

National Capacity Building Project: Technical Assistance of the Survivor of Torture Programs

# Beyond the Grant

Diversifying Funding for SOT Programs

Dana Mach



The CENTER for VICTIMS of TORTURE



Harvard Program in Refugee Trauma



NATIONAL CONSORTIUM OF TORTURE TREATMENT PROGRAMS

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The CENTER for VICTIMS of TORTURE



Harvard Program in Refugee Trauma



NATIONAL CONSORTIUM OF TORTURE TREATMENT PROGRAMS

## Overview

- This webinar is brought to you today by the The National Capacity Building Project is a project of the Center for Victims of Torture in partnership with Harvard Program in Refugee Trauma and the National Consortium of Torture Treatment Programs.

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## Attendee Controls

All functions are located at the bottom of your screen

- All participants are in mute mode.
- Please use the chat box to send comments to the presenters.
- To pose your question aloud, please raise your hand. A moderator will assist you with unmuting your line.
- Please be sure to mute your line when your done.
- Please use the Q&A icon to ask questions to the presenters.
- To view the resources currently available, please click the Resources icon.



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### Diversifying Funding for SOT Programs



Dana Mach  
Strategic Partnerships Officer  
The Center For Victims of Torture



The  
CENTER for  
VICTIMS of  
TORTURE



Harvard  
Program  
in Refugee  
Trauma



NATIONAL  
CONSORTIUM  
of TORTURE  
TREATMENT  
PROGRAMS

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### Why diversify funding?

- USG funding is vital—but vulnerable to shifts
- Flexibility to meet evolving needs
- Long-term, holistic care
- Cross-disciplinary collaboration

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### Agenda

- Types of Funding
  - Where to start
  - How to ask
  - How to sustain
- Fundraising Plans
  - Structure
  - Roles

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Types of Funding

- *Federal & state grants*
- Private foundations
- Individual donors
- Corporate partnerships
- Earned income (trainings, consulting)

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Foundations

**Identifying funders:**

- Location
- Priority area (think creatively)
  - Trauma, human rights, health, families, children, etc.

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Foundations

**The application:**

- Build relationships before applying
- Note restrictions (budget, activities)
- Reporting requirements
- Use storytelling *and* data

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Foundations

**Not selected? What next?**

- Ask for feedback
- Follow up and maintain relationships

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Foundations



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Individual Donors

**Finding your donors:**

- Volunteers
- Donor networks
- Community partners
- *Don't be afraid to "over ask!"*

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Individual Donors

**Preparation:**

- Memorize your stories
- Put a “face” to your work
- Determine your actual program needs

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Individual Donors

**The ask:**

- Find the match
- Be transparent
- Let your donors guide the call

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Individual Donors

**Follow up:**

- Personalized thanks
- Report on progress
- Determine giving cycles

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**Corporate Partnerships**

**Finding partners:**

- Mission alignment
- Local businesses
- National companies
- Employee-led giving

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**Corporate Partnerships**

**Making the connection:**

- How can they help?
- Identify key contacts
- Concise introduction
- Identify two-way support

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**Corporate Partnerships**

**Maintain the relationship:**

- Public acknowledgement
- Ongoing engagement opportunities
- Report back
- Renewals/multiyear giving

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Earned  
Income

**Build your portfolio:**

- Assess current knowledge and assets
- Consider adaptations
- Identify audiences
- *Keep to your mission!*

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Earned  
Income

**Marketing:**

- Start small, pilot and refine
- Develop pricing structures
- Package offerings
- Use existing networks/partnerships

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Earned  
Income

**Sustain and grow:**

- Track outcomes and feedback
- Invest in building capacity
- Build systems
- Word of mouth

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Fundraising Plan

A roadmap to secure funding from **diverse** sources over **time**

- Revenue goals
- Target mix of funding streams
- Timeline
- Roles & responsibilities
- Stewardship

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Fundraising Plan

Evaluate Current State    Set Tangible Goals    Make a Plan

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Fundraising Plan

**Revenue goals**

The total amount of funding needed to sustain *and* grow your programs over a set period (12 mo).

- Review past revenue and expenses
- Project costs (current and aspirational)
- Engage staff and board
- Set target and communicate org-wide

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Fundraising  
Plan

### Revenue goals

- \$300,000 needed to fund legal, mental health, and case management services for FY2026.
- Additional \$50,000 for expanding case management services for 3 months.

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Fundraising  
Plan

### Funding streams

A breakdown of types of income to reach your revenue goals.

- Review previous funding sources
- Segment by type
- Engage board & leadership in prospecting
- Assign targets

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Fundraising  
Plan

### Funding streams

- 55% government grants (federal, state)
- 30% foundations (national, local)
- 10% earned income (training, consulting)
- 5% individual donors (giving, campaigns)

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### Fundraising Plan

#### Timeline

A calendar of fundraising activities (funder deadlines, donor engagement, internal capacity).

- Map external deadlines, events, reporting
- Assign lead and support
- Share and make editable
- Review (at least) quarterly

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### Fundraising Plan

#### Roles & Responsibilities

Clarifying who does what in the execution of your fundraising plan

- Create task list
- Hold “kick-off” meeting
- Provide training as needed
- Track progress and check in

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### Fundraising Plan

#### Roles & Responsibilities

- *Grant writer: write and submit proposals*
- *Program staff: contribute stories, data*
- *Executive Director: engage major donors*
- *Board: events, identify corporate sponsors*

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## Fundraising Plan

### Stewardship

A strategy for building long-term relationships with funders and donors.

- Create calendar of funder/donors' needs
- Customize touchpoints
- Assign staff/board
- CRM/tracking and automation
- Review and adjust

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## Fundraising Plan

### Stewardship

- *Quarterly email updates and stories*
- *Impact reports*
- *Thank you notes, phone calls*
- *Coffee meet-ups, board touchpoints*

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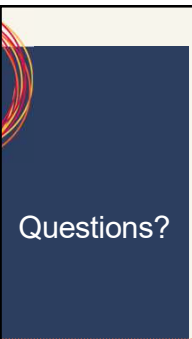
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## Questions?

Have a question or something you want to discuss more in-depth? Here are some options for you:

- Type your questions in the Q&A, or
- Raise your hand using the reaction button.

Have a questions after the presentation? Here is the contact information for our presenter:

- Name: Dana Mach
- Email: [Dmach@cvt.org](mailto:Dmach@cvt.org)

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Thank you for attending this webinar!

Please scan QR code for evaluation

Diversifying Funding for SOT Programs

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The National Capacity Building Project is a project of the Center for Victims of Torture in partnership with Harvard Program in Refugee Trauma and the National Consortium of Torture Treatment Programs.

More resources are available at [www.healtorture.org](http://www.healtorture.org).

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