

I03 – Training package for social and green NGO leadership

Module 7: Funding

Prepared by
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NGEnvironment

Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGO's

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Agenda

7. Funding

7.1 Erasmus Funding

7.2 European Programs

7.3 Other funding options: Donations, crowdfunding and city funding.



Learning Outcomes of Module 7

- ❖ Understand what funding mechanisms exist
- ❖ Learn about different EU funding mechanisms
- ❖ Learn about local funding mechanisms
- ❖ Understand self funding.

Learning Outcomes of Module 7

Module/Unit	Learning Outcomes – The learner will:	Indicative Content
Funding	<ul style="list-style-type: none"> • Understand what funding mechanisms exist • Learn about different EU funding mechanisms • Learn about local funding mechanisms • Understand self funding. 	<ul style="list-style-type: none"> • Funding mechanisms • European Funding • Self-funding mechanisms

7. Funding

Funding may be one of the most important parts of an NGO.

Funding guarantees that you will be able to further your projects and finance new ways of impacting your overall mission.

So, how do you go from penniless to fully funded?



Source: <https://www.flaticon.com/>



Task

Video: 5 Steps to Fundraising Success for Small and Grassroots NGOs

<https://www.youtube.com/watch?v=eUYAnKP77io>



7.1 Funding

Erasmus+

Erasmus is a European program that funds projects in the areas of education and exchange of good practices.

Under this EU funded program, you may be able to fund **specific** projects.

But, these projects need to be **approved** by a National Agency. So, choose carefully your projects, choose the rights partners, and start writing your application



Source: <https://www.flaticon.com/>



7.1 Funding

Erasmus+ KA1

Key Action 1 is focused on the mobility of individuals.

The main premise is that this mobility will help develop skills, gain cultural awareness and improve the employability.

According to the UK National Agency, “under Key Action 1 organisations can apply for funding to run mobility projects to offer structured study, work experience, job shadowing, training and teaching opportunities to staff and learners.”



Source: <https://www.flaticon.com/>

7.2 Funding

Erasmus+ KA3

Key Action 3 is focused on the modernization of education and training.

According to the UK National Agency, “under Key Action 3, the Erasmus+ programme will fund strategic activities supporting policy reform across the EU in education, training and youth.”



Beware, KA3 opportunities may be appear outsider of the anual Call for Proposals. Stay updated if you want to take part of this Key Action



Source: <https://www.flaticon.com/>



7.2 Funding

LIFE – Climate Action and Environment

LIFE is another European program, but it funds projects in the areas of climate action and environment.

Under this EU funded program, you may be able also to fund **specific** projects.

These projects need to be **approved**, but unlike ERASMUS+ you can work alone.



Source: <https://ec.europa.eu/>



7.2 Funding Creative Europe

Creative Europe was created in order to fund projects regarding the audiovisual, cultural and creative sector.

It's divided into two subprograms: **Culture** and **MEDIA**.

Culture funds cooperation projects, literary translation, networks and platforms.

If you work with audiovisual, then you should look for **MEDIA** subprogram.



Source:

https://commons.wikimedia.org/wiki/File:Logo_of_Creative_Europe.jpg



7.2 Funding

Europe for Citizens

Is your mission to educate the public about the European Union, its history, and foster the European citizenship?

Then the **Europe for Citizens** is what you are looking for.

For 2020, the main priorities range from the **celebration of the Schuman Declaration**, to the **civic participation under totalitarian regimes, antisemitism, and accession to the Union**.



Source: <http://civic-forum.eu/press-release/press-conference-civil-society-europe>



7.2 Funding

HORIZON 2020

Horizon2020 is a European Union research and innovation program.

The main focus of the Horizon2020 program is to achieve “smart, sustainable and inclusive economic growth”.

Although more focused on public bodies and SMEs, you can try as an NGO to take part of the program.



Horizon 2020
European Union Funding
for Research & Innovation

Source: <https://egvi.eu/what-we-do/>



7.2 Funding

European Commission Calls for Grants

Besides these programs, the European Commission creates different kinds of grants that you can apply to. There are some requirements though:

- **Transparency and equal treatment** – The grant award process is a public and fully transparent procedure and it guarantees the non-discrimination of all applicants.
- **Nationality rule** – Applicants for grant contracts must be established in an eligible country, as defined in the terms of the calls for proposals.
- **No-profit rule** – The action covered by a grant may not generate profits.
- **Co-financing** – Grants usually cover only part of the eligible costs and the grant beneficiaries need to pay part of the costs on their own.
- **Non-cumulation** – A grant beneficiary may receive no more than one grant per action funded and no more than one operation grant per financial year.



Source: <https://ec.europa.eu/>

H5P-Task

Task

Drag the words into the correct boxes

is focused on the mobility of individuals.

The main premise is that this mobility will help develop , and .

is focused on the of education and training.

LIFE is another European program that funds projects in the areas of and .

Creative Europe was created in order to fund projects regarding the , and .

is a European Union research and innovation program.

- gain cultural awareness
- creative sector
- audiovisual
- modernization
- environment
- climate action
- cultural
- Key Action 1
- skills
- improve the employability
- Key Action 3
- Horizon2020

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<https://h5p.org/node/820034>

H5P-Task

Task

Name the requirement for EU funding based on the description.


1 / 5



The grant award process is a public and fully transparent procedure and it guarantees the non-discrimination of all applicants.

Your answer

Check



Applicants for grant contracts must be established in an eligible country, as defined in the terms of the calls for proposals.

Your answer

Check

<https://h5p.org/node/885306>

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7.3 Funding Donations

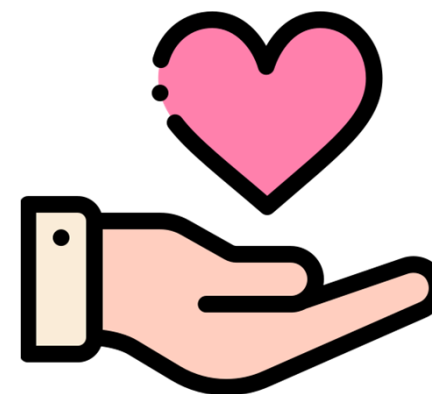
As we saw previously, setting up a **website** is a great tool to help fund your mission. On your website, you can set up a donations page and let people help your NGO in a selfless way.

There are different tools you can use to achieve this:

- Paypal Donations
- QGiv
- @Pay

All come with different tools you can use and price points.

Another good, **and free**, way of getting donations is by simply sharing your bank account and let people transfer the donation.



Source: <https://www.flaticon.com/>

7.3 Funding

Crowdfunding

Crowdfunding is one of the most widely used tools to finance NGOs, nowadays.

Find yourself a crowdfunding platform and start writing your **pitch**. This is the way you will try to convince people to donate money to your cause.

And crowdfunding is all about causes. So, it may be easier to gather attention and donations if you do focused campaigns. Instead of “*donate to our NGO*”, you should do a “*Help us clean up the local river*” campaign.



Source: <https://www.flaticon.com/>

7.3 Funding

Crowdfunding

Some of the best known and well used crowdfunding platforms are:

- Kickstarter
 - Setup your campaign and set a time period to achieve.
 - There is a 5% fee and a 3-to-5 payment processing fee.
- Indiegogo
 - Flexible funding: for campaigns who want any kind of funding.
 - Fixed funding: for campaigns who want to reach a certain milestone.
- Causes
 - The best platform for NGOs. Besides, donations you can also gather attention around your cause.



Source: <https://www.flaticon.com/>

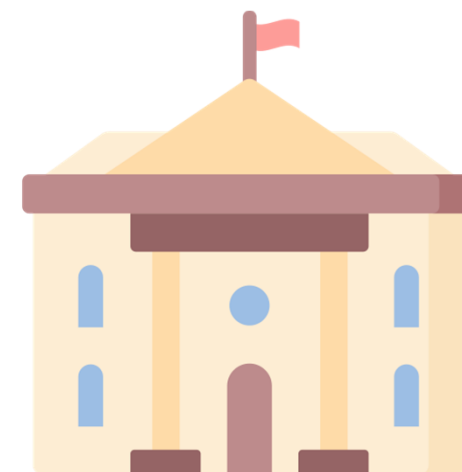
7.3 Funding City Councils

Some city Councils will help you **secure funding**.

Reach your local council and find out if there are any current grants available or financing programs for NGOs.

If there are, start gathering your documentation and planning your application.

City Council's grants **may be lower** than European-level grants but, nonetheless, are a great way of showing that you are trying to impact your region.



Source: <https://www.flaticon.com/>



Task

Video: Basics of Non-Profit Fundraising in 12 minutes!

<https://www.youtube.com/watch?v=KKseWRzPrUI>

H5P-Task

Task

What is a great tool to help fund your mission?



Billboards

Website

Magazine Interviews

Reuse <> Embed



<https://h5p.org/node/885329>

Thank you very much for your attention!



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