

A stylized, light green leaf graphic is positioned on the left side of the slide, extending from the bottom towards the top. It features a central stem with several pointed leaves branching out.

# **Fundraising Fundamentals**

Climate Action Conference

September 15, 2017

Leigh Cameron, New England Grassroots Environment Fund



# New England Grassroots Environment Fund

**Dollars**



**Stories**



**Trainings  
& Tools**



**Collaborations**



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# Philanthrop*WHO?*

You are a philanthropist!  
*...Why?*

- You like the person, you like the cause, it feels good, it's relevant.
- ...AND because somebody asked.



# Equal Exchange



- Asking people to participate, be a part of something, and make change *is* giving!
- Fundraising is a fair trade: money for awesome and valuable work
- Be honest about what you're doing/what you need





KEEP  
CALM  
AND  
GET OVER  
YOURSELF



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TELL  
YOUR  
STORY



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trapped in  
spreadsheets



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# Why Budget?

- Helps you focus on both short- & long-term goals
- Gives donors confidence in your work
- Accountability, transparency, good faith
- Can help you tell your story to audiences who might not otherwise “get it”
- Will likely be required by outside stakeholders



# A Good Budget...

- Tells your story
- Reflects the priorities of the campaign plan
- Operates on a specific timeline
- Is accompanied by a good fundraising plan
- Is easily understood by everyone

**Realistic, Consistent, Flexible, Measurable**



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# Creating A Strong Budget

1. Identify budget categories
2. Determine which costs can be in-kind
3. Get actual numbers for costs & income
4. Have others review
5. Re-evaluate & shift as needed
6. Establish a clear timeline
7. Create a cash flow and fundraising plan
8. Review and adjust assumptions – keep budget actuals current

# Telling Your Story

## The ECO Group

EXPENSES		INCOME	
Staff	\$ 2,000.00	NEGEF Grant	\$ 1,000.00
Materials	\$ 1,500.00	Contributions	\$ 2,000.00
		Fees	\$ 1,000.00
<i>TOTAL</i>	\$ 3,500.00	<i>TOTAL</i>	\$ 4,000.00



# Telling Your Story

## The Ellisville Community Orchard Group

EXPENSES		INCOME	
Orchard Coordinator	\$ 2,000.00	NEGEF Seed Grant	\$ 1,000.00
Storage Shed	\$ 750.00	Garden Potluck Fundraisers	\$ 1,000.00
Wood for 40 Raised Beds	\$ 750.00	End of Year Appeal	\$ 1,000.00
		Plot Fees (40 plots x \$25)	\$ 1,000.00
<i>TOTAL</i>	\$ 3,500.00	<i>TOTAL</i>	\$ 4,000.00



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IN KIND	
Volunteer Labor (10 people x 4 hours x \$20/hr)	\$ 800.00
Discount on wood from local hardware store	\$ 400.00
Pro-bono legal advice for lease	\$ 500.00
Compost from local garden center	\$ 200.00
Seeds from local nursery	\$ 50.00
<i>TOTAL</i>	\$ 1,950.00



# Telling Your Story

Budget Expenses				
\$ Amount	Budget Item	Covered by NEGEF Grant		
\$210	Plumbing fittings and pipe	y		
\$300	Administrative expenses	y		
\$100	\$85	Soldering equipment (map gas, solder, flux, fitting brushes, and sand cloth)	y	
\$850				
\$85				
\$80				
\$80	\$80	Fire Extinguishers (2 @ \$40 each)	y	
\$45				
\$70	Pipecutters	y		
\$16	First Aid Kits (1 @ \$16 each)	y		
\$200	Transfer pump	y		
\$60	\$70	Pipecutters	y	
\$27				
\$75	\$16	First Aid Kits (1 @ \$16 each)	y	
\$20				
\$20				
\$85	Wrenches (standard and metric box end, and adjustable set)	y		
\$22	Wire Strippers	y		
\$60	Tool Box (2 @ \$30 each)	y		
\$30	Volt meter and voltage detector	y		
\$60	Flashlights (2 @ \$30 each)	y		
\$40	Extension cords (2 @ \$20 each)	y		
\$2455 Total Expenses				

# Sources of Income...



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# Sources of Income

- Grants
- Earned Income
- Individual & Community Contributions



# Grants

- Foundations
- Corporations
- Government
- Service clubs
- Faith-based

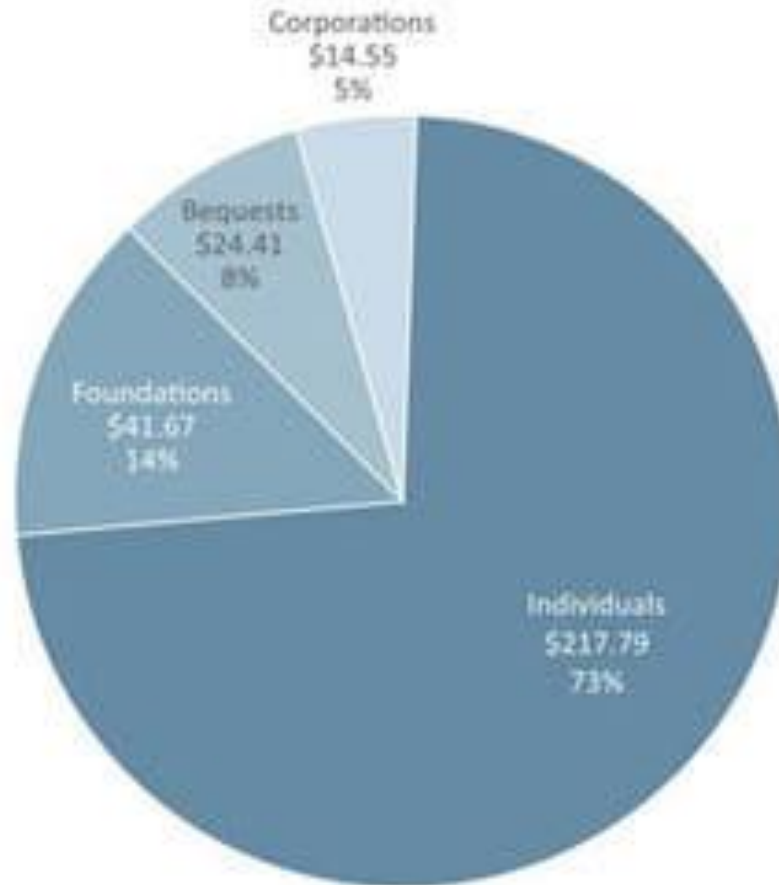
+ larger amount  
project credibility  
guilt free

- lousy odds  
too few people involved



# Who Gives?

2011 contributions: \$298.42 billion by source of contributions  
(in billions of dollars – all figures are rounded)



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# The Grassroots Fund

## Small Grants Programs



- \$250 - \$1,000
- rolling online application
- dedicated to help innovative, largely volunteer groups launch projects and build the group.



- \$1,000 - \$3,500
- online application deadline: March 15 & September 15
- dedicated to help established groups increase capacity, collaborate, and leverage impact.



- Youth Category up to \$7,500 (launched in 2017)
- Innovation Category (expected to launch in 2018)



# The Grassroots Fund

## Event Sponsorship & Fiscal Sponsorship

### Fiscal Sponsorship

- Must be a grantee
- Review every year
- 5% fee

### Event Sponsorship

- \$100 - \$1,000



# Seed & Grow Eligibility Criteria

- 3+ core volunteers
- No more than two paid full-time staff equivalents
- Annual operating budget <\$100,000
- *Local* efforts!
  - We do not fund regional, statewide, or national projects

# Guiding Values

- Just Transition
- Shifting Power: Transparency, Accountability, & Democracy
- Lowering Barriers to Funding
- Flexibility & “risk”-taking
- Change Versus Charity
- Community-Based Fundraising
- Process is the Product

# Energy & Climate



## Sample Project Ideas

- Energy Challenges
- Energy barn raisers
- Neighbor to neighbor weatherization programs
- Walk / bike campaigns
- Energy workshops / roundtables



# Food



## Sample Project Ideas

- Community gardens
- Eat local guides
- Farm to school projects
- Food coops
- Gleaning
- Permablitzes

# Land & Water



## Sample Project Ideas:

- Land conservation
- Recreational trails
- Protecting and monitoring wildlife
- Creative approaches to balance built environment, working landscape and wilderness

# Environmental Health



## Sample Project Ideas:

- Preventing and eliminating waste, chemical and toxic pollutants
- Raising concerns about health impacts of power plants, landfills, etc.
- Creative approaches to prevent and eliminate toxic pollution

# New Economy

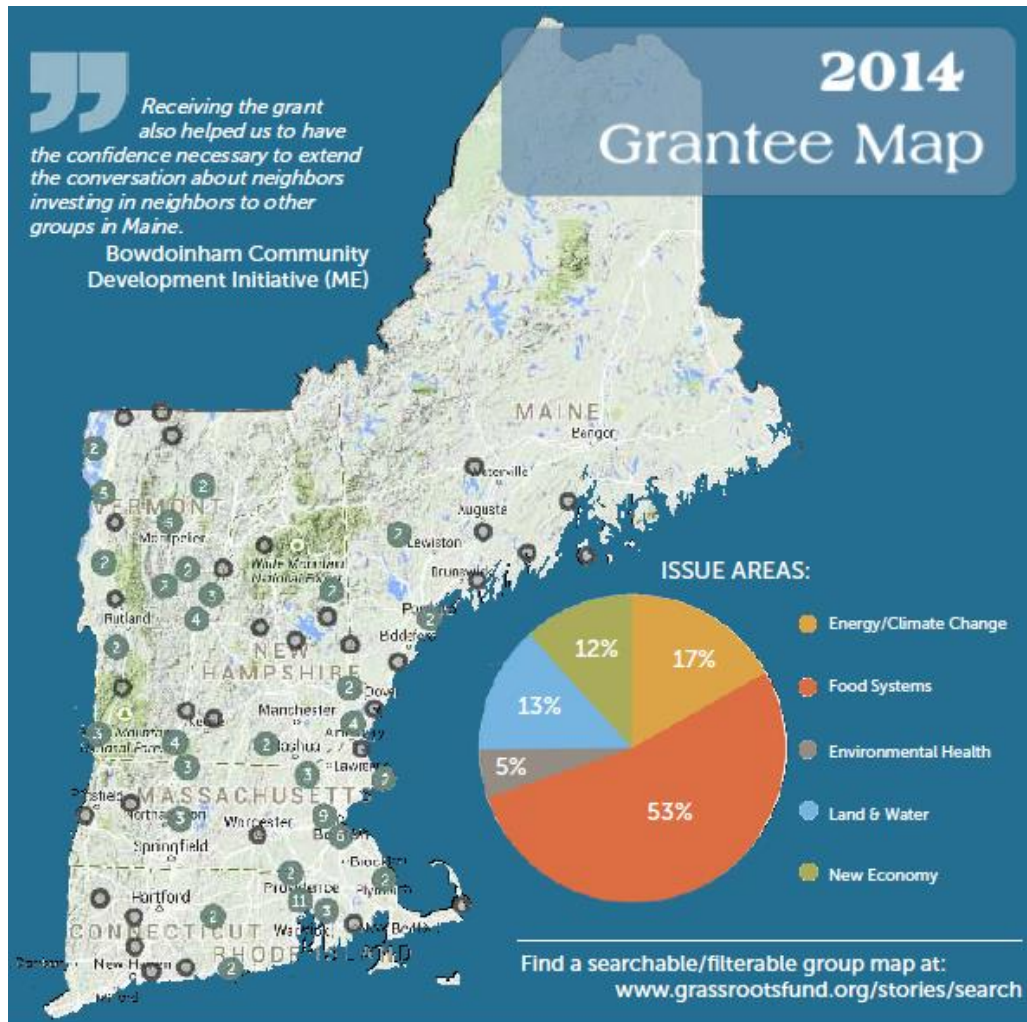


## Sample Project Ideas

- Community swaps
- Community loan funds
- Local currencies
- Time banks
- Reskilling
- Repair Cafes



# And Many More!



# Thank you!

Leigh Cameron

[leigh@grassrootsfund.org](mailto:leigh@grassrootsfund.org)

603-905-9915