

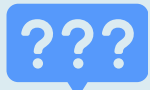
IMPROVEMENT *Burst*

Finding New Funding Sources



what is it?

A targeted approach to **diversifying revenue streams** so your nonprofit isn't overly dependent on one funding source.



why it works?

Many nonprofits rely too heavily on **one or two funders**. Expanding funding sources can **increase financial stability** and **reduce risk**.

Reflection: Why this matters to you ?

Before seeking new funding, reflect on:

- **What funding gaps exist in my organization?** Are we overly dependent on one source, or missing key revenue opportunities?

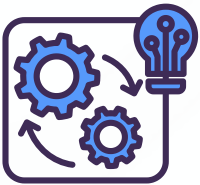
- **What has prevented me from diversifying funding in the past?** Lack of time, connections, or clarity on where to look?

- **What will be different now?** How can I systematically explore and apply for new funding opportunities?



How to Use It Right Now ?

- 1. Check Existing Funders for Add-ons** – Many funders **offer additional grants** for innovation, capacity building, or emergency needs.
- 2. Target Corporate Partnerships** – Even small local businesses often have **CSR (corporate social responsibility) funds**. Start by asking **5 local businesses** if they offer nonprofit grants.
- 3. Tap Into Individual Donors** – Consider launching a **micro-donation campaign** (e.g., “\$10/month can provide...”).
- 4. Look for Collaborative Grants** – Some funders **favour partnerships**—team up with another nonprofit to apply.
- 5. Apply for a Small, Easy-to-Get Grant First** – Winning **even a small grant** improves credibility for bigger ones.



Example in Action

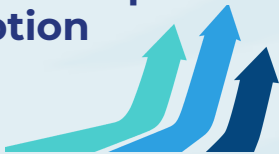
Instead of:

"We rely on our main grant funding."

Try:

"We've identified three new corporate giving programs that align with our mission—let's submit proposals this quarter."

Power-Up Option



Set a **quarterly goal** to apply for at least one **new funding source**.