

Fundraising Plan for a project: Skills training for youth in a slum

1) Short description:

In this project, the urban underprivileged adolescent youth from a slum area is trained in English proficiency, basic computer education and soft skills for enhancing their prospects of employment in fast expanding sectors such as retail and hospitality and for back office jobs such as accounting. At the end of the project, two groups of 20 students have received three months training, giving a total of 160 young adolescents in one year who have acquired the skills needed to find a job.

2) Project needs

#	Project needs	Funds required	Explanation of resources required	Cash	In-kind	Volunteering
1	Curriculum	1000	Training outline & content		X	
2	Selection of students	1000	1 staff	X		
3	Teachers for training	7200	2 teachers, 8 mentors	X		X
4	Training materials	800	160 training manuals		X	
5	Computers	4000	20 computers, shared by the two groups		X	
6	Training location	800	Rent of 2 class rooms for 20 students		X	
7	Project coordinator	3000	1 staff half time	X		

Total funds required: 17800

A) Project needs for which you expect to find in-kind donations:

#	Project needs	Description of in-kind need	Estimated money value
1	Curriculum	Find an existing curriculum	1000
4	Training materials	Printing of 160 training manuals	800

5	Computers	20 computers	4000
6	Training location	2 rooms for 1 year, 5 days a week	800

Total required from donations in-kind: 6600

B) Project needs for which you expect to find volunteers:

#	Project needs	Description of volunteering need	Estimated money value
3	Teachers for training	8 volunteers for ½ day per month for three month	1000

Total required from volunteering: 1000

C) Total funds required in cash: 10200

Summary of requirements for this project:

In cash: 10200

Donations in-kind : 6600

Volunteering : 1000

Total funds required : 17800

3) Fundraising techniques & activities

1 Events: Light festival around Diwali for the community

Donor groups

Eminent persons from the community

Parents of beneficiaries

People from the community

Teachers and head masters from schools in the neighbourhood

Projected income (gross): **3000**

Total cash expenses **150**

Net income **2850**

Other objectives that this activity will meet

Create awareness about the importance of providing youth in the community with skills to get a job Ik voeg om te testen nog een punt toe!

Staff & volunteers needed to carry out this activity

Number of staff: **2** **Total staff time:** **80 hours**

Number of volunteers: **5** **Total volunteer time:** **100 hours**

Expenses to complete this activity

Expense	Amount	Cash expenses	Sponsoring in-kind	Notes
Venue	200		X	Venue for approximately 150 people
Light & music arrangements	150	X		Lights, music boxes, microphone, CD-player
Promotional material	100		X	Banners, leaflets, invitation

				card
Food	300		X	Drinks & snacks
Total	750			
Total cash expenses	150			

Steps to complete this activity:

Task	Who	Date
Make plan for the event (What, where, how)	Staff member	July
Find volunteers	Staff member	July
Find sponsoring in-kind	Staff member	August
Organize venue	Staff member	August
Recruit hosts	Staff member	August
Prepare guest list & invite guests	Staff member, board	September
Prepare promotional materials	Staff member, volunteer	September
Logistical support	Volunteers	September - October
Event day	Staff members, volunteers	October 3
Post-event activities	Staff members	October

2 Personal solicitation: Approach companies through personal visits for cash donations, preceded by e-mail solicitations and or phone calls

Donor groups

IT-companies

Hospitality sector: hotels, restaurants

Accountants offices

Call centres

Companies for which you get introduction from the board

Projected income (gross):	7000
Total cash expenses	250
Net income	6750

Other objectives that this activity will meet

Staff & volunteers needed to carry out this activity

Number of staff:	2	Total staff time:	160 hours
Number of volunteers:	2	Total volunteer time:	8 hours

Expenses to complete this activity

Expense	Amount	Cash expenses	Sponsoring in-kind	Notes
Promotional material	100	X		Leaflet, hand-out presentation
Meeting costs	150	X		Travel costs
Total	250			
Total cash expenses	250			

Steps to complete this activity:

Task	Who	Date
Make a long list of companies to approach & find the right match	Fundraiser/board members	August
Prepare introduction letters, presentation, leaflet, elevator pitch	Fundraiser/support staff	August
Approach & visit	Fundraiser/board members	September - November
Follow-up & thank you	Fundraiser / support staff	September - November

3 Volunteering: Find volunteers from companies to become mentors who share experience and provide tips

Donor groups

IT-companies

Projected income (gross):	1000
Total cash expenses	0
Net income	1000

Other objectives that this activity will meet

Staff & volunteers needed to carry out this activity

Number of staff:	1	Total staff time:	16 hours
Number of volunteers:	0	Total volunteer time:	0 hours

Expenses to complete this activity

Expense	Amount	Cash expenses	Sponsoring in-kind	Notes
	0			Combine with activity 2) by also proposing to provide volunteers along with cash donations
Total	0			
Total cash expenses	0			

Steps to complete this activity:

Task	Who	Date
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Make volunteering proposal for companies	Support staff	August
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4 Donations in kind: Approach companies for in-kind donations through e-mail solicitations and follow-up calls and/or personal solicitations

Donor groups

A printing house in the neighborhood

Computer suppliers

Projected income (gross):	6600
Total cash expenses	175
Net income	6425

Other objectives that this activity will meet

Staff & volunteers needed to carry out this activity

Number of staff: 2 Total staff time: 160 hours

Number of volunteers: 0 Total volunteer time: 0 hours

Expenses to complete this activity

Expense	Amount	Cash expenses	Sponsoring in-kind	Notes
Promotional material	75	X		Leaflet, hand-out presentation
Meeting costs	100	X		Travel costs
Total	175			
Total cash expenses	175			

Steps to complete this activity:

Task	Who	Date



Make a long list of companies to approach & find the right match	Fundraiser/board members	August
Prepare introduction letters, presentation, leaflet, elevator pitch	Fundraiser/support staff	August
Approach & visit	Fundraiser/board members	September-November
Follow-up & thank you	Fundraiser/support staff	September-November

4) Compiled Fundraising Plan for the project: Skills training for youth in a slum

#	Fundraising technique	Activity	Projected gross income, other goals	Donor groups	When	Who	Cash expenses
1	Events	Light festival around Diwali for the community	3000 Create awareness about the importance of providing youth in the community with skills to get a job Ik voeg om te testen nog een punt toe!	Eminent persons from the community, Parents of beneficiaries, People from the community, Teachers and head masters from schools in the neighbourhood ,	July - October	Staff: plan, sponsoring in-kind, venue, host, venue, promotional materials Volunteers: logistical support Board: invite own contacts	150
2	Personal solicitation	Approach companies through personal visits for cash donations, preceded by e-mail solicitations and or phone calls	7000	IT-companies, Hospitality sector: hotels, restaurants, Accountants offices, Call centres, Companies for which you get introduction from the board,	August - November	Staff: invitation letters, leaflet, elevator pitch, list of companies, get in touch, thank you Board: provide introductions, conduct solicitations	250
3	Volunteering	Find volunteers from companies to become mentors who share experience	8 volunteers for ½ day per month for three month	IT-companies,	August- November	Combine with activity # 2	0

		and provide tips					
4	Donations in kind	Approach companies for in-kind donations through e-mail solicitations and follow-up calls and/or personal solicitations	Find an existing curriculum Printing of 160 training manuals 20 computers 2 rooms for 1 year, 5 days a week	A printing house in the neighborhood, Computer suppliers,	August-November	Staff: leaflet, elevator pitch, list of companies, get in touch, thank you Board: provide introductions, conduct solicitations	175

Total gross income in cash: 10000

Total costs: 575

Total net income 9425

Summary overview financials

Total net income from fundraising plan	9425
Total funds required in cash	10200
Funding surplus or funding gap	-775

Notes:

Bridge gap with own resources

