

Building Relationships

Charitable Trusts say that they are experiencing extremely high demand for funding from Not for Profits due to reductions by Government in contracted funding.

Unfortunately most Charitable Trusts due to the global financial crisis have also experienced significant reductions in revenues and have become **extremely discerning in the distribution of funds** to Not for Profits. Their priority now is to ensure that the reduced amounts of funding available for distribution are leveraged to provide maximum benefit to community.

Consequently new applicants **without a prior history of funding** are **scrutinised carefully** and given a **lower priority** in favour of trusted organisations that have developed a proven track record of accountability and successful service delivery. This makes it extremely difficult for those organisations who have **not** already formed strong relationships within the sector.

Developing a trustworthy profile within the funding community can take many years to establish. With a continued reduction in Government funding being experienced throughout the sector most NGO's are now aware that their future sustainability and ability to deliver on their mission heavily relies on achieving a broader mix of revenues with the most important revenue being funding from Charitable Trusts.

Over the past 15 years with my assistance many well-known NGO's have achieved a level of high respect and trust within the Charitable Trust sector. Their status has created the opportunity for the development of many new initiatives that have proven to be highly successful providing great benefit to the community. One of the reasons for their success can be attributed to the relationships they have created with Charitable Trusts. These symbiotic relationships have been developed after many years of successful service delivery on behalf of the funder and are now at a point where a '**shared vision**' exists between both parties offering the opportunity for new 'cases for support' i.e. new initiatives.

It is easy to take a **simplistic approach** to Charitable Trust application and view it only as a method to gather additional funding when needed however a more prudent **strategy** is to incorporate funding application as an integral part of marketing activity as it provides the opportunity to **share your mission and story** with **the philanthropic sector as well as the community on a regular basis**.

Whether you are successful with a particular application or not, regularly telling your '**story**' to funders helps build your profile within the Charitable Trust community. This strategy over time will improve your 'win rate' with funding applications providing your '**case for support**' remains solid. Of course how you tell your '**story**' to funders remains **critical** to the success of this strategy.

Charitable Trust funding application is now considered by most as a marketing activity that is **essential to the preservation of future sustainability** of the organisation and **offers synergy** to all other initiatives for growth, both online and offline.

For more information on this topic go to <http://www.fundingnz.co.nz/Grantapplication.html>