Translate

□□ Fundraising methods applied are based on budgetary conditions and policies (limited to brand risk mitigation alone) mandated by management/board

> “ Under developed: Fundraising choices made are possibly short- term decisions and have not been reviewed from time to time.

Reflection:

- Do we have a fundraising strategy augmenting (adding a voice to) the core mission?
- Will it help if we develop a proper fund development plan for the next 5 years? What purpose will it serve that might be some of our most pressing financing challenges?

- Others -

Action:

- Need to work on a proper fundraising strategy as we never had one developed and were working on short term basis.
- Others -

Notes for Development:

1. Fundraising choices made are possibly short- term decisions and have not been reviewed from time to time.

2. If the elephant in the room is budget constraints, it must be discussed. Policies and guidelines are not merely to mitigate risks, but also to enable the evolution of a certain character and form of the overall fundraising function.

3. Fundraising function need to evolve as an extended arm of your programmatic mission. It appears underdeveloped and looked upon mostly as a threat or a very complex function to perform.

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