

# Writing a Funding Proposal

Type of agency	Advantages	Disadvantages
<b>Government</b>	<ul style="list-style-type: none"> <li>▪ Often have a lot of money.</li> <li>▪ May be useful on issues of policy, access etc.</li> <li>▪ If project fits government strategy, this increases possibility of meaningful impact.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Process of application is often bureaucratic and takes a long time.</li> <li>▪ Payment is often delayed and there is very little flexibility.</li> <li>▪ Application requirements can be complex.</li> </ul>
<b>Churches</b>	<ul style="list-style-type: none"> <li>▪ Often share the development and ethical agenda of progressive civil society organisations.</li> <li>▪ Usually have quite a lot of flexibility in what and how they fund.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Usually rely on own constituency to raise money and this means that funds may be limited and/or subject to fluctuations.</li> <li>▪ Sometimes get allocations from governments and are subject to changes in government policy.</li> </ul>
<b>Large family foundations</b>	<ul style="list-style-type: none"> <li>▪ Have large sums of money to give.</li> <li>▪ Staff are professional, understand the issues and civil society concerns.</li> <li>▪ Clear guidelines on what is funded and the process for getting funding usually provided.</li> <li>▪ Willing to share international experience.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Process for application can be lengthy.</li> <li>▪ Requirements for applications can be complex.</li> <li>▪ Priorities may change.</li> </ul>
<b>Small family foundations</b>	<ul style="list-style-type: none"> <li>▪ Often form close relationships and have a personal commitment to an organisation.</li> <li>▪ More flexible on format and process.</li> <li>▪ More flexible on what they fund.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Staff not always as professional as that of bigger foundations.</li> <li>▪ May not have much money.</li> <li>▪ Personal contacts very important (can also be an advantage).</li> </ul>
<b>Major corporate funding</b>	<ul style="list-style-type: none"> <li>▪ Have large sums of money to give.</li> <li>▪ Often have professional, accessible staff.</li> <li>▪ Usually clear on what they want from the arrangement. Not a hidden agenda.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Change priorities quite often.</li> <li>▪ Sometimes want direct representation on the board.</li> <li>▪ Often very sensitive to anything that might alienate other stakeholders.</li> </ul>
<b>Small corporate funding</b>	<ul style="list-style-type: none"> <li>▪ Informal approach.</li> <li>▪ Interested in local projects.</li> <li>▪ Personal connections very helpful.</li> <li>▪ Agenda usually clear.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Not that much money.</li> <li>▪ Interests limited.</li> <li>▪ If no personal connections, no funding!</li> </ul>