



## Building a Strong Funding Base For your program

- **Focus on coalition building.**

Larger coalitions are more likely than smaller coalitions to assist with funding for your program. Programs with 16 or more congregations in their coalitions were more likely than smaller ones to provide assistance with fund-raising efforts.

- **Ensure that the board of directors meets at least quarterly.**

Boards that meet regularly are more attuned to the programs needs and therefore, are more likely than those that do not meet regularly to assist in helping the program raise funds.

- **Provide three or more caregiving services.**

Programs that provide three or more services are more likely to reach the funding threshold of raising at least \$25,000 annually. Offering a variety of services helps make your program more attractive to diverse resources and increases opportunities to attract additional volunteers and coalition members.

- **Draw from at least three different funding sources.**

Diversity in funding is important because programs that rely too heavily on a single source may not be able to operate if that source becomes unavailable.

- **Involving both your coalition and board of directors in fundraising efforts.**

Sixty-two percent of programs that used their board and coalition in fund-raising reached program sustainability. Utilizing your coalition and board of directors assists the program in achieving community awareness, attracting volunteers and care-receivers and finding multiple funding opportunities.

- **Hire an experienced program director.**

One of the paths to building a strong funding base starts with the program director. Hiring a program director with experience with the faith community is helpful in expanding coalition support and they may also have pre-established relationships with leaders in the faith community.