

Fundraising strategy

Introduction

Fundraising is essential to secure a sustainable future for Women on Wings where we can focus on achieving our impact: co-creating jobs for women in rural India. In this document we outline from which sources we wish to acquire the desired funds, which methods are used and what we consider the desired ratio of expenditure on fundraising.

Funding sources

We focus on the type of funders best able to understand and support our mission and way of working. Corporate foundations, family foundations and HNIs are a natural fit for Women on Wings: our business approach and our mission, i.e. job creation, typically fits better in the criteria of business related funders than institutional and retail funders. This means that we mainly target our fundraising efforts at these groups. We may also target the large-scale lotteries in the Netherlands, if specific activities in India can be aligned with their criteria. No resources are spent on retail campaigns and large campaign events.

Fundraising method

Research on criteria and strategy

The target groups are researched on their strategy, theory of change and criteria for support. As Women on Wings aims to co-create jobs for women in rural India through economic empowerment logical links are: inclusion, economic empowerment of women and India. As our partners work in textiles, food & agri, non-timber forestry and renewable energy we also look for funders who are targeting economic development in these sectors.

Engaging network

Research is important but a network is vital. When we find an interesting potential funder we search for all possible connections in our network. This network includes team, supervisory board, experts and network partners. We actively inform and engage our network and ask them to connect us to parties of which they think they can be potential funders. We keep warm contacts with intermediaries among which are the charity desks of the banks in the Netherlands.

Keeping track via monitoring tools

We keep track of our efforts in a monitoring tool. This tool lists our funding pipeline: all targets, prospects, hot prospects, won deals and lost deals. It provides visibility into funder engagement and conversion rates.

Shared value approach

Major funders are increasingly looking to go beyond financial support by engaging their network and providing their knowledge and expertise. We collaborate with funders to build meaningful and impactful partnerships to advance positive social change. This includes joining network events organized by funders, actively asking for introductions to relevant parties in their network, deploying employees as experts at our partners when possible, and making use of the knowledge platforms of our funders.

Relationship management

Loyal funders are one of our most precious assets. We engage and inform our funders on an ongoing basis through newsletters, personal updates and (semi) annual reporting. We always invite our major funders to travel to India to see our work and meet the ultimate beneficiaries, the women in rural India. We actively participate in meetings and events organized by our funders.

Tracking progress

Internally we track our progress against the KPIs every month. As per our theory of change we monitor our input, output and outcome for our partners. Deviations are flagged, evaluated and wherever possible a course correction is undertaken.

Reporting

We report on a (semi) annual basis, if required in a format provided by the funder. We endeavor to provide clear, crisp and transparent reports with special attention to our impact achieved, which is first and foremost the number of jobs co-created for women in rural India. We also pay attention to our actual versus planned outputs and outcomes.

Communications

Effective communication backs and strengthens our funding efforts. In the communications strategy of Women on Wings we define how we want to reach, inform and engage our current and potential funders.

Acceptance of funders

We will not accept contributions from parties whose core activities may be in direct conflict with our goals and / or values, or in any way limit our ability to provide our work.

We will not accept contributions from parties involved in activities that are not compliant with common rules and regulations regarding child labor, women rights, fair payments, and fair working environment. We reserve the right to refuse donations from any party.

Ratio fundraising costs/fundraising income

Our desired ratio between fundraising costs and income is maximum 10 %.