

Surviving and Thriving in the changing Funding Environment
23 November 2.30 – 4pm at Rutherford House, Victoria Uni

Tina Reid & Kate Frykberg

Introductions: ourselves and around the room

This is going to be an interactive workshop – developed an outline of our plan to help with the flow
 We know there is huge amount of experience in room and we hope we can help pull that together and add some of our own experience

Share in threes – discuss what was your best and worst funding experience
 Report back: one good and one worst experience from each group

3.00 – 3.10: What we are experiencing:

	What we're experiencing	Examples
Tina Community	Organisations experiencing considerable uncertainty – changes all around & funding number one concern Community needs increasing and more complex Own ability to fundraise has changed: increasingly professionalised - training and resources available Now a complex business Miss out if don't have this expertise Formal membership increasingly difficult – new ways of relating to causes Rise in interest in social enterprise – not for everyone Renewed interest in community – business relationship Messages about doing things differently: more collaboration, joined up thinking	Our survey results last year : funding and Govt policy changes major issues facing all organisations Increasing poverty and disparity FINZ conferences and workshops EG TechSoup
Kate Philanthropic	Less income for many since financial downturn -> many are reducing grants People are coming to us for things government used to fund Some are focussing more tightly Increased demands on funds Increased financial vulnerability of applicants	Survey of Giving JR McKenzie changed focus Lottery Grants increasing demand Several Community Trusts reduced levels of donations Gaming Trusts report reduced income from changes in gaming
Tina: Government	Considerable change & uncertainty Caps on govt staff and budgets: “no more money use what we have differently” More tightly focussed Increase focus on outcomes Changes to contracting by central govt - more multiple year funding Desire for fewer contracts Pressure to collaborate /merge	Better Public Services Report Government targets White paper on Vulnerable children Welfare reforms Social service sector trials Whanau Ora New disability contracting strategy MSD: Investing in Services for outcomes MBIE streamlined contracting

Questions, comments?

What it takes to survive & thrive : a conversation

We have both been privileged to spend time on either side of the relationships of funder and applicant. So we have developed a conversation between these roles to reflect on the insights and learnings from both positions:

Tina: Diverse income sources:

From a community organisation perspective I have a clear framework about understanding how we and others are funded within three broad categories::

1. Government (central and local) grants and contracts
2. Philanthropic grants & donations: including bequests and sponsorships
3. Earned income: including Membership, Fundraising & events, and trading

Kate: comments from philanthropic perspective

- Difficult to survive if grants are your only income stream (Need a table with more than one leg!)
- Growth is in individual giving and potentially corporate
- Crowd funding, payroll giving and using the tax incentives are worth exploring

Tina : importance of every organisation spend strategic time looking at the mix which will best serve their needs: Questions like

- Is your service /activity something Government is willing /likely to fund – to what extent?
- What kind of public support can you expect? From whom?
- Where are your allies – other organisations and funders interested in achieving your objectives?

Kate: Developing strong relationships with your funders

- Both funders and community orgs (we hope!) want what is good for the community – funders provide \$, community orgs provide blood sweat and tears – who is more important?
- A funder is only as good as the orgs we fund, all we provide is jet fuel to make the jet fly
- Yet we have somehow set up a power balance and a culture of deference
- What we need is open and honest relationships
- Is it possible to avoid game playing?

Tina: It is a game – but more of marketing exercise

- If you don't ask you don't get

Kate: What makes a good proposal and a good relationship with a funder

- Fine to talk yourself up, not so fine to be all marketing hype and glitz, wrong to not be honest!
- Clear, fair and reasonable costs
- Clear, simple language
- Call first if you can
- If you receive funding, keep in touch and give us honest feedback!

Tina: Relationships are the basis of your funding – not money

- Ideally Funders are your allies – the departments / organisations / people who support your objectives

Tina: Demonstrating the difference you make is very important

Kate: as funders we need to see what organisations are trying to achieve and how its going – and we need to know what difference is being made – the outcomes. But we need to avoid the pitfalls:

- Contribution dressed as attribution
- Success theatre and vanity metrics
- The lure of the easy cases

Tina: Whose outcomes? is often the question from organisations

Outcomes can be much longer term than the funding, and involve a much wider range of factors than the specific organisation

Discussion : what's your experiences of these issues?

What next?

Collectively, as umbrella organisations, Social Development Partners and Philanthropy NZ are interested in how we can initiate responses - such as: Kate – the Thoughtful Generosity project, Giving survey; Tina – planned survey of funding experience – with FIS and FINZ discussing a resource hub

- What do you think would be most useful at our national level?

Close: Talk to person beside you: what is helpful for you to take away from today's session?