



Annotated Bibliography of Online Resources on Resource Development **August 2007**

The following online resources have been compiled by ACTEW to serve as a tool to resource development in the Community-Based Training Sector. While we have made every effort to keep the information accurate, it is possible that this bibliography may contain errors. If you notice errors or would like to contribute, please contact info@actew.org.

Contents

1. An Introduction to Fundraising
2. Fund Diversification
3. Writing a Funding Proposal
4. Capital Campaigns
5. Holding a Fundraising Event
6. Donor Information

An Introduction to Fundraising

Benevon Fundraising Model

<http://www.benevon.com/workshops/model>

Source: Benevon; American

Date: 2007

Description: The Benevon website includes some free resources that describe their suggested model and other fundraising strategies. Look under 'Self-Implementing' for a full list of free resources.

Fundraising How To Guides

<http://www.resource-alliance.org/resources/71.asp>

Source: Michael Norton, The Resource Alliance; United Kingdom

Date: 2003-2005

Description: The Resource Alliance has provided a selection of "How To Guides", written by Michael Norton. The guides serve as a good overview and direction for fundraising development. The collection includes four documents: How to Write a Funding Proposal; Tips on Getting Started in Local Fundraising; How to Organize Events to Raise Money; and How to Find Funders.

Fundraising Ideas That Work for Grassroots Groups

<http://www.canadianheritage.gc.ca/progs/pc-cp/pubs/e/Fr4gras1.htm>

Source: Ken Wyman, Canadian Heritage; Canadian

Date: 1995

Description: A thorough guide to fundraising for volunteer groups, this online publication addresses issues such as corporate sponsorship, individual donations, taxation and use of volunteers in Canada.

How to get Bigger Donations

<http://www.pch.gc.ca/progs/pc-cp/pubs/e/Fac2Fac1.htm>

Source: Ken Wyman, Canadian Heritage; Canadian

Date: 1993

Description: This online book discusses Ken Wyman's six secrets to increasing your organization's donations. The topics range from strategising the approach of "the ask", to preparing kits for the "asker".

Fund Diversification

Community Empowerment Resources, Community Resource Acquisition

Training Modules:

<http://www.scn.org/cmp/modules/a-mod.htm>

Community Resource Acquisition:

<http://www.scn.org/ip/cds/cmp/modules/res-acq.htm#SBegin>

Principles and Techniques of Fundraising:

<http://www.scn.org/ip/cds/cmp/modules/res-fnd.htm>

Community Project Resources:

<http://www.scn.org/ip/cds/cmp/modules/res-int.htm>

Source: Dr. Phil Bartle and Joshua Ogwang;

Date: 2007

Description: Dr. Phil Bartle's training modules include a collection of resources designed to support the development and empowerment of grassroots community organizations. There are modules on: resource development, income generation, micro enterprise training, monitoring, and report writing, among other topics. This website also provides example project designs, proposals, and research strategies. These models are designed to help you develop a project and get resources for it.

Selling Social Change: How to Earn Money from Your Mission

<http://www.rivernetwork.org/resource-library.php?ResourceID=642>

Source: Andy Robinson, The River Network; American

Date: 1998

Description: The River Network provides resources to support small non-profit organizations as they manage and grow their operations. This article discusses the benefits and risks of diversifying your organization's funding through fee-for-service enterprise.

Writing a Funding Proposal

Grant Proposal Writing Tips

<http://www.cpb.org/grants/grantwriting.html>

Source: Corporation for Public Broadcasting; American

Date: 2007

Description: The Corporation for Public Broadcasting has helpful grant writing tips and recommendations on their website to assist grant seekers. Although the steps reference the specific grants posted on their site, the steps are detailed and serve as a good informative resource to assist grant writers in the funding application process.

Grant Writing Tools for Non-Profit Organizations

<http://www.npguides.org/index.html>

Source: Non-profit Guides Grant Writing Tools for non-profit organizations; American

Date: 2007

Description: Non-profit Guides is a free online collection of resources designed to support the grant writing process for organizations in the non-profit sector. Although designed to support US organizations, the tools and guides listed will serve as a good resource for every grant writer. The resources are categorized by the necessary components of a funding application and include sample proposals for reference.

Proposal Writing Short Course (Tutorial)

<http://foundationcenter.org/getstarted/tutorials/shortcourse/index.html>

Source: Foundation Centre; American

Date: 2007

Description: This short course discusses various aspects of writing a funding proposal. Topics discussed in the course include: preparatory information gathering; components of a proposal; writing a project descriptions; including an evaluation plan and budget in your proposal; demonstrating future financial sustainability; and organizational information.

Sample Proposals

<http://theideabank.com/onlinecourse/samplegrant.html>

Source: The Idea Bank; American

Date: 2007

Description: The Idea Bank lists sample proposals that were written and successfully funded to support organizations in the fire safety sector. The samples include the grant narrative and the amount of funding that the grant was successful is securing.

Strategies for Effective Proposal Writing

http://www.thcu.ca/ohcc-thcu-proposal-writing-course/documents/Proposal_Course_full.pdf

(279 KB, 42 pages)

Source: The Health Communication Unit, at the Centre for Health Promotion, University of Toronto & The Ontario Healthy Communities Coalition; Canadian

Date: 2007

Description: This course was developed by the Ontario Healthy Communities Coalition as a tool to help organizations, research and choose funding sources that complement their programs and organizational mandates. The course includes detailed guidelines on how to prepare and write a funding proposal, the topics include: using evidence to support your plan, proof of sustainability (budget), and managing the proposal development process. The course includes worksheets and how to tips for each section.

Preparing an Effective Business Case – A Guide to planning and Funding Municipal and Community Projects

<http://www.omafra.gov.on.ca/english/busdev/facts/02-023.htm>

Source: Ministry of Agriculture, Food and Rural Affairs; Canadian

Date: 2002

Description: The Ministry of Agriculture, Food and Rural Affairs, provides a fact sheet to assist municipal and non-profit organizations prepare business cases to support fundraising for community programs. The fact sheet identifies: the difference between a grant proposal and business case, the essential components of constructing an effective case, and the importance of including one in your organization's funding proposal.

Grant Proposals

<http://www.grantproposal.com/>

Source: Elizabeth Howell Brunner, Grant Proposals; American

Date: 2001

Description: The Grant Proposal website is an excellent, free resource for experienced and inexperienced grant writers. The site includes detailed sections which discuss techniques, structure and strategy involved in preparing a funding proposal. The sections cover topics such as: writing an inquiry letter and full proposal, conducting research, and tips from funders.

Writing a Winning Foundation Proposal

<http://www.rivernet.org/resource-library.php?ResourceID=639>

Source: Pat Munoz (based on articles by Andy Robinson, Kim Klein, and many others), River Network; American

Date: 1999

Description: The River Network provides resources for writing funding proposals. This article includes sample budgets, suggested proposal formats, and sample cover letters.

Standard elements to be included in project proposals

http://www.hc-sc.gc.ca/ahc-asc/media/nr-cp/1998/1998_26bk3_e.html

Source: Health Canada; Canadian

Date: 1998

Description: Health Canada released this guideline in 1998 to inform and support the grant application process for organizations applying to the Health Transition Fund. Although not currently applicable to the specific fund, the guidelines remain a good reference for preparing proposals when applying for federal funding.

Capital Campaigns

Capital Campaigns: Ten Steps To Success

<http://www.zimmerman-lehman.com/capital.htm>

Source: Zimmerman Lehman; American

Date: 2007

Description: Zimmerman Lehman provides a comprehensive article outlining their 10 steps to managing a successful capital campaign. The steps start with making a case for capital improvements, and discuss the process of securing funding from different levels of donors.

Facility Expansion & Renovation: Planning for Capital Projects & Campaigns

http://www.crcamerica.org/resources/publications/CapitalProject_072005.pdf (335 KB, 41 pages)

Source: Community Resource Centre; American

Date: 2005

Description: The Community Resource Centre publishes a guide designed to support non-profits pursue the expansion of their facilities, with the use of capital campaign strategies. The guide consists of six steps involved in the facilities expansion process: readiness; business planning; project and campaign preparation; project design; capital campaign; and construction.

Holding a Fundraising Event

Sponsorship Scope

<http://www.powersponsorship.com/sponsorscope.html>

Source: Power Sponsorship; Australian

Date: 2007

Description: The Sponsorship Scope is provided by Power Sponsorship and is an online assessment of your organization's strengths and weakness in the area of securing and maintaining sponsorship.

Sponsorship Inventory

http://www.powersponsorship.com/IgnitionSuite/uploads/docs/generic_inventory.doc (42 KB, 5 pages)

Source: Power Sponsorship; Australian

Date: 2002

Description: Power Sponsorship provides this resource as a starting point for taking inventory of everything you could possibly sell around a sponsorship. This resource creates a menu from which to develop fully customised proposals and win-win sponsorship relationships from your organization and potential sponsor.

Guide to Special Events Fundraising

<http://www.pch.gc.ca/progs/pc-cp/pubs/e/Specev1.htm>

Source: Ken Wyman, Canadian Heritage; Canadian

Date: 1998

Description: The goal of this book is to help Canada's voluntary organizations expand their share of public support and funds, by capitalizing on special events.

Donor Information

2004 Canada Survey of Giving, Volunteering, and Participating

<http://www.givingandvolunteering.ca/>

Source: Imagine Canada; Canadian

Date: 2006

Description: Read and download reports and manuals for in-depth analysis and applied learning from the results from the Canada Survey of Giving, Volunteering and Participating.

Social Innovation in Canada - How the non-profit sector serves Canadians ... and how it can serve them better

<http://www.cprn.org/doc.cfm?doc=1128&l=en> (55 pages,

Source: Mark Goldenberg, Canadian Policy Research Networks; Canadian

Date: 2004

Description: In this report Mark Goldenberg reviews the current funding challenges faced by the voluntary sector in Canada and identifies where the sector is currently finding its funding. The author argues that non-profit organizations require multi-types of funding in order to ensure sustainable growth and innovative capacity building.