FUNDRAISING BEST PRACTICES

WHAT FUNDERS ARE LIKELY TO SUPPORT

Program Expenses
- Non recurring/limited time, department program expenses and operational costs

Professional Development
- Staff training and other related costs

Volunteer Support
- Mission related employee volunteer support

Program Equipment & Supplies
- Equipment and supplies necessary to operate program successfully

Building & Capital Costs
- Physical infrastructure and capital improvements

Capacity Building
- Organizational and team development

Non-Recurring Program Costs
- Pilot program

Evaluations
- Measures progress toward program goals outlined in grant/proposal

Other
- Travel Costs

WHAT FUNDERS ARE UNLIKELY TO SUPPORT

Admin & Overhead Costs
- No more than 10% of these costs (i.e. utilities, rent, insurance) are likely to be covered

Public Services
- Services that are typically covered by city government (i.e. animal control, facilities and maintenance)

Recurring Program Costs
- Costs not associated with a new program or expansion of existing program

DEFINITIONS & FOOTNOTES

Definitions
- **Admin & Overhead Costs: A program's general business expenses not directly related to fulfilling the functions of the program (also referred to as indirect costs).**

Footnotes
- **Funders are unlikely to support ongoing program expenses and operational costs beyond one or two years. Long-term funding plan(s) should be considered from onset.**
- **The rule of thumb states that no more than 30% of the total project cost or organization budget should be requested from a single funder.**
- **Some evaluations require outside evaluators which can be consultants that specialize in the topic, or university partners.**

TYPICAL FUNDING TIMELINE

	PRIORITY & GAP IDENTIFIED	FULLY SCOPED PROJECT	DEVELOP FUNDING STRATEGY	PROPOSAL SUBMITTED	FUNDING AWARDED
FOUNDATIONS AND CORPORATIONS	Organization identifies funding need and begins scoping asks	Organization finalizes scope, including clear budget, timing of funds need, and sustainability strategy (if needed)	Organization and any Partners identify and coordinate asks to specific funders	Organization and/or Partners complete and submit grant application(s) by established deadline	Organization and/or Partner receives notice of commitment or award (refer to grant agreement for precise payout details) and requests any adjustments to scope needed based on timing relative to plan
	~2 to 3 wks	~2 to 4 wks	~3 to 4 wks	~ 6 mos	
PUBLIC (LOCAL, STATE AND FEDERAL)	Organization identifies funding need and begins scoping asks	Organization finalizes scope, including clear budget, timing of funds need, and sustainability strategy (if needed)	Organization and any Partners identify and coordinate asks to specific funders	Organization and/or Partners complete and submit grant application(s) by established deadline	Organization and/or Partner receives notice of commitment or award (refer to grant agreement for precise payout details) and requests any adjustments to scope needed based on timing relative to plan
	~2 to 3 wks	~2 to 4 wks	~4 to 8 wks	~6 to 10 mos	