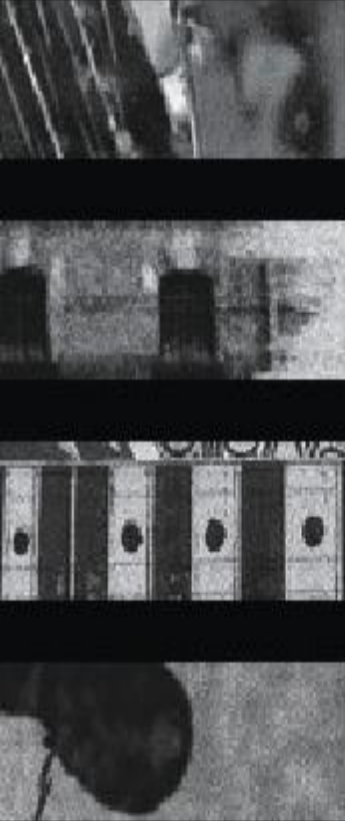
		1	2	3	4	5	6	7	A	B	C	D
	ESF	x	x					x		x		x
	LLP	x								x		x
	JLS Drugs Prevention			x		x						x
	JLS Criminal Justice								x		x	x
	JLS Violence Prevention		x		x					x		x
	JLS Crime prevention	x		x	x		x				x	x
	Health			x		x				x		x
	Municipalities	x	x				x	x			x	
	Embassies			x						x		
	Private		x	x	x	x		x		x		x

- 1 Employment Learning & Skills
- 2 Children & Families
- 3 Drugs & Alcohol
- 4 Attitudes, Thinking, Bhvr
- 5 Physical & Mental Health
- 6 Accommodation
- 7 Finance, Benefit & Debt
- A Case Management
- B Equal Ops & Diversity
- C Risk & Public Protection
- D Voluntary & Community





Does this make us ready to  
go out for funding?



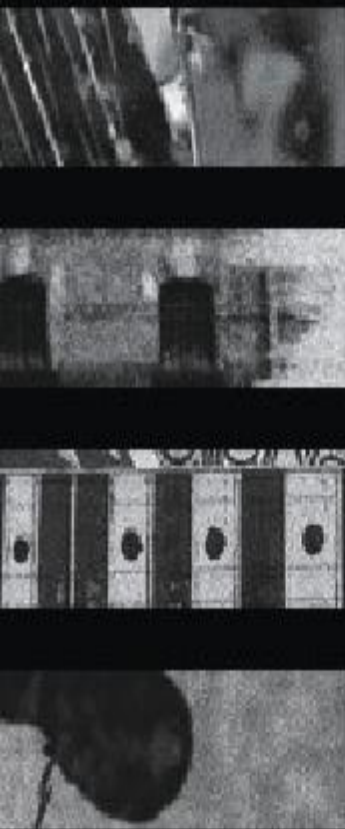
# Which comes first – the chicken or the egg?

- The idea or the donor?
- A somewhat ethical issue
- What is a ‘funding partner’?
- Funding has changed...
- Funding is NOT a gift (!)



# Contemporary funding

- Donors are active in setting up own agenda
- Donors expect: certain results and or certain activities
- Donors try to manage a bigger picture in their field of endeavor – fitting in it depends on you



Fundraising is an attitude!

...if not a way of life 😊



# Be honest

- honestly admit your problems
- honestly define your needs
- your needs will determine whether your application will be considered, your solution will determine whether it will be funded...



# Be open

- To partnerships: you can attract funding through partnership with others. Main reasons: eligibility, profile, effectiveness
- To being a beneficiary
- To be a user of the results of others



# Be flexible

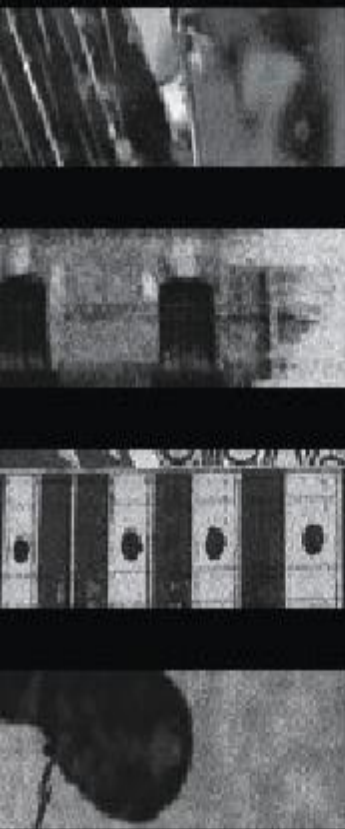
- Have strategy – revise it
- External funding is hard to plan in advance
- Funding streams most of the time are funding drops



# Prioritize

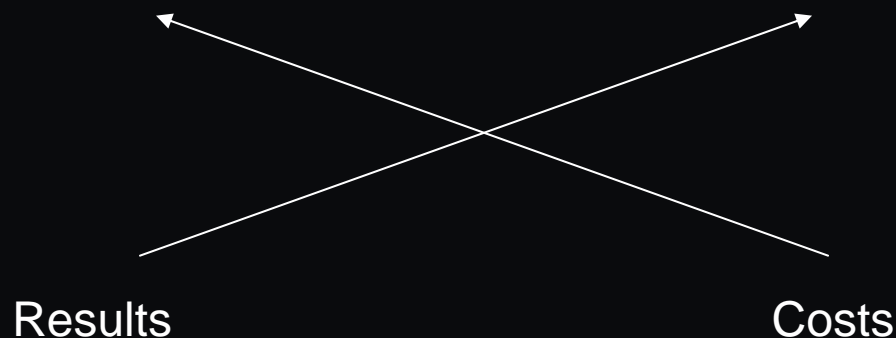
- Put your priorities in a right order, then match your existing budget

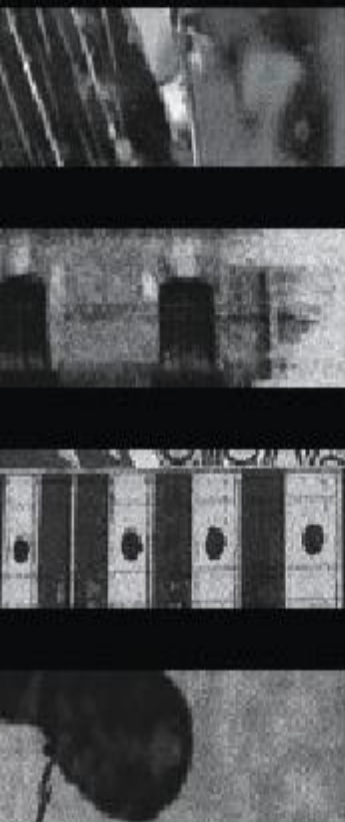




# Be effective

- plan for maximum result with minimum funding





# Transfer of best practice is a best practice

- in united Europe we often share the same problems
- often these can be solved by the same interventions
- BUT: research and adapt the practice to your environment (!)



# Be creative

...this is how you match needs and opportunities.

Fundraising as a process is about creativity, about the ability to look at your target environment as a system of logically interconnected processes, which can be improved by certain interventions, which need funding, which can be provided by someone that believes in this logic of yours.

...to a committed fundraiser the chicken or the egg question would sound like “chicken soup or omelette?”. The answer: Yes please!



# Epilogue...

- unconventional donors will not solve all your problems
- use such funding wisely to add pieces to the puzzle not only where you need, but also where you can
- the need is not always something wrong, a fault, a problem that has to be solved. The need of constant improvement, or even a cosmetic surgery or simple PR is still a need and has to be met and matched, so that probation continues its positive development towards the future

Thank you!

