

Gauteng Community of Practice

Learning Brief

November 2022

Fundraising for After School Programmes

Fundraising helps contribute towards the sustainability of non-profit organisations. A strong fundraising effort should be well-organised with a good strategy, a network of donors, and people that can communicate the organisations' impact clearly. Ultimately, this should ensure that an organisation is able to support all its activities and thrive.

The last Gauteng Community of Practice for 2022 focused on Fundraising for After School Programmes (ASPs). The CoP explored techniques that have worked in the After School sector as well as tips that are useful in assisting organisations attract more funding.

Creating awareness around the programme

Funders and donors like to fund visible organisations that showcase the work that they do. ASPs should be able to share aspects of their work such as beneficiary reach, impact, and the various programmes they offer.

- This can be done through social media platforms to reach more people and communicate achievements, events, and general updates. Check out peer organisations on Facebook for inspiration: [Phakamani Young Minds Academy](#), [The Mamelodi Initiative](#), [Boys & Girls Club SA](#).
- Having a website that is up to date is equally key. Donors looking for potential grantees will search online to get a sense of who matches what they are looking for. A good example is [Mihandzu Learning](#).
- Organisations are encouraged to make use of websites like [Canva](#) and [Easel.ly](#) to create visuals and infographics that illustrate impact in creative ways. These can be shared with funders and alumni to encourage donations.

Investing in relationships

Human capital is an essential component of fundraising. It will benefit you to attend events, join online groups and communities, and **connect with like-minded people** to build your network. Make sure that your databases are up to date and that people are consistently updated about the organisations' work.

You could also **leverage your alumni community**, for instance, asking alumni to sponsor or mentor one learner a year through the programme. It is good practice to **calculate a 'cost per learner'** so you can ask for a specific amount from individuals and funders to support a certain number of learners through the programme.

Aligning with funder strategies

It is important to **familiarise yourself** with what funders are interested in, their **funding strategies**, who they have previously funded, and their **application criteria**. It is also important to think about what **value** you bring to the funder as well as what value they can bring to you.

Leveraging in-kind support

Organisations typically need personnel, a venue, stationery, technology equipment, and learning materials to deliver their programmes. These will usually be provided through funds that come into the organisation. ASPs can also look at the **resources in their community** and create relationships with individuals and organisations that can **sponsor in-kind donations**. This could be in the form of using their venue for the programme, volunteering, or assisting with food donations. This will save money and help create **community buy-in**.

Create a fundraising strategy to match your effort

Your fundraising strategy must be **tailored** to your organisational needs. There are number of questions to ask yourselves as you create your strategy:

- Outline your goals. What do we hope to achieve?
- Research past fundraising activities - what has worked and what hasn't? What was our most efficient approach e.g., small effort for big gain?
- What is our case for support?
- What methods do we plan to use to raise funds?
- What is our target amount for each method?
- When in the year will we conduct this activity? Are there specific grant deadlines we need to be aware of?

Document your progress so that if you are struggling, the bells start ringing early enough to change track. The organisation can look at their **progress against the strategy document**, which will guide them in seeing how their current efforts are in line with the bigger vision of the organisation. Check out this [useful resource](#) for fundraising techniques.